

FACEBOOK VIDEO COVERS

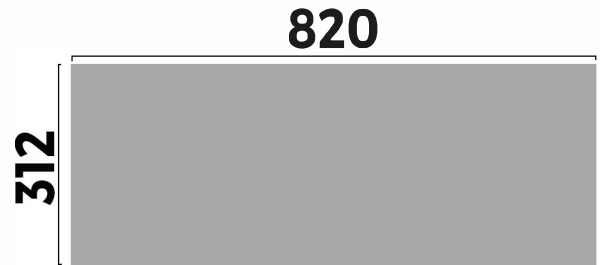
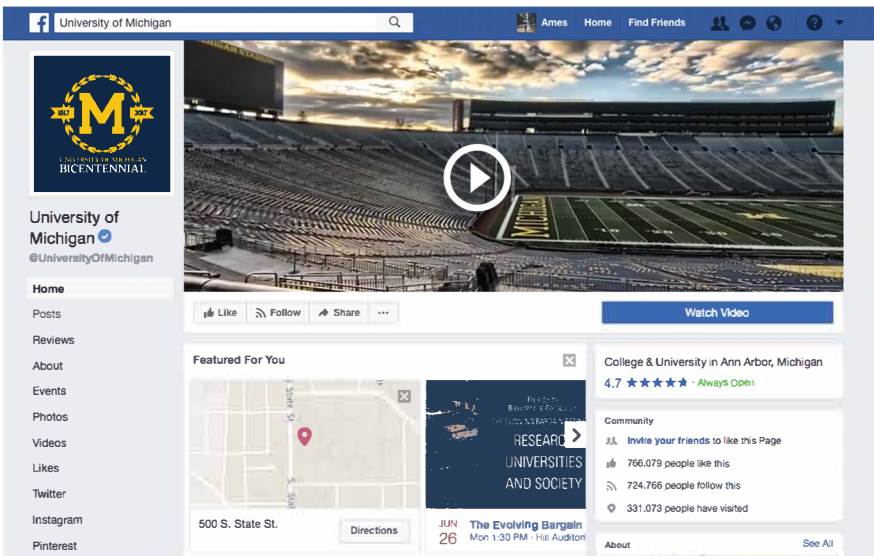
SOCIALMEDIA.UMICH.EDU



The introduction of video cover images on Facebook offers an entirely new way to engage with fans and craft an online experience for your brand. In order to best utilize this dynamic space on your profile, it is vital to understand the technicalities and best practices.

YOUR COVER VIDEO SHOULD:

- Be 820 x 312 pixels
- Have a runtime of 20-90 seconds
- Feature high-quality video that highlights your brand.



TIPS & TRICKS:

- The cover video will play automatically without sound when someone visits your page. Be sure that your content is visually appealing and doesn't rely on audio.
- Keep in mind, the video will play on a loop.
- Use the video to convey a brand story. Unlike static images, video covers offer the ability to portray multiple aspects of your brand.
- When shooting & editing video, keep in mind the cropping/aspect ratio of the cover.
- The cover is prime advertising space on your profile. Use the video to highlight new campaigns or call to actions.