

10.5 It's a Digital Life: Filming

This commercial is designed specifically with Instagram in mind. It is square which is perfect for this platform. To use the advertisement on other platforms, some size/layout modifications may need to be made based on the “best use” sizing for these platforms. For Instagram specifically, it works in almost all the video types. Ideally, it would be put in portrait mode for stories, reels, and IGTV. It can be used as is organically in the feed.

The recommended size for videos on Facebook varies so it could be used as is in some cases but would ideally need to be altered to a landscape widescreen mode for best display on some video types or a portrait mode for use in Facebook Stories. It can be used as is if running an in-feed video ads, carousel ads, mobile video ads, and slideshow video ads.

Currently unused platforms include Snapchat and TikTok. Snapchat is not a recommended platform for this business due to lack of target audiences, and it would need to be converted to a portrait format for this platform. The video is usable on TikTok in most cases, but it will letterbox in some formats like organic videos. You must weigh the acceptance of this compared to portrait layouts. If only using it as an ad, it works for TikTok feed ads.

Lesser used platforms for this business include Twitter, YouTube, and LinkedIn. Twitter will accept it as is for both organic and paid video ads. This is something to consider as a quick distribution method. For YouTube, the ad would work in most cases because YouTube

automatically adds pillar boxing to videos not already in widescreen. Ideally, it would be reformatted to fit this platform to optimize visibility and acceptance. LinkedIn would require reformatting to a landscape layout for shared organic videos, but it would play as is for paid video ads.

The length of the ad would work on most platforms as is. In less than a handful of cases, it might clip into shorter segments in stories or reels, but the ad would still play, just divided. Overall, the ad is shareable as is if the appropriate distribution channels are selected on each platform.