The Ultimate Checklist for Social Media Videos
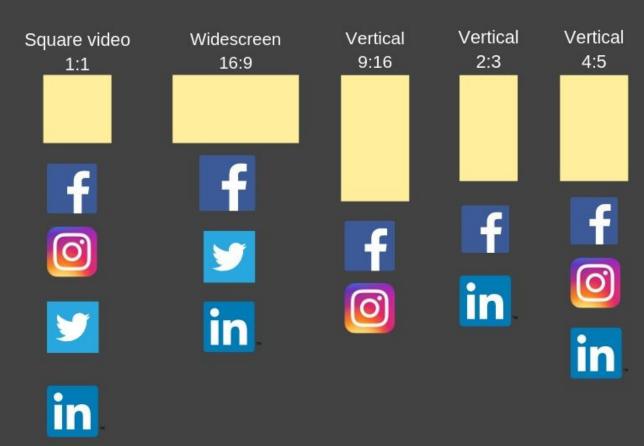
FORMAT

✓ **Check if you selected the right video format for the social media platform**

Square video 1:1	Widescreen 16:9	Vertical 9:16	Vertical 2:3	Vertical 4:5
Facebook, Instagram, Twitter, LinkedIn	Facebook, Twitter, LinkedIn	Facebook, Instagram	Facebook, LinkedIn	Facebook, Instagram, LinkedIn

LOGO

✓ **Check the positioning/placement of logos in intro, video clips, and outro**

✓ **Check if your outro has all Call-To-Actions**

1 - Top left
2 - Top right
3 - Bottom left
4 - Bottom right
5 - Center

FONT

✓ Check if all the text on video is in your brand colors

✓ Check if your font style is brand compliant

✓ Check if you've missed any letters while highlighting the text

✓ Check if the text animation is playing smoothly in your video

✓ Check if there are any spelling, formatting, or grammatical errors in the text

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MEDIA

✓ Check if your footages are playing smoothly

✓ Check if the text and footages are in sync

✓ Check if you have mentioned credit/attribution for footages

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AUDIO

✓ Check if your background music is not breaking

✓ Check the volume of the background music

To know more about video designing, visit www.typito.com