

TWITTER VIDEO CONTENT



BEST PRACTICES FOR YOUR BRAND ON TWITTER

Twitter's relevant and curated feed environment makes ads more memorable, engaging and effective⁴. Follow these simple best practices to structure your assets for maximum impact, optimize content for a feed environment and create unskippable experiences with video on Twitter.



ENGINEER THE FRONT-END

INCLUDE A HOOK

Build in an intriguing set-up or dynamic set of actions to draw people in¹.

FEATURE PEOPLE

Feature people in the first few frames to drive emotional connection and higher view rates².

PULL TALENT FORWARD

Pull talent and brand ambassadors forward quickly.

BRAND AT SECOND ZERO

Feature branding to drive association with your brand early³.



OPTIMIZE FOR THE FEED

SPEAK WITHOUT SOUND

Use captions and visual cues for get your message across without sound.

BIAS TO SHORT FORM

Aim for 15 seconds or less to drive maximum memory encoding⁴.

USE HERO SPOTS STRATEGICALLY

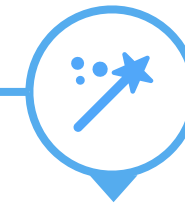
Use longer-form assets to align with TV campaigns or to drive emotional intensity⁴.

SWEAT ASSETS

Stretch hero assets into multiple pieces of creative such as GIFs and scratchreels.

DESIGN PARTICIPATION

Move consumers from viewing to doing with immersive video formats.



CREATE UNSKIPPABLE EXPERIENCES

BROADCAST LIVE

Broadcast planned brand moments or create new user experiences.

ALIGN WITH PREMIUM CONTENT

Align with premium publishers through our pre-roll programs.

LEVERAGE CREATORS

Tap into Niche creators to create engaging video content or tap into large audiences.