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**Christopher Franklin**

Social Media Typography  
Sermon Videos

# ABOUT ME

Christopher is an accomplished Marketing leader with over 25 years of experience in brand development, video, design and motion graphics. He has help build strong brands while working in leadership positions at ABC24, FOX Televisions stations, Guardsmark and the Evangelical Presbyterian Church (EPC).

He has won 5 Mid-South Emmy Awards, 10 Promax Awards and a other accolades in Media Production

~CHRISTOPHER FRANKLIN

MARKETING DIRECTOR, ABC24 NEWS  
& FOUNDER, INSPIRE MEDIA CONFERENCE



# WHAT'S AHEAD

- Know your Audience
- Know Your Platform
- Know Your Content
- Know Your Impact





# WHO IS YOUR **AUDIENCE?**

# WHO WILL WATCH?

MEMBERS

VISITORS

POTENTIAL MEMBERS

PASTOR

OTHER CHURCHES



# WHAT IS YOUR **PLATFORM?**

# HOW IS CONTENT CONSUMED



FACEBOOK


YOU TUBE

COMPUTER

MOBILE DEVICE

VIEWER HABITS



 Facebook	Recommended Dimensions/Resolution	Aspect Ratio	Max File Size	Video Formats	Length Max	Max Frames	Recommended Characters	Headline Max	Link Description
<b>Shared Post Video Landscape</b>	1280 x 720	16:9	4GB	.MP4 or .MOV (recommended)	240 minutes	30 fps	90 (if link is used)	25 (if link is used)	30 (if link is used)
<b>Shared Post Video Portrait</b>	720 x 1280	9:16 *	4GB	.MP4 or .MOV (recommended)	240 minutes	30 fps	90 (if link is used)	25 (if link is used)	30 (if link is used)
<b>360 Video</b>	Monoscopic: 5120 x 2560 maximum Stereoscopic: 5120 x 5120 maximum	Monoscopic: 2:1 Stereoscopic 1:1	10GB	.MP4 or .MOV (recommended)	30 minutes	30 fps	-	-	-
<b>Stories</b>	-	1.91 to 9:16	4 GB	.MP4 or .MOV (recommended)	15 seconds	-	-	-	-
<b>Facebook Ads</b>									
<b>In-Feed Ad</b>	1080 x 1080	16:9 (landscape) or 1:1 (square)	4GB	.MP4 or .MOV (recommended)	240 minutes	30 fps	125	40	30
<b>Carousel Video</b>	1080 x 1080	1:1 (square)	4GB	.MP4 or .MOV (recommended)	240 minutes	30 fps	125	40	-
<b>Collection Video (Mobile)</b>	1080 x 1080	1:1 (square)	4GB	.MP4 or .MOV (recommended)	240 minutes	30 fps	90	25	30
<b>Instant Experience</b>	720p	9:16 portrait or pillarboxed	4GB	.MP4 or .MOV (recommended)	2 minutes for all video content combined	30 fps	-	-	-
<b>Slideshow Video</b>	-	16:9 (landscape) , 4:5 (vertical), 1:1 (square)	4GB	.MP4 or .MOV (recommended)	15 seconds for entire slideshow	-	-	-	-
<b>Stories Ads</b>	1080 x 1080	1.91 to 9:16	4 GB	.MP4 or .MOV (recommended)	2 minutes	-	125	40	-
				<a href="#">See Full List of Video Formats</a>					
<p><i>*If video includes link, aspect ratio is 16:9. Mobile renders videos to 2:3.</i></p> <p><i><a href="#">*if uploading in Sprout, maximum size and length is 1.75 GB/45 minutes</a></i></p>									

# FACEBOOK VIDEO SPECS



# WHAT IS YOUR **CONTENT?**

# WHAT MEMORABLE MOMENT?

PRAYER

SCRIPTURE

ATMOSPHERE

QUOTE



# WHAT MAKES THE MOST **IMPACT?**

# WHERE IS THE BIGGEST IMPACT?

SPECIAL EFFECTS

VALUE ADS

ACCENTUATE MOMENTS

SOUND DESIGN

CREATIVE CANVAS



# BASEEDIT

Edit a version without graphics, compositing or sound design that could be captivating without special effects.



# EMOTION **EDIT**

Add the beginning edits of sound design with music, color grade and conceptualize intro and outro animation, if needed.



# COMPOSITE**EDIT**

Begin compositing clips into an AfterEffects or motion graphics software with movement, creating cuts and compositing. Build conceptualized intro/outro.





# FINAL **PASS**

Take final AfterEffects render back into editing software. Scrub audio and add special sound effects to intro/outro and other transitions.



# TIME IS **MINISTRY**

AND YOUR MINISTRY WILL BLESS YOU  
SPIRITUALLY AND FINANCIALLY  
DON'T RUSH IT. INVEST TIME IN DOING GOOD WORK.

## Hebrews 13:16

It says that we should be giving in both time and money. It says we should be generous and willing to give anything we can- if we don't have money, we should serve.

## SAME MESSAGE, NEW LESSONS

“Nothing is new to me, but  
I’m still learning”

~Talib Kweli





TIME TO CREATE A  
**SOCIAL MEDIA VIDEO**



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