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Video Marketing and Digital Branding

Exporting the Final Video for Different Platforms. Optimizing Video Quality for YouTube, Instagram, Facebook, and Vimeo

Slaven Ljolje
SVEHERC



UNIVERSITY OF LJUBLJANA
Faculty of Electrical Engineering



University of Pristina
Kosovska Mitrovica



Importance of Optimization

- Each platform has specific technical requirements
- Different resolutions, aspect ratios, and file formats
- Internet speed and device compatibility affect video performance



Exporting for YouTube

Settings:

- Format: H.264
- Preset: YouTube 1080p Full HD
- Resolution: 1920x1080 (16:9)
- Frame Rate: 30 fps or 24 fps
- Bitrate: VBR, 2-pass (8-10 Mbps)
- Export via Adobe Media Encoder



Exporting for Instagram

Settings:

- Format: H.264
- Preset: Match Source - High Bitrate
- Resolution:
 - **Vertical (Stories/Reels):** 1080x1920 (9:16)
 - **Square (Feed):** 1080x1080 (1:1)
- Frame Rate: 30 fps
- Bitrate: VBR, 1-pass (3-5 Mbps)



Exporting for Facebook

Settings:

- Format: H.264
- Preset: Match Source - High Bitrate
- Resolution: 1920x1080 (16:9)
- Frame Rate: 30 fps
- Bitrate: VBR, 2-pass (5-10 Mbps)
- Optimized for fast loading and mobile viewing



Exporting for Vimeo

Settings:

- Format: H.264
- Preset: Vimeo 1080p HD
- Resolution: 1920x1080
- Frame Rate: 30 fps
- Bitrate: VBR, 2-pass (8-10 Mbps)
- Higher quality preferred for professional content



Platforma	Rezolucija	Format slike	Omjer stranica	Maksimalna veličina
Facebook	1200x630 px	JPEG, PNG	1.91:1	5 MB
Instagram	1080x1080 px	JPEG, PNG	1:1	30 MB
Twitter	1024x512 px	JPEG, PNG, GIF	2:1	5 MB (GIF do 15 MB)
LinkedIn	1200x627 px	JPEG, PNG	1.91:1	5 MB
YouTube	1280x720 px	JPEG, PNG, GIF	16:9	2 MB
TikTok	1080x1920 px	JPEG, PNG	9:16	20 MB
Pinterest	1000x1500 px	JPEG, PNG	2:3	10 MB ●



Key Takeaways

- Adjust settings based on platform requirements
- Balance quality and file size for optimal performance
- Use the correct resolution, frame rate, and bitrate
- Export using Adobe Premiere Pro or Adobe Media Encoder





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Questions & Answers

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