

Digital Production Checklist & Platform Guide

Cleaned and reorganized from the full production workbook, including all three tabs.

How to Use This Document

- Use Section 1 as the working checklist for each production or series.
- Use Section 2 as the quick-reference guide for platform specs and YouTube planning.
- Use Section 3 as the creative guidance for Meta-first vertical video.
- Assign an owner and due date in the notes column when adapting this into a production packet.

1. Production Checklist

Use this section to confirm that the production, post-production, metadata, and social assets are captured before launch.

Production: Videography

Done	Asset / Task	Notes / Owner
☐	20- to 30-second underwriter highlight or recognition sizzler. Vertical, 9:16.	
☐	20- to 30-second sizzlers for the full season and individual episodes that are 5+ minutes. Vertical, 9:16.	
☐	60-second trailer for documentaries and stand-alone productions. Deliver 2 versions, vertical and 9:16.	
☐	Pre-scripted YouTube Shorts. 2-4 vertical videos.	
☐	YouTube clips, such as music tracks, outtakes, extended scenes, or related cutdowns. 3-5 assets, 9:16.	

Production: Stills and Visual Assets

Done	Asset / Task	Notes / Owner
☐	Behind-the-scenes photos with crew and cameras. 3-6 images, vertical, square, and 9:16.	
☐	Host headshots. 3-6 images, vertical, square, and 9:16.	
☐	Action shots that capture the essence of the program. 3-6 images, vertical, square, and 9:16.	
☐	Underwriter highlight or recognition images. 3 images, vertical, square, and 9:16.	
☐	GIFs. 2-3 assets.	

Post Production: Thumbnails

Done	Asset / Task	Notes / Owner
☐	YouTube thumbnails. 2-3 per episode, including season playlist and teasers. Must be less than 2 MB.	
☐	Media Manager poster image with no graphics.	

Post Production: Media Manager Metadata

Done	Asset / Task	Notes / Owner
☐	Series title.	
☐	Short description. 90 characters.	
☐	Long description. 400 characters.	
☐	Funder message. Example: Music for Social Justice is a production of Michigan State University College of Music. Presented by WKAR Public Media.	
☐	Collection title, if applicable. Use for specials that are not previews or clips.	
☐	Collection short description. 90 characters.	
☐	Collection long description. 400 characters.	

Post Production: YouTube Playlist and Episodes

Done	Asset / Task	Notes / Owner
☐	Series title. Maximum 100 characters.	
☐	Series description. Maximum 5,000 characters.	
☐	Three title options for each episode, teaser, and sizzle.	
☐	Short description.	
☐	Long description.	
☐	Captions. SCC file.	

Social Media Deliverables

Done	Asset / Task	Notes / Owner
☐	Hashtags.	
☐	Tags for key accounts, such as hosts, partners, or underwriters.	
☐	Draft copy or must-have language.	
☐	Social assets, such as photos, graphics, or video clips.	
☐	Series logos and underwriter logos.	

2. Platform Specs and Best Practices

Original tab updated 7/7/23. Confirm specs before launch if platform requirements have changed.

Meta Video Specs

Requirement	Facebook Feed	Facebook In-Stream	Facebook Stories
Source ratio	16:9 to 9:16	16:9 to 9:16	1.91:1 to 9:16
Video length	Up to 240 minutes	5 seconds to 10 minutes	1 to 120 seconds
Objectives supported	All	Engagement, reach, video views, brand awareness, app installs	All
Captions	Optional, recommended	Optional	Optional
Sound	Optional, recommended	Optional, recommended	Optional
Horizontal	16:9	16:9	16:9
Square	1:1	1:1	1:1
Vertical	4:5	4:5	4:5
Full portrait	9:16	9:16	9:16

General Video Guidelines

- Maximum file size: 5 GB.
- Minimum file size: 75 KB.
- Maximum video duration: 10 minutes.
- Minimum video duration: 3 seconds.
- Resolution range: 256x144 to 4096x2304.
- Aspect ratio: 1:2.4 to 2.4:1.
- Frame rate: 10 FPS to 60 FPS.
- Bit rate: 192 KBPS to 30 MBPS.

Instagram Reels

- Upload reels with an aspect ratio between 1.91:1 and 9:16.
- Use a minimum frame rate of 30 FPS and a minimum resolution of 720 pixels.
- Video codec: progressive scan, high profile, 2 consecutive B frames, closed GOP, CABAC, chroma subsampling 4:2:0.
- Audio codec: stereo or stereo + 5.1, sample rate 96 kHz or 48 kHz.

LinkedIn

Asset Type	Specs
Images	File type: JPG, PNG, or GIF. Maximum file size: 5 MB. Recommended ratio: 1.91:1, 1200 x 627 pixels. Images should be wider than 200 pixels.
Video	Maximum file size: 5 GB. Minimum file size: 75 KB. Maximum duration: 10 minutes. Minimum duration: 3 seconds. Resolution range: 256x144 to 4096x2304. Aspect ratio: 1:2.4 to 2.4:1. Frame rate: 10 FPS to 60 FPS. Bit rate: 192 KBPS to 30 MBPS.

YouTube Best Practices

Area	Guidance
Intro	Use a cold open and get straight into the topic. Keep show-specific bumpers to 3 seconds or less when possible. Capture attention in the first 10-30 seconds. Front-load the strongest moment, experiment, demo, or idea before adding context.
Body	Deliver on the promise of the title and thumbnail. Avoid misleading packaging. Think about the title and thumbnail while writing the episode so the structure supports the hook. Make the video as long as it needs to be, but no longer. Aim for 60% or higher viewer retention.
Outro	Avoid long outros. Keep end reads to 20 seconds or less. Avoid static end cards. Use bloopers or behind-the-scenes moments when appropriate. Consider asking viewers to watch a related video instead of asking them to subscribe.

Titles	Workshop at least three title options for each video.
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YouTube Thumbnails

- Simple is better. Use no more than 1-3 main visual elements, including on-screen text.
- Use bright, high-contrast, easy-to-read images. Use faces only when appropriate.
- Use little to no text. If text is needed, keep it to 3-4 words.
- Create a different thumbnail and title when re-releasing content on social.

YouTube Shorts

- Keep Shorts to 60 seconds or less.
- Use vertical 9:16 orientation. The original sheet notes 1920 x 1080, but 1080 x 1920 is the typical vertical HD format.
- Tell a complete stand-alone story with a beginning, middle, and end.
- Build around a hook and a clear promise to the viewer.
- Avoid simple Q&A that could be answered by a quick Google search.
- Shoot wide enough to crop.
- Plan the first second carefully because Shorts may use it as the thumbnail moment.
- Use catchy music from the YouTube library when appropriate and include concise CTA text when useful. Text is limited to 100 characters.

YouTube Ads and Post Content

Format	Guidance
Skippable video ads	Maximum length of 6 minutes. Skippable after 5 seconds.
Unskippable video ads	Maximum length of 15, 20, or 30 seconds. Note: YouTube announced the removal of unskippable 30-second ads in 2018, but TrueView can run up to 30 seconds.
Mid-roll video ads	Minimum length of 30 seconds.
Bumper video ads	Maximum length of 6 seconds.
Post content	Share videos from channels with overlapping audiences. Polls often earn strong engagement. GIFs may outperform still images. Preview upcoming content, share casual host updates, and resurface high-retention or top-performing catalog videos.

3. Meta Vertical Video Best Practices

Meta guidance from the original workbook focused on lowering ad costs and improving engagement with vertical video.

- Film vertically. Optimize for Reels and other vertical placements in 9:16. Use Ads Manager cropping tools to resize for additional placements.
- Capture attention in the first 3 seconds. Place the most important message, event, or service up front.
- Make videos entertaining. Ask a question, use eye-catching visuals, or add humor to encourage completion.
- Make videos relatable. Show people and the day-to-day process behind the work.
- Make videos digestible. Use text and audio to explain what action viewers should take.
- Experiment with sound. Try original audio, voiceover, royalty-free music, or sound effects.
- Put a face to the business or organization. Human presence can help viewers connect.