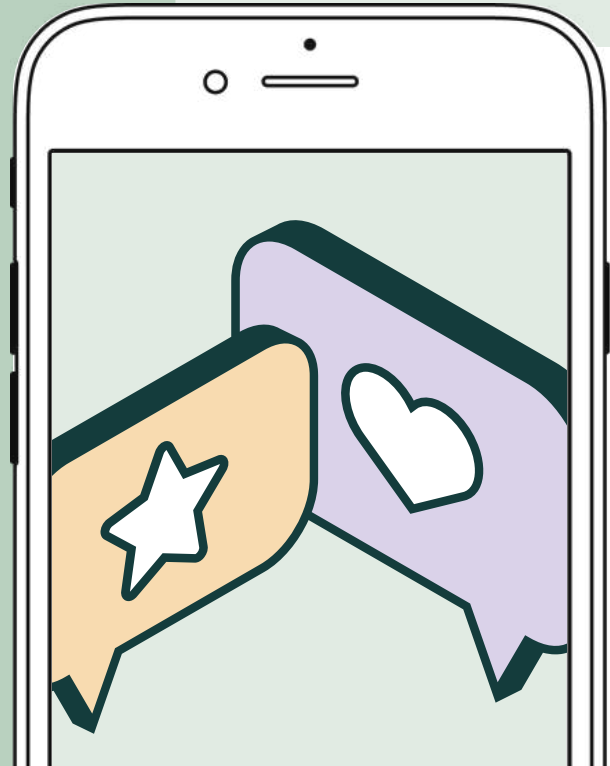




Is Your Social Media Content Optimized For Sustainable Impact?



Your guide to optimize existing videos and images and minimize your environmental impact today.

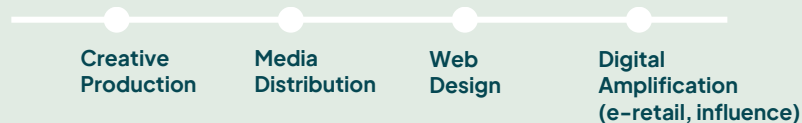


footprint

Footprint is a digital agency dedicated to digital sustainability, part of the Labelium Group, an international media group specializing in digital performance.

By combining digital, technological and environmental expertise, Footprint helps companies reduce their carbon emissions through the development and deployment of responsible and sustainable digital strategies.

Our seasoned environmental and digital experts help our clients to measure and reduce emissions throughout the digital value chain through audits, reduction programs, and custom training.



For more information: footprint.co
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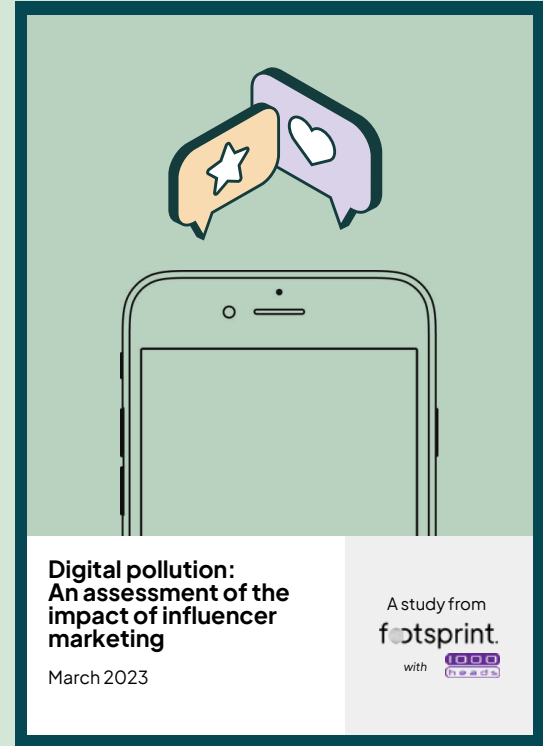
Let's Take Action

Decoding The Social Media Carbon Footprint

Have you ever wondered about the importance of optimizing our social media content for a sustainable impact?

In March 2023, Footsprint and 1000heads conducted a study titled "The Carbon Footprint of Influencer Marketing" to shed light on the environmental impact of our social media activities and explore potential solutions.

Now, let's dive into the main learnings with the help of our influencer, Clara.



Decoding The Social Media Carbon Footprint

HAVE YOU HEARD
ABOUT CLARA?

Clara in an
INFLUENCER →

3M

followers

YOUTUBE
INSTAGRAM
TIKTOK



→
1072

tons of CO₂e

have been generated in a year by
the publication and viewing of
her social media posts.

It is equivalent to



489

**Paris-New York
roundtrips
in a year!**

Decoding The Social Media Carbon Footprint

A LOOK AT CLARA DIGITAL'S CARBON FOOTPRINT

ZOOM

Every content view involves data transfer, energy consumption, and carbon emissions. Videos have a higher impact than images, and longer videos generate more carbon.

50
videos

50M
video views

14
hours
of content

280
posts
with 54 videos

83M
video views

52
minutes
of content

75
posts

102M
video view

19
minutes
of content

YOUTUBE

INSTAGRAM

TIKTOK

Decoding The Social Media Carbon Footprint

**WHAT DOES IT
MEAN FOR US?**

HOW TO ACT

**Reducing Clara's carbon
footprint is a collective
responsibility**

TELL ME MORE



Who can take action?

CONTENT CREATORS
BRANDS
USERS

By being mindful of..

WHAT CONTENT WE POST
HOW WE POST CONTENT
HOW WE CONSUME CONTENT

Our objective is to...

IMPROVE USER EXPERIENCE
MAXIMIZE IMPACT
MINIMIZE EMISSIONS

Decoding The Social Media Carbon Footprint

Is your social media content optimized for sustainable impact?

Social media, while a powerful tool for communication and engagement, also contributes to carbon emissions through various stages of content creation, distribution, and consumption.

This white paper aims to shed light on the link between optimizing social media content for sustainability and its performance and engagement.

We will provide practical insights and quick wins for optimizing video length, video weight, and image formats to minimize carbon emissions while maximizing impact and audience reach.



Optimize Content For Sustainable Impact

Strategic video
length: **maximizing
impact through
optimal durations**

1

A stylized icon of a video player with a play button in the center, set against a light green background.

2

Balancing impact and
efficiency: **video
weight optimization
techniques**

A stylized illustration of a hand holding a video player icon, set against a light green background.

Visual with impact:
**Image optimization
quick wins**

3

A stylized illustration of a computer monitor displaying a cloud icon, set against a light green background.

Optimize Content For Sustainable Impact

1

Strategic video length: **maximizing impact through optimal durations**



2

Balancing impact and efficiency: **video weight optimization techniques**



3

Visual with impact: **Image optimization quick wins**

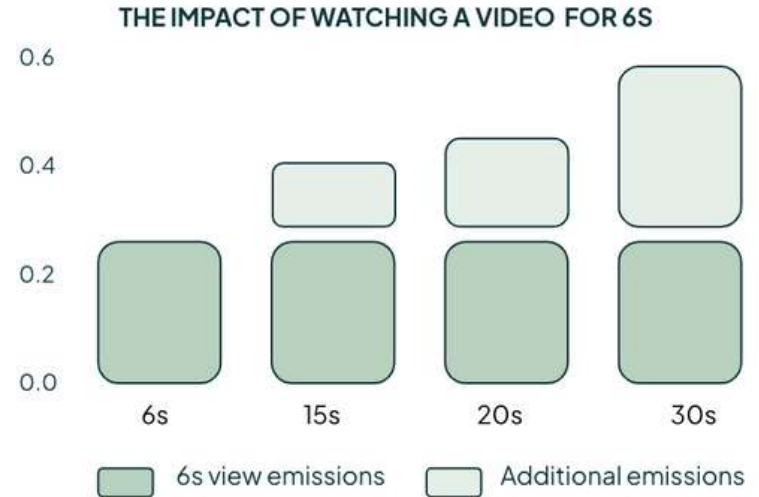


Strategic Video Length: Maximizing Impact through Optimal Durations

Understanding why video length matters

It's essential to grasp the significance of video length and its connection to audience engagement.

Extended videos not only demand more energy for transmission and loading but also result in increased carbon emissions. Moreover, preloading, the data buffering before playback, can further exacerbate these emissions



Strategic Video Length: Maximizing Impact through Optimal Durations

Unlocking the optimal video duration

Whether you're creating content for advertising or organic purposes, knowing the optimal video length can make a remarkable impact on engagement and message delivery.

Discover the recommended video durations for various content types to ensure maximum effectiveness.

Maximum recommended content duration for ads

	Meta	TikTok	Youtube
Awareness	10	10-15	6-15
Consideration	6	10-15	6-15
Conversion	6	10-15	6-15

LABELIUM BENCHMARKS, 2023

Optimal content duration for organic posts to maximize views

Instagram, Facebook, Pinterest	6 to 10 seconds
TikTok	16 to 20 seconds
Youtube	10 to 15 minutes

Elevating Impact Through Sustainable Digital Strategies

Strategic video length: **maximizing impact through optimal durations**

1



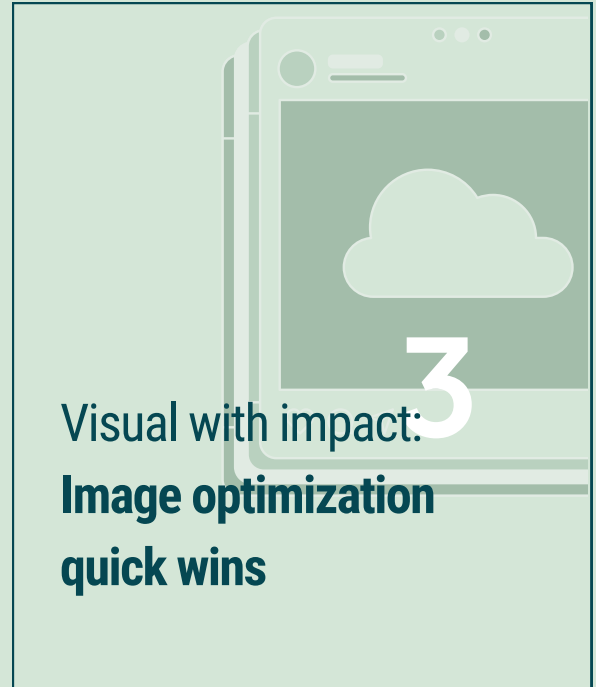
2

Balancing impact and efficiency: **video weight optimization techniques**



Visual with impact: **Image optimization quick wins**

3



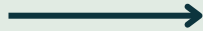
Balancing Impact & Efficiency: Video Weight Optimization Techniques

Why optimize resolution?

In the pursuit of higher definition, it's tempting to choose the highest available resolution format.

Nevertheless, we must remember that this decision often comes with a substantial tradeoff in terms of required bandwidth and data transfer, without necessarily providing noticeable improvements in perceived quality

ILLUSTRATION



Balancing Impact & Efficiency: Video Weight Optimization Techniques

How to optimize resolution?

...

720

For social media platforms like Meta, TikTok, and Snapchat, prioritize a **resolution of 720p** to ensure compatibility with **small to mid-size screens**.

...

1080 MAX

For larger screens, like YouTube on CTV, consider **capping the resolution** at 1080p to avoid energy-intensive 4K views.

Balancing Impact & Efficiency: Video Weight Optimization Techniques

How to optimize bitrate?

Lowering the bitrate is an effective method to reduce your video's file size without compromising its length or image dimensions. However, finding the perfect bitrate for your particular video resolution may necessitate some expertise.

Be sure to fine-tune the bitrate settings and visually assess exported videos on the targeted device to achieve optimal visual integrity and file size reduction.

8Mbps

1080p video

5Mbps

720p video

HOW TO?

When Exporting/Rendering/Sharing your video, find the Bitrate setting. Some applications may present this as a user-friendly Video Quality setting, with options like Low, Medium, or High.

In other applications (e.g., Adobe Media Encoder), you may need to input the desired bitrate value manually. Take your time to adjust this setting appropriately to achieve the desired video quality and file size.



Elevating Impact Through Sustainable Digital Strategies

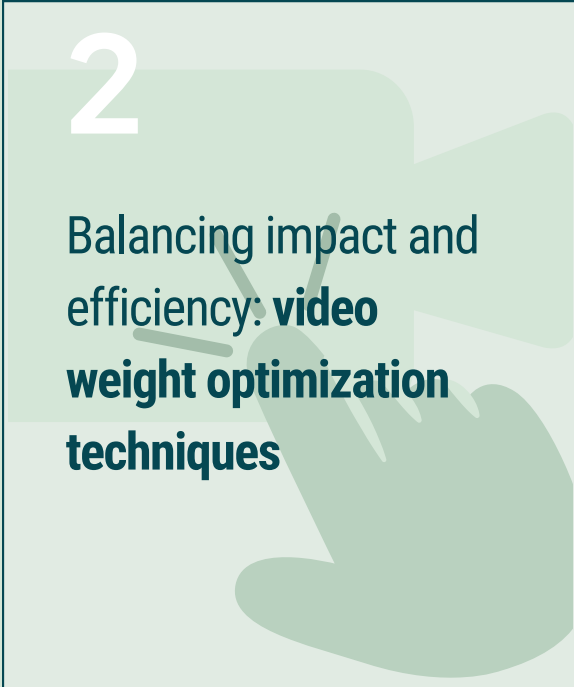
1

Strategic video length: **maximizing impact through optimal durations**



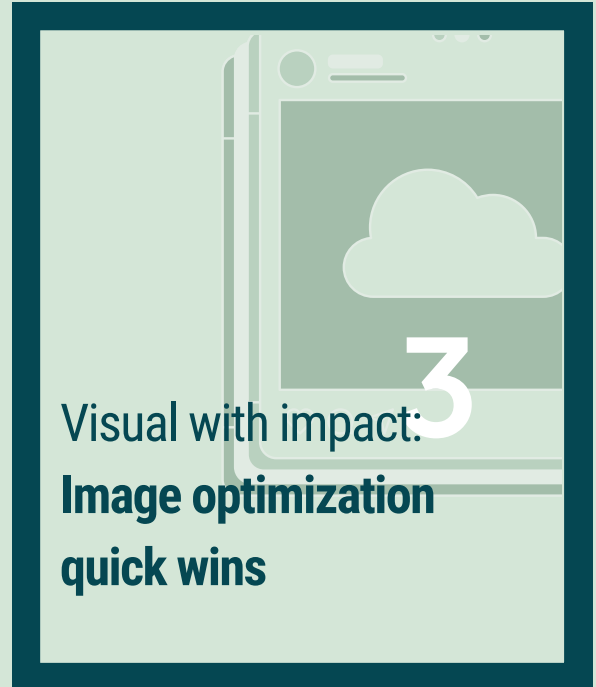
2

Balancing impact and efficiency: **video weight optimization techniques**



3

Visual with impact: **Image optimization quick wins**



Visuals with Impact: Unleashing Potential through Image Optimization

3 QUICK WINS TO REDUCE IMAGE SIZE WITHOUT LOSING IMPACT

OPTIMIZE FILE TYPE

Formats like WebP, JPEG 2000, or AVIF offer advanced compression algorithms that can significantly reduce file sizes without compromising image quality.



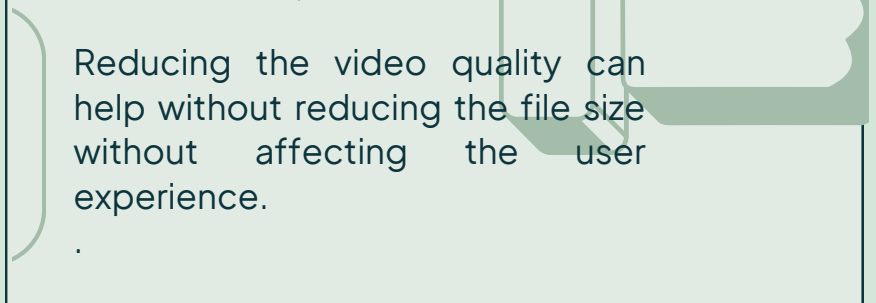
ADJUST SIZING

Adjust the resolution of your images to an optimal level that balances visual quality with file size.



PLAY WITH QUALITY

Reducing the video quality can help without reducing the file size without affecting the user experience.



Visuals with Impact: Unleashing Potential through Image Optimization

Selecting the right file type

Consider the unique strengths of each format and choose based on your desired outcome and the content characteristics.

Free online tools like squoosh.app can be helpful as they provide visual side-by-side comparisons, aiding in making the optimal file type decision.

FOR PHOTOS

AVIF	Offers optimal compression
WEBP	More widely supported and suitable for general web use with good compression and quality
JPEG2000	Ideal for lossless or visually lossless compression

FOR IMAGES

Use vector formats like `.svg` rather than `.png` or `.jpeg` when possible and don't forget to minimize or optimize the file size using tools like compressor.io

The Power of Anticipation

WHY THE FIRST STEP TO SUSTAINABLE CONTENT IS TO QUESTION ADDED VALUE

Before delving into the creation of digital content, it is crucial to question the added value and purpose behind each element.

By critically examining the content's purpose, resources can be efficiently utilized, and the final output can be aligned with the intended goals, paving the way for sustainable content creation.



QUESTIONS TO
ASK YOURSELF



The Power of Anticipation

5 QUESTIONS TO OPTIMIZE CONTENT UPON CREATION

**Does my content
serve a specific
goal?**

**Are all the elements
essential to achieve
the desired
outcome?**

**Can the content be
streamlined or condensed
without losing its
effectiveness?**

**Is the use of video
necessary to achieve the
desired impact?**

**Can existing
content be
repurposed
effectively to
serve the
intended
purpose?**

Let's take action

Empowering environmental responsibility in the digital age

At Footprint, we are committed to making a positive impact on the environment.

Our white paper has provided valuable insights to reduce emissions from social media usage, but this is just the first step in your sustainability journey.

HERE IS
WHAT IS NEXT



Let's take action

How to drive large scale, long term change?

Precise measurement

To make effective reduction, you need to gain valuable insights into your environmental impact. Our data-driven approach and tools accurately quantify your emissions, offering a detailed assessment of your digital campaigns and content creation processes.

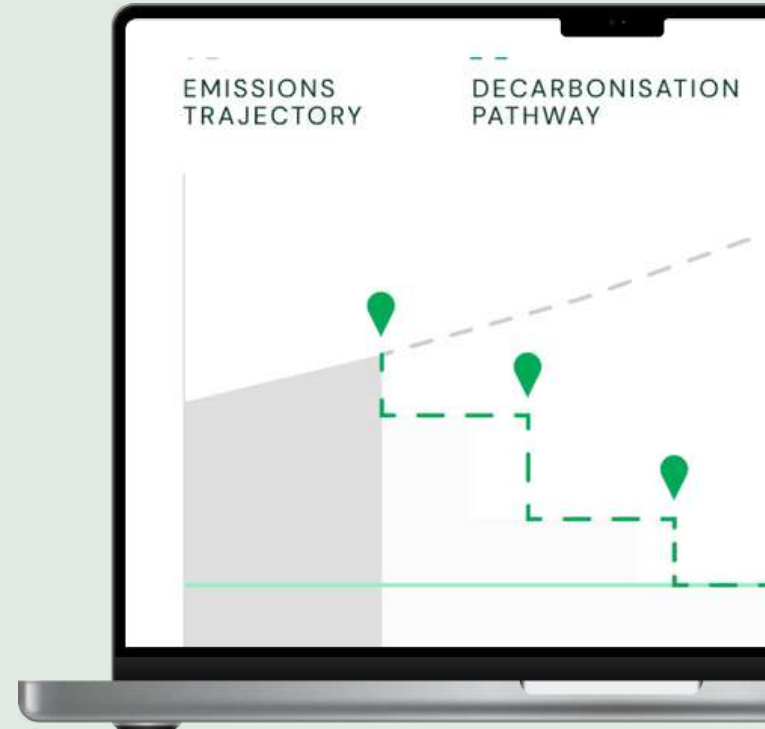


Let's take action

How to drive large scale, long term change?

Tailored reduction strategies

It is important to recognize that each organization's decarbonization journey is unique, comprising key milestones. Collaborate closely with our experts to identify areas for improvement and develop strategies and timelines that align precisely with your goals and constraints.



Let's take action



UNLOCK
YOUR
POTENTIAL

Get a complimentary diagnostic assessment

This assessment will provide you with a **personalized action plan**, based on a thorough understanding of your structure and needs, to effectively measure and reduce your environmental impact while enhancing your efficiency and digital performance.

solutions@footprint.agency

Thank you

Find more insights on
[footprint.co](https://www.footprint.co)