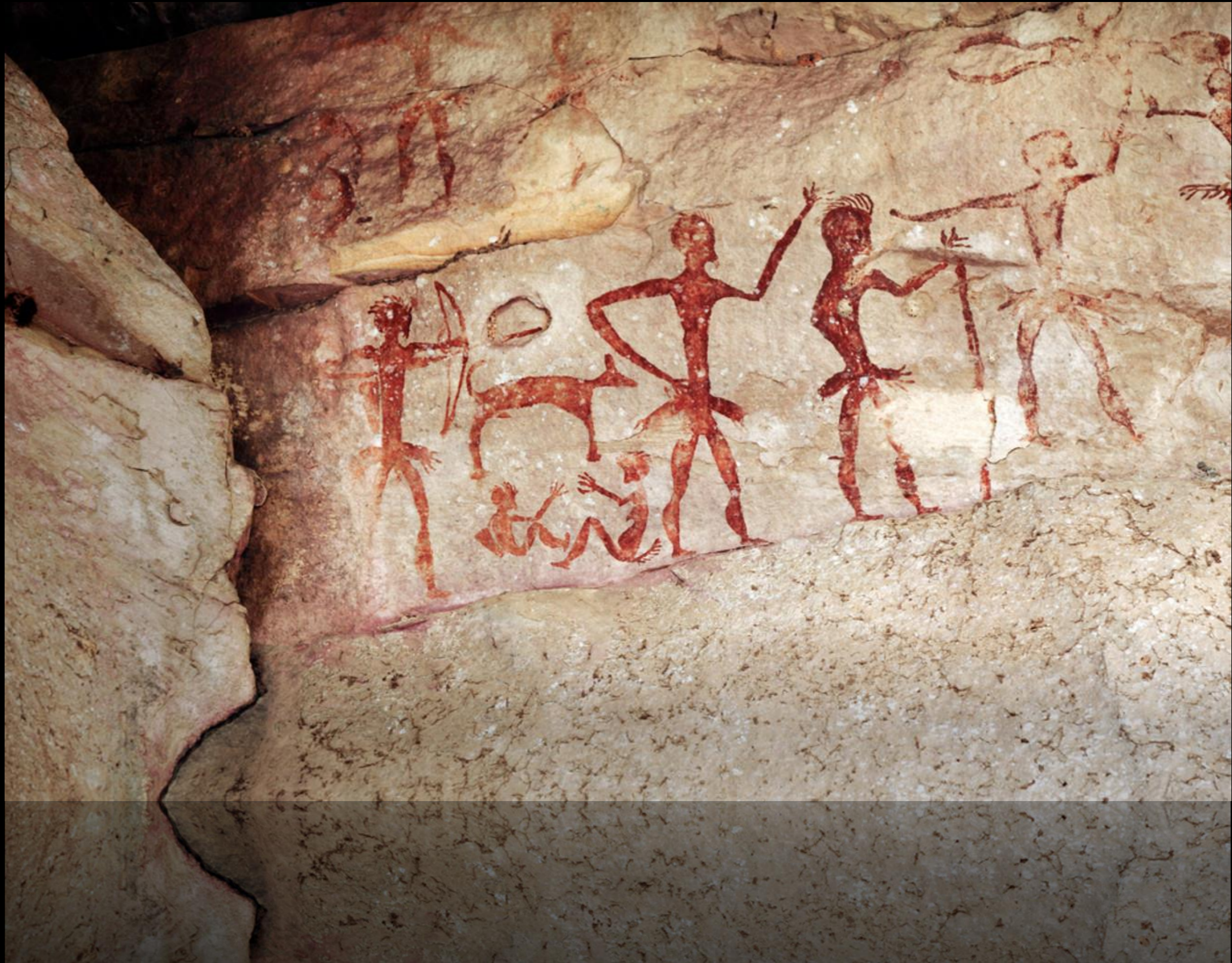


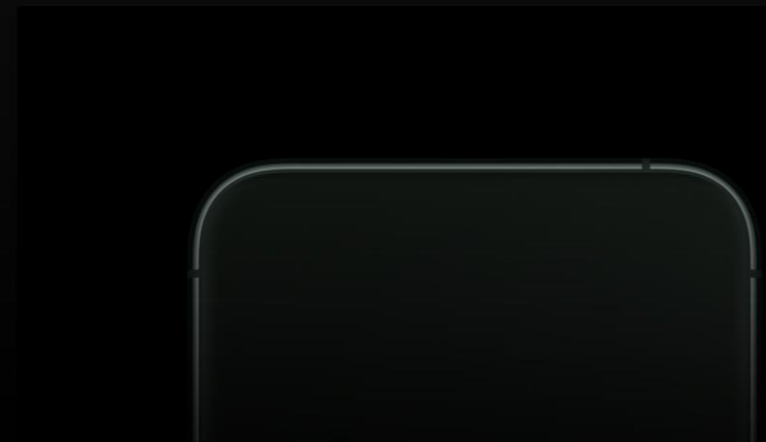
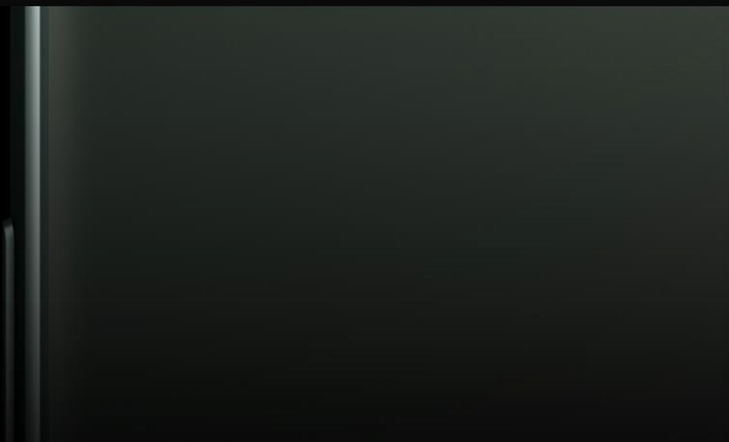
# Jornadas de Comunicação

Fátima, Domus Carmeli

26 e 27 de setembro 2019



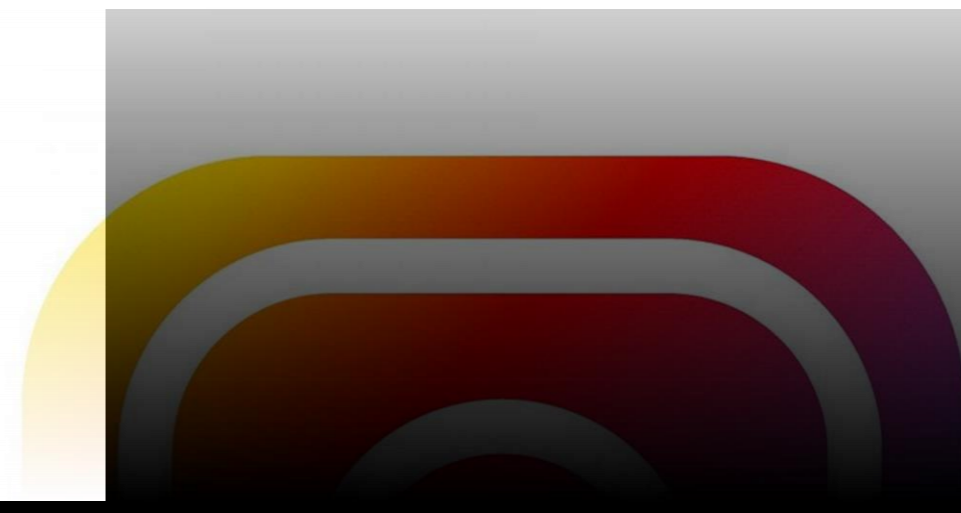
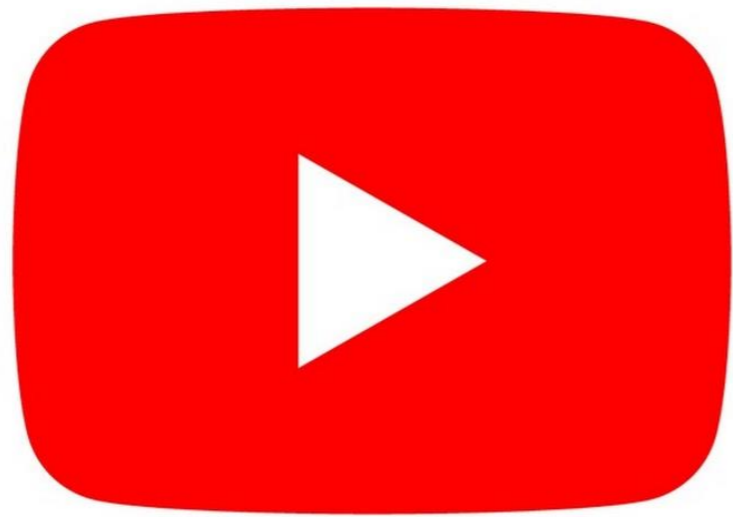














# Social Media



Facebook

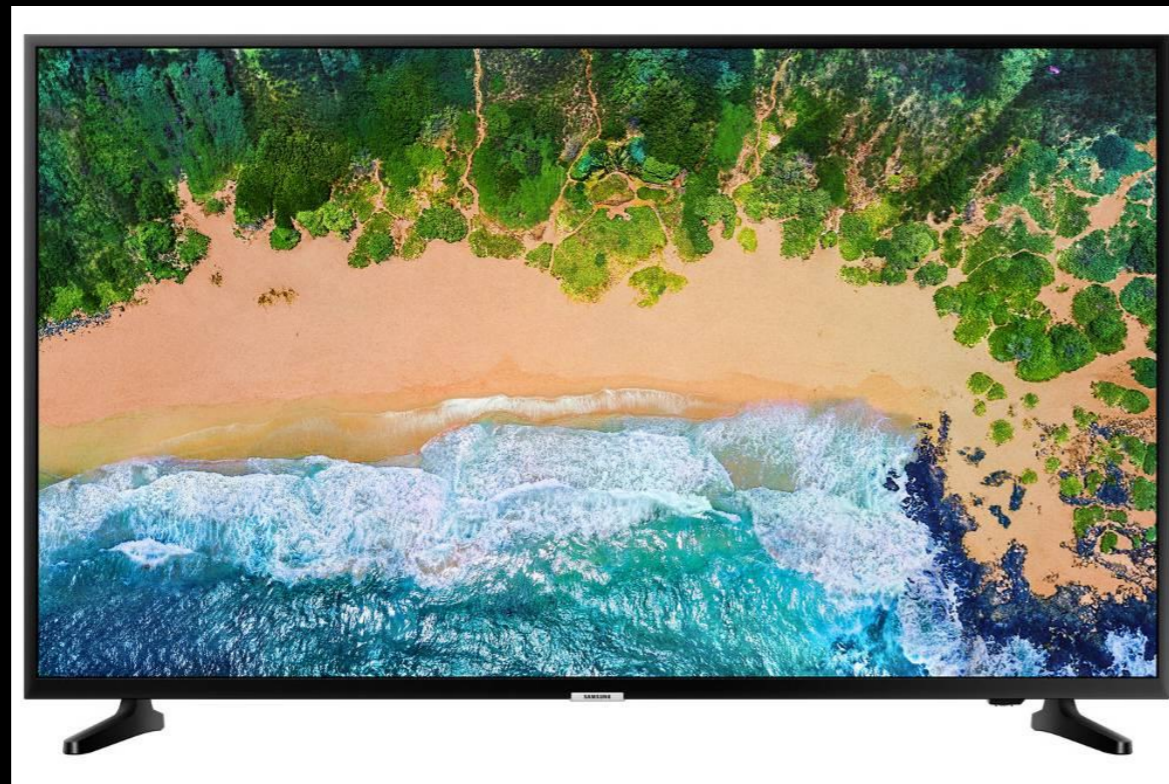


Instagram

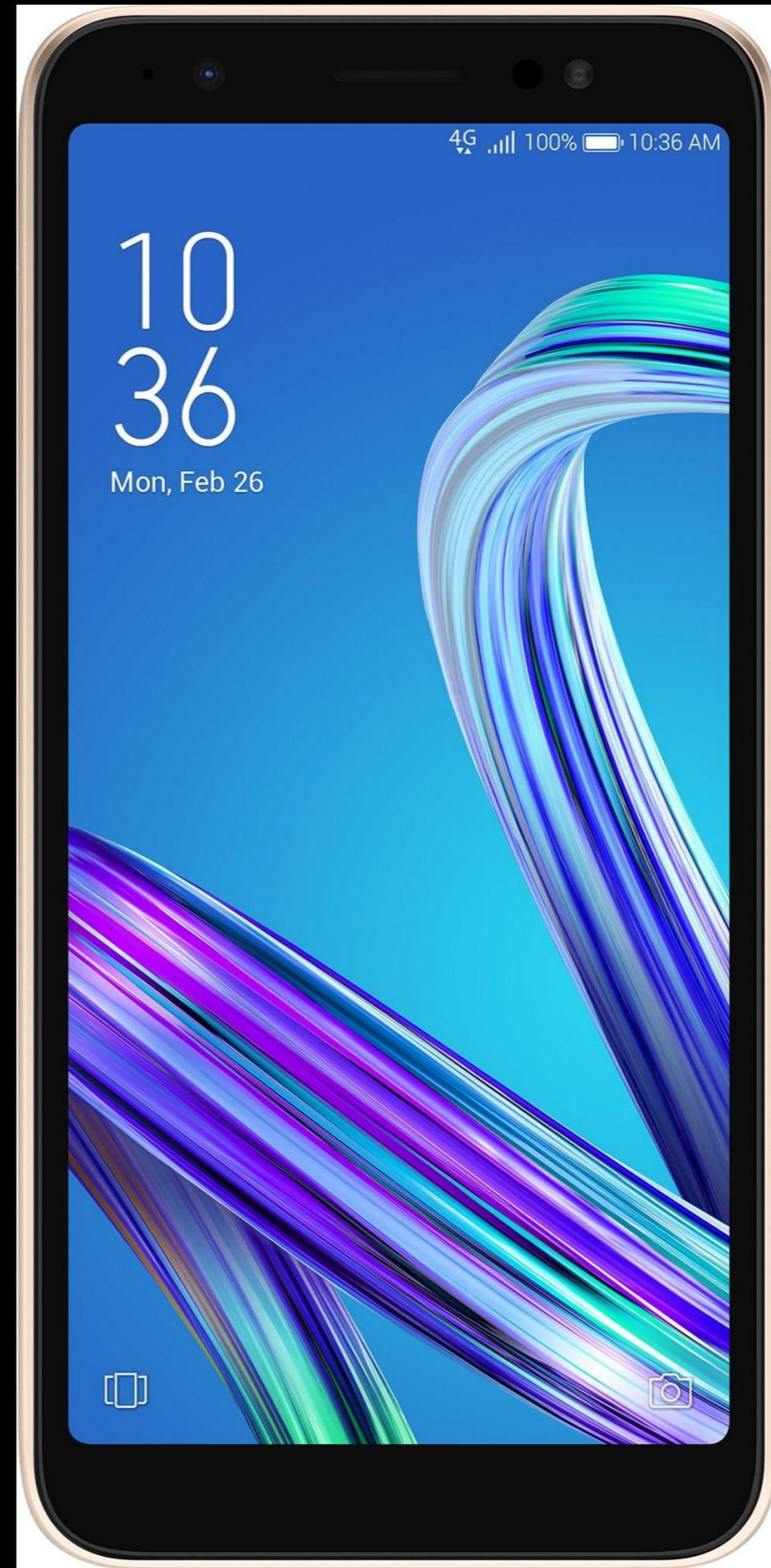




**4:3**



**16:9**



**9:16**

Your TV sits this way

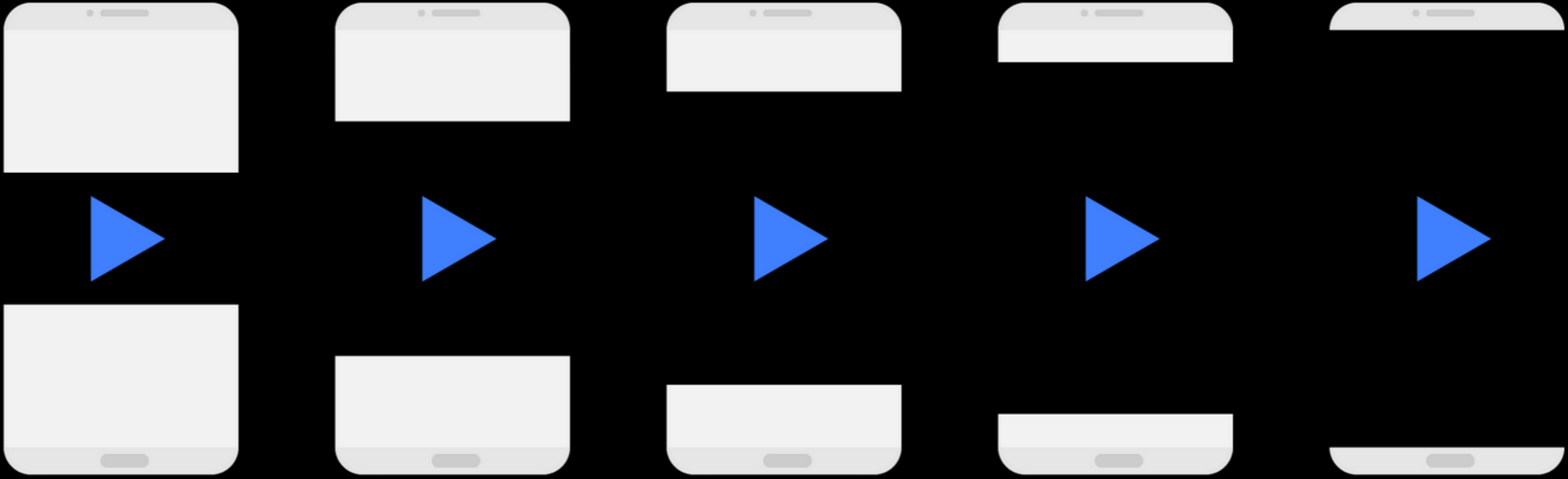


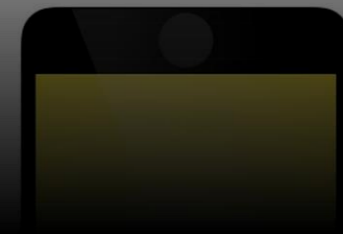
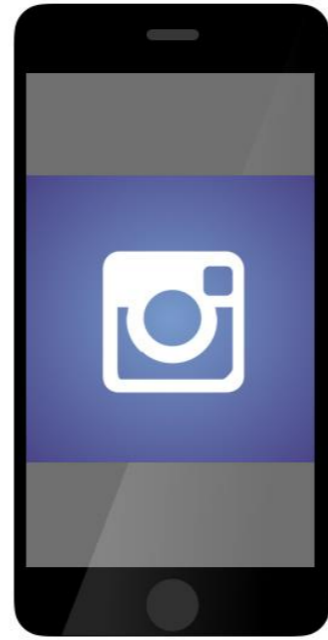
Not this way

So hold your phone  
this way when filming



Not this way





1:1



1080x1080

4:5



1080x1350

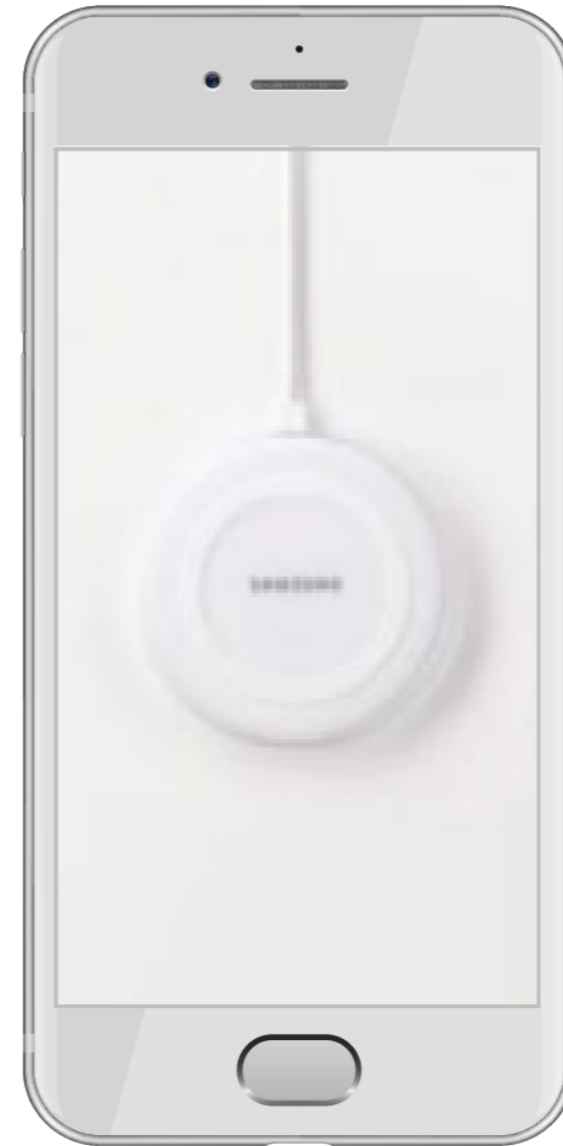
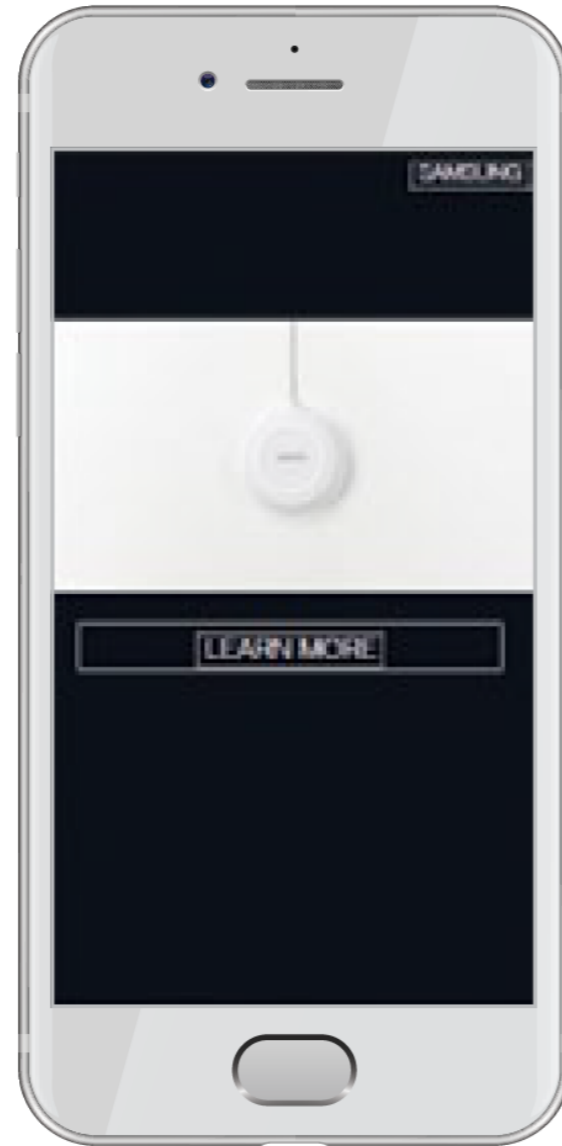
9:16



1080x1920

# HORIZONTAL VS. VERTICAL

25%  
Horizontal  
Video



100%  
Vertical  
Video



Source: [InMobi](#)

Source: [InMobi](#)















TELEPHOTO

[Unlabeled lens]

FISH EYE

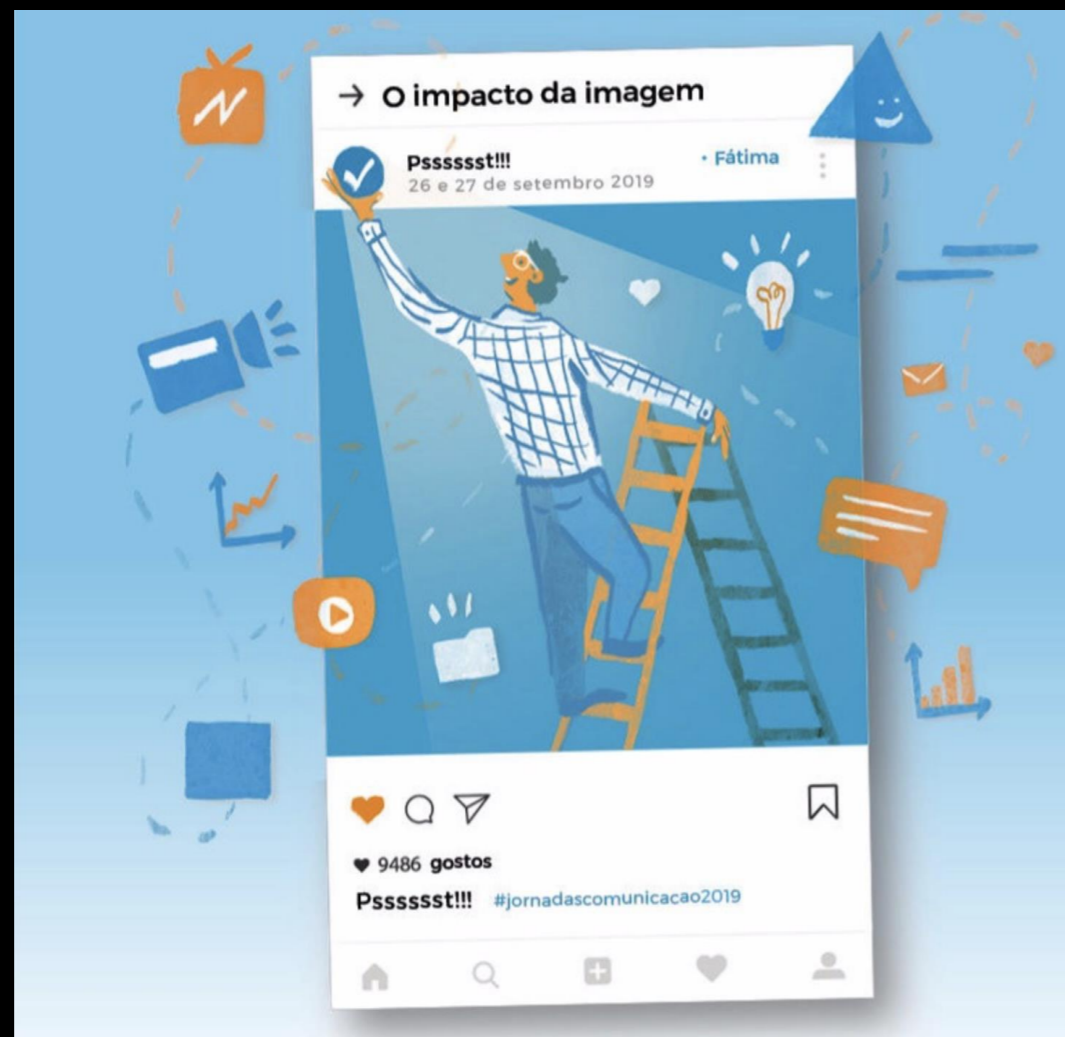
WIDE ANGLE











# Jornadas de Comunicação

Fátima, Domus Carmeli

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