

5 Benefits

of captioning videos on social media

Attention



Captions catch viewer attention and keep it long enough to make an impact. Facebook found that 47% of the value in a video campaign was delivered in the first three seconds, and up to 74% of the value was delivered in the first ten.

Engagement

Captions draw focus and allow viewers to watch video when they otherwise would not be able to. Video ads on Facebook receive a 12% lift in engagement when captioned.



Reach



Over 360 million Americans have a hearing disability. Over a billion people worldwide speak English as a second or foreign language. On YouTube, 80% of the views come from outside the US.

Watch Time

Captions increase video viewing by 40%. Viewers are 80% more likely to watch a video to completion when closed captioning and multi-language subtitling are available.



Accessibility



Captions provide equal access and opportunities for individuals with hearing disabilities. Private sector and federally funded organizations are required to caption video content by various federal laws.