Crossposting Videos on Facebook

What is Crossposting?

Crossposting is a feature Facebook released in late 2017 that allows Facebook Page managers who publish video content to set up partnerships with other Facebook pages to allow them to post that video natively onto their page instead of "sharing" that video.

Why should I set up crossposting with US Equestrian?

Videos that are posted natively on your page vs. shared to your page not only give a cleaner look from a user experience side, but they tend to get better reach.

Crossposted video

Shared video

Who owns the analytics?

If US Equestrian publishes a video and crossposts it with <X Partner>, US equestrian owns all the video views, reach, and engagement on that specific post with that video. When <X Partner> crossposts that video, originally published by US Equestrian, <X Partner> owns the reach and engagement on that post, but the video views are consolidated with that video and are owned by US Equestrian.
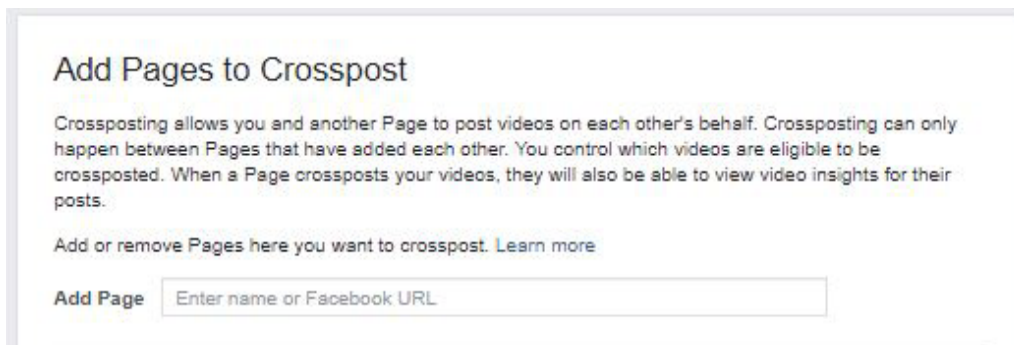
How do I set up crossposting?

Only Facebook page admins can set up crossposting on Facebook, so first ensure that you have admin status on the page.

1 Go to the home page of the Facebook page you manage and click on "Settings" on the upper right-hand corner.

2 Click on the "Crossposting" tab on the left-hand side inside "Settings"

3 Type in the name of the page you would like to set-up as a crossposting partner, like US Equestrian, USEF Network, or a discipline page. (In this example we used USA Dressage)
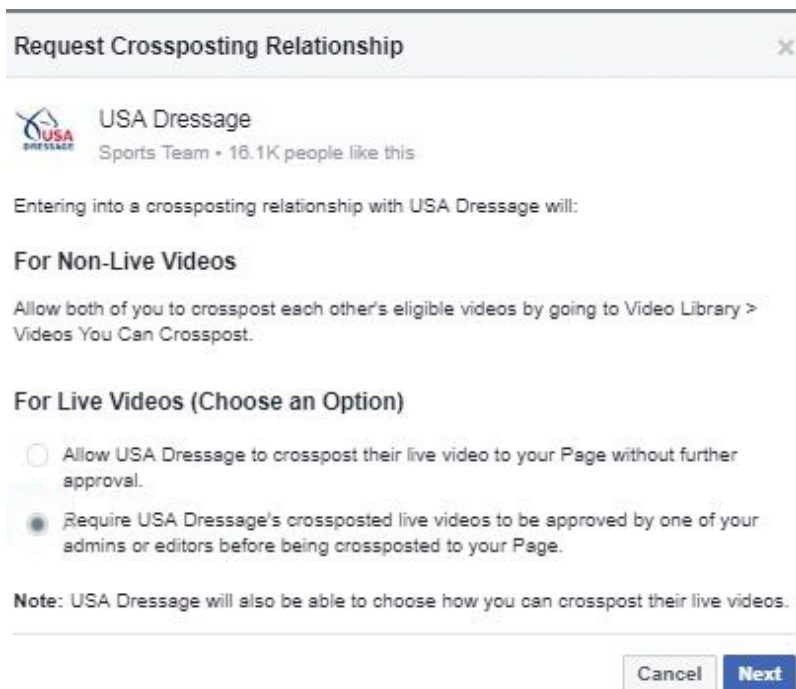

Add Pages to Crosspost

Crossposting allows you and another Page to post videos on each other's behalf. Crossposting can only happen between Pages that have added each other. You control which videos are eligible to be crossposted. When a Page crossposts your videos, they will also be able to view video insights for their posts.

Add or remove Pages here you want to crosspost. Learn more

Add Page   [Enter name or Facebook URL]

4 Be sure to select the second option under "For Live Videos." This just allows you to have control over what is published on your page. You can still crosspost live videos but it allows you to approve them and edit the captions before they go live on your page.

Request Crossposting Relationship   ✕

USA Dressage
Sports Team · 16.1K people like this

Entering into a crossposting relationship with USA Dressage will:

For Non-Live Videos

Allow both of you to crosspost each other's eligible videos by going to Video Library > Videos You Can Crosspost.

For Live Videos (Choose an Option)

○ Allow USA Dressage to crosspost their live video to your Page without further approval.

● Require USA Dressage's crossposted live videos to be approved by one of your admins or editors before being crossposted to your Page.

Note: USA Dressage will also be able to choose how you can crosspost their live videos.

Cancel   **Next**

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Both parties have to add one another for crossposting to be set up. Once crossposting is set-up between both pages you can start crossposting videos!

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How do I find videos that have been crossposted to my page?

1 Go to your Facebook page home page and find and click where it says "X video(s) added this week you can crosspost"
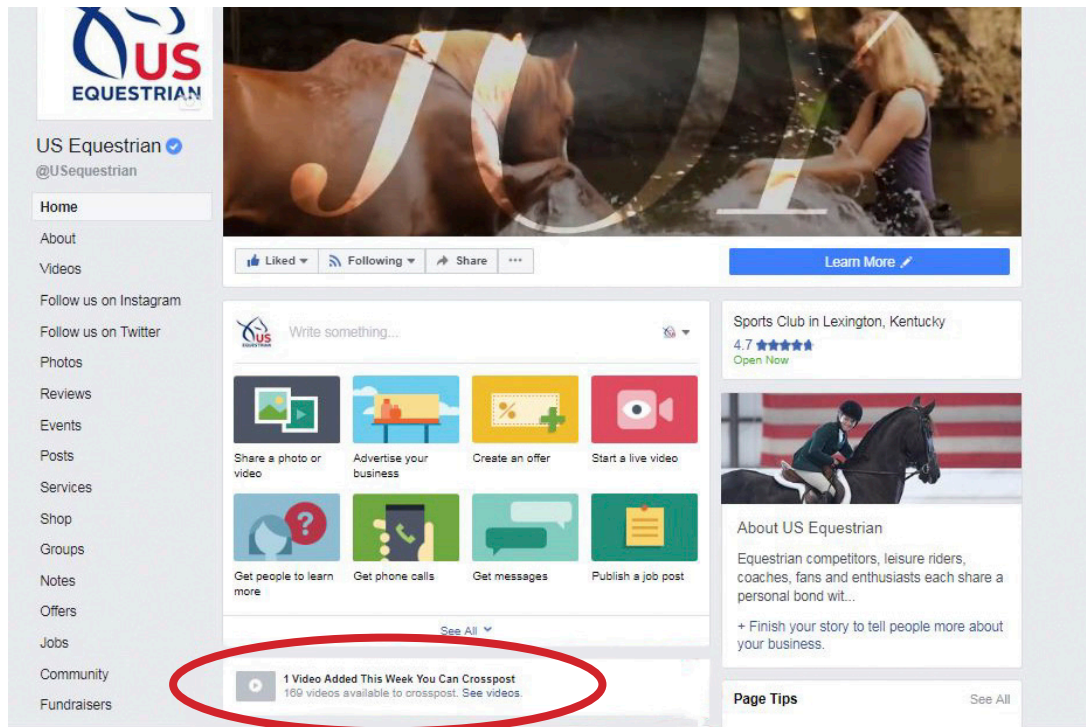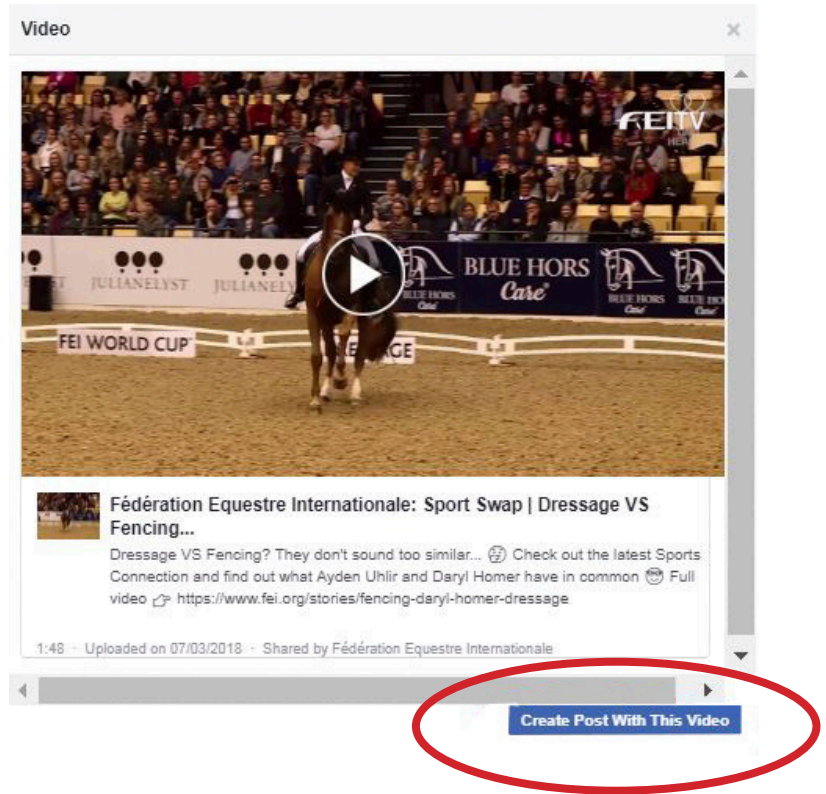

2 When you click on "see videos" a list will come up with videos that have been crossposted to your page.

3

Click on the video you would like to crosspost to your page and click "Create New Post with this Video"
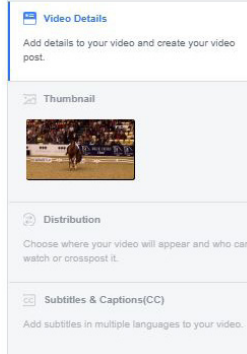

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Once you click "Create Post With This Video" the same caption will come up that the publisher used on their page, for their audience. In this instance we are crossposting a video from the FEI to US Equestrian's Facebook page.

We always like to update the caption calling out the publisher (in this instance FEI), and making it more relevant to our audience (tagging USA Dressage and USA fencing). We left the key link in there to the full video. If crossposting a video from US Equestrian, change the caption and be sure to let your audience know this is via @US Equestrian or something we created about our product.

5 Once the caption is updated the published video shows up as a native video on your page as opposed to a shared video.


I am publishing a video, how do I crosspost it with others?

1 Once you have set up your crossposting partners, you can now crosspost your video content with them. Get ready to publish a video like you normally would and in the video editor, click on "distribution"
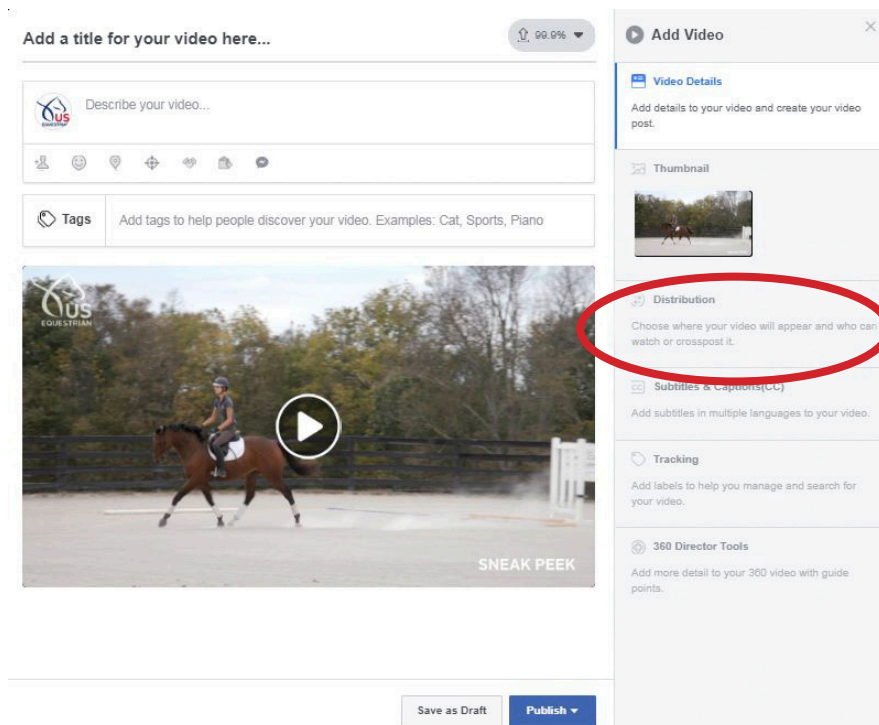
2 Once you click on distribution, a list of your crossposting partners will show up. You can select whoever you would like to allow your video to be crossposted with.
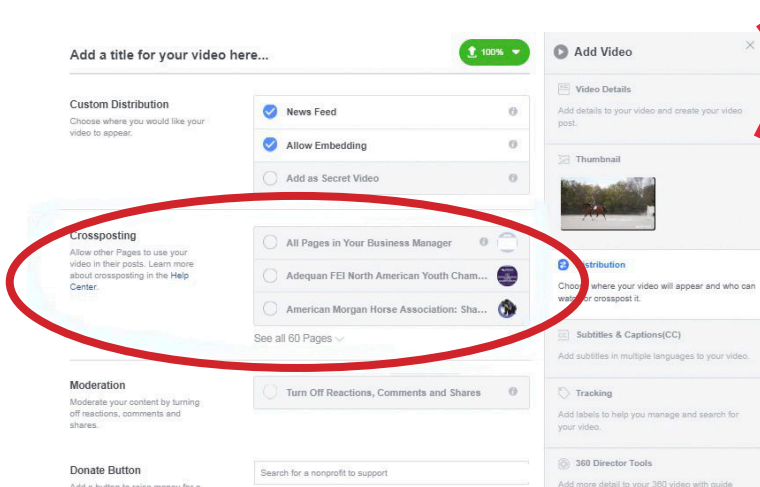
3 Select the partners you would like to be able to crosspost the video and publish like normal. Your partners will get a notification that there is a video you have crossposted with them.

If you have any additional questions please reach out to Andrea Evans, Director of Social and Video
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