The Complete Guide to Using Video on Facebook
Introduction: Why Should you use Video on Facebook

In the last couple of years, Facebook has become a serious contender as a video hosting alternative to YouTube.

In June 2014, Mark Zuckerberg announced Facebook would be updating the way people could view videos, making it so native video uploads were ranked not only by likes, comments and shares but also by their view count and duration. They also started to recommend more videos to those who were watching them. This resulted in news feeds being flooded with more native Facebook videos.

On top of that they also introduced auto-play without sound so people didn’t have to fully engage with the video content they just had to stop scrolling.

Other video experiences tested since then to improve the views on videos include suggested videos that appear after an initial view of a selected video; the option to watch video whilst carrying out other tasks on Facebook; the save for later bookmark, so audiences can return to video content at a more convenient time, and a very cool 360 degree video feature.

The below image from SocialBakers shows the share interactions in 2014 and as you can see Facebook were taking the biggest cut.

Facebook’s efforts to grow video on their platform seems to have worked as they have
recently announced 500m people are watching Facebook videos every day.

You can of course add video links to Facebook but priority will be given to Facebook native videos, and those videos that are directly uploaded to Facebook tend to perform better and provide a better experience. They receive 30% more video views than videos posted from other websites with images that are 11 times larger in the news feed.

The other thing about video on Facebook is the production and distribution doesn’t need to cost you a fortune. With so many money saving ways to use smartphones and DIY tools to create video there really is no reason not to be uploading videos directly on the platform. Budget videos get shared just as much as the professional quality videos. Its all about being engaging; consumers will share content they enjoy, types of video this can include is product videos, customer testimonials, behind the scenes and even user generated content.

With Facebook seriously investing in the world of video, now has never been a more appropriate time to start experimenting with video on the platform to see where it can take your business.

Here’s a tip guide from Facebook on uploading video on Facebook.
The Best ways to use Video on Facebook.

So now you’re on board with why you should be using video on Facebook, and you know how easy it is to upload them. This next section is all about how to best use videos on the social media platform to get the best results. At the end of the day you want your videos to reach the right audience, at the right time and for them to take some kind of action or become more aware of your brand.

First up some things to consider when producing your videos for Facebook:

Don’t make your videos too long – Facebook say videos should be less than 45 minutes long in order to be uploaded but you want to be aiming way below this timeframe. Aim for 2 minutes or less as videos that fall within this length tend to perform better.

Don’t be afraid to create your videos using a smartphone – We touched on this in the previous section that you don’t need a huge film crew and the best filming equipment to make videos that your audience are going to be interested in. Plus the video quality on most smartphones these days is pretty high so take advantage of the fact you can save some money in this area.

Make the first few seconds count – Remember what we said about when a video plays in a news feed it will play automatically and with no sound? Well that means your visual really needs to grab their attention and entice them into watching for longer instead of scrolling past.

Know the size guidelines – Facebook recommend the following custom setting to ensure your video appears to a high quality. H.264 video with AAC audio in MOV or MP4 format; an aspect ratio of no larger than 1280px wide and divisible by 16px and a frame rate at, or below, 30fps.

Following on from these tips, below is a selection of video styles to consider when creating video on Facebook with examples of brands who have used these styles to maximum effect.
Be Entertaining

One of the many reasons people use Facebook is to have fun, it’s another way to escape the daily grind and see what else is going on in the world. Now this doesn’t mean you need to start creating cute cat videos, unless that’s on topic for your brand? The point is it still needs to be relevant.

A good example of a brand creating entertaining videos relevant to their brand is Buzzfeed. They regularly create fun video content that gets shared a lot! And, it fits their brand which is a bit quirky.

Another good example of using entertainment to raise awareness of a brand, or in this case cause, is The ALS Ice Bucket Challenge. The ALS Association actually had very little to do with how this video craze started but it still shows the power an entertaining video can have on creating awareness for a brand.

The result was 17 million videos from 159 countries including numerous celebrities taking part, generating 70 billion video views and over $220 million raised, and the amazing thing – zero dollars spent!

The take away: Have some fun, try to do something unexpected and user generate content can be just as valuable as the content you create yourself.
Be Inspiring

Avoid the obvious sales video or advert instead create video content that makes your audience feel inspired. This type of video tends to get more views and shares than the straight forward hard sell.

Always created a campaign on Facebook around the saying, “Like a girl” and what it means.

Initial connotations were that it meant to do something weakly or not very well which meant it could inadvertently have a negative effect on young girls when they hear it, making them feel inadequate. The whole point of the video was to inspire a change in the meaning of the saying and as a result inspire a change in how young girls see themselves.

The reason for using video in this way by the brand is to drive an emotional connection, build awareness and hopefully boost purchases.

It worked because it was the most watched video in Procter & Gamble history with 76 million views globally.

The take away: You don’t necessarily have to make it about your product, instead it can be about the values and morals you stand for. This type of video content helps your audience to be be able to connect with your brand on a more personal level.
Be Educational

Another type of video that does well is one with some kind of educational content. In these videos you can demonstrate your knowledge or skills in a certain area, give useful tips and tricks and teach your audience something new. This type of video can also incorporate product demonstrations; you could even encourage your audience to send you their product reviews and include these as user generated content.

One brand known for their user generated content are Go Pro. They encourage their audience to share the amazing shots they get using their Go Pros. These videos then become product demonstrations of all the ways and situations you can use their product.

Another brand being educational are Proper Tasty, and they do it really well with regular posts of step by step videos for easy to try recipes. All their videos take less than 2 minutes to watch but cover all the ingredients and steps needed to make their yummy creations.
As well as being quick to watch, their videos are all filmed in a very similar way (birds eye view) which makes them instantly recognisable. They’re also always filmed in square which according to Buzzfeed is more likely to perform better for shorter videos, why? Because people tend to watch on their mobile devices and a square screen means they don’t have to turn their phones to watch it, top tip for you right there.

It definitely works because their videos regularly get millions of views and hundreds of thousands of shares and likes.

The take away: To make your audience more likely to watch your videos don’t make them too long and consider the device your audience are more likely to be viewing your video on. By doing this you’re more likely to get views and for your content to be shared and liked.

Now we’ve covered the different kinds of video you can use on Facebook let’s look at where you can use them and a few more tips and tricks to gain the most from what the platform has to offer.
Create Video Playlists

Once you start uploading videos on a regular basis it’s a good idea to use the playlist feature within the video tab, and it’s super easy to set up. Click here for the steps on how to do this.

You can have multiple playlists, which will enhance your users experience of your Facebook video page as they can navigate much more easily to video content they’re interested in without having to scroll through all videos.

As you can see Moviefone have taken advantage of this feature and it makes their video tab much more user friendly; the audience can clearly see what types of video are on offer.
Add a Featured Video

Something else you can do with your videos is to set a featured video and again it’s really simple do. Click here for the few easy steps to set a featured video.

A featured video appears more prominently on your Facebook page just above the About section and it will appear as the larger video at the top of your Videos tab.
This feature is good for promoting video content that you want to ensure more people see because it’s always at the top. It’s great for your newest video content, video content that is informing about something important like an event, or an about video that tells people who you are and what you do, like ours does.
Embedding your Facebook Videos

Just like you can embed videos from YouTube you can now embed videos uploaded on Facebook on to your website. Once embedded the videos will play like they do on Facebook and people can also see all the comments and interactions on the post itself.

It's also very easy to do...

Just click the drop down arrow in the top right corner of the post and select Embed Post. A new window will pop open with a preview of how it will appear and the code to copy and paste into your website.
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Understand how your Videos are Performing on Facebook

So it’s no good creating and uploading all this video content on to Facebook if you can’t understand how well it’s performing. The good thing is Facebook has a selection of video metrics you can see so you know how well your video content is performing.

What it shows you...

Top performing videos – see which of your videos is reaching the most people and getting the most views.

<table>
<thead>
<tr>
<th>Published</th>
<th>Video Description</th>
<th>Targeting</th>
<th>Reach</th>
<th>Views</th>
<th>Avg Completion</th>
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See More
Audience retention – see where the majority of your audience tends to drop off watching your video. N.B. There will be some drop off at the beginning of the video where users scroll past after the autoplay, but you can see where they drop off later for other reasons.

Performance and Engagement – track the engagement your video attracts such as likes, shares and comments.
Closing Thoughts

There’s no doubt uploading your video content directly to Facebook will ensure it performs better on the platform, and with Facebook doing so much to make sure they’re a huge contender when it comes to video hosting, it really is an exciting place to promote your business using video.

Video is also much more likely to gain engagement compared to other posts. In fact, there was a 135% increase in organic reach, on average, when a video was posted instead of a photo.

We hope this ebook has given you the ideas and tips you need to be able to use video on Facebook so you can get the most out of it for your business.