MEDIA 101:
CROSSPOSTING ON FACEBOOK

Why Crosspost?

- Maximise the reach of your video: studies show that video that is natively uploaded to Facebook performs much better than shared videos. Crossposted videos appear like it came from your page not as a shared post, which means the video will get more shares or views than it would if it was simply shared from another page.

- Keep your analytics in one place: Facebook calculates a video's performance across all different crossposts. So, instead of segmenting your analytics into different video files across accounts, your video analytics will gauge their performance via all of the posts including the crossposted video.

- Consistent messaging: when crossposting a video, you have the option to use the caption used by the video owner, which is a very easy way to keep messaging consistent. Crossposters also have the option to change the caption, which is great for posting in another language or tweaking the message to match your audience.

- Easy content sharing: videos you have permission to crosspost will automatically show up in your Publishing Tools, so it's super simple to share other pages' content.

- Add subtitles: when crossposting another page's video, you have the option to upload subtitles in other languages. So, if you run your page in a different language than the video owner, you can easily upload subtitles yourself without having to wait for the video owner to upload them. See our subtitling guide for more information on how to do this.
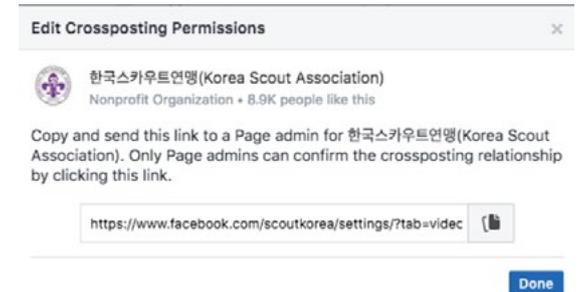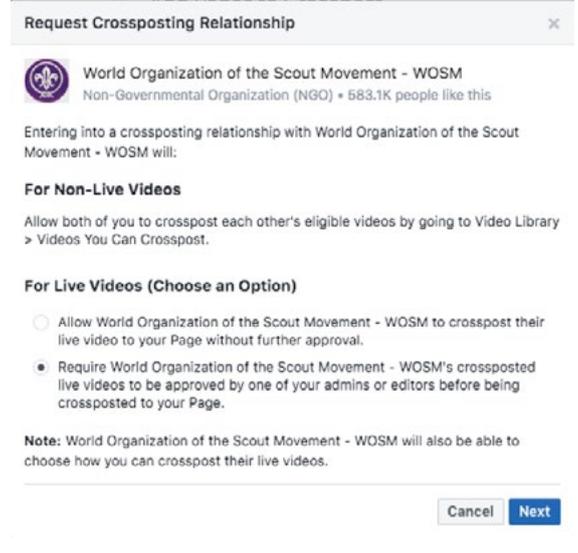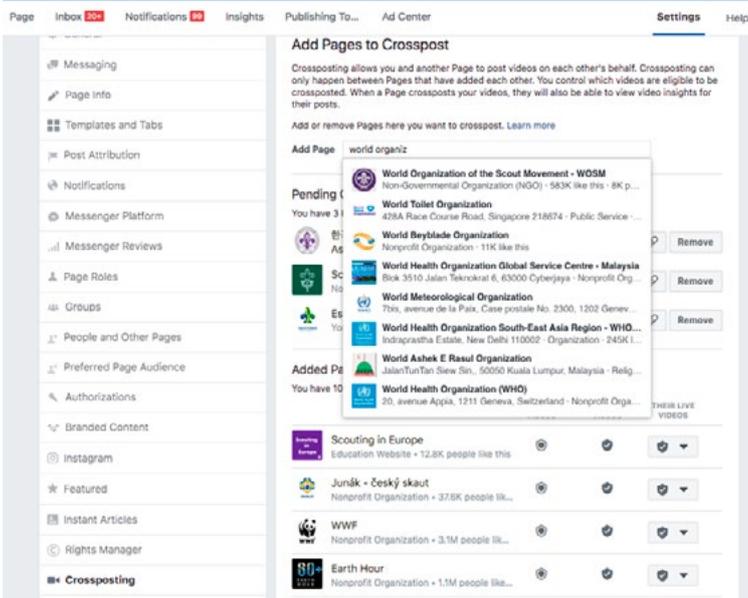
This is a video owned by WOSM page but crossposted by the Scouting in the Asia-Pacific Region page. It looks exactly like a normal video post.

Establish a Crossposting Relationship:

Before you can start crossposting videos, you have to establish a crossposting relationship with the page you want to crosspost from.
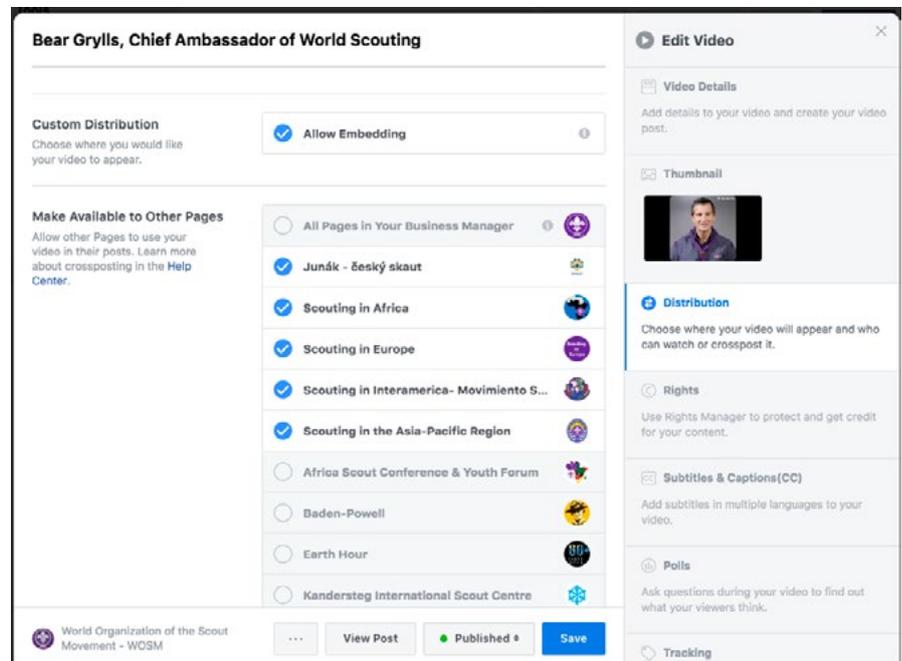
1. Go to your page's settings.

2. Click "Crossposting" on the left-hand menu.

3. Type in the name of the page you'd like to start a crossposting relationship with.

4. Facebook will ask if you'd like to allow that page to post live videos on your page without permission. Select "require" so that you will have to approve live videos from other pages.

5. Click "next".

6. Copy and paste the link Facebook provides and send it to the admin of the other page.

Giving Crossposting Permissions:

Establishing a crossposting relationship does not mean that both pages immediately have access to crosspost all of each other's videos. Pages must give specific permissions for the use of each individual video. Here's how:

1. Go to "Publishing Tools."

2. Select "Video Library" in the left-hand menu.

3. Hover over the video you want to give others permission to crosspost.

4. Click on "edit video."

5. Click "distribution" in the right-hand menu.

6. Select the pages you'd like to give permissions to crosspost under the "Make available to other pages" tab.

7. Click "save."

When uploading a video to Facebook for the first time, you'll be able to select the pages you'd like to give permission to on the second screen after you've added the caption, title, etc.

Crossposting Videos From Other Pages

1. Go to "Publishing tools."

2. Click "Videos you can crosspost" on the left-hand menu.

3. Select the video you'd like to crosspost.

4. Click "Create post with this video."

5. Edit the caption if necessary.

6. Add subtitles if necessary (see our subtitling guide for more info on how to make an .SRT file).

7. Click "next" and choose your publishing options.

As a common courtesy, always give credit to the video owner when crossposting a video. You can do this by tagging the page at the bottom of the post and saying something like "via the World Organization of the Scout Movement," "video by the World Organization of the Scout Movement", or by using an emoji:
"🎬 : World Organization of the Scout Movement."

For more information or if you'd like to establish a crossposting relationship with WOSM, you can send an email to socialmedia@scout.org.