

## CROSSPOSTING VIDEOS ON FACEBOOK

Essentially, crossposting is a Facebook feature that allows other Pages to share your videos without the need to re-upload the original file (and for you to do the same with theirs). Look for instance at [this video](#) we have crossposted from UWC Portugal: if you didn't know it, you would think we posted it directly on our page, right?

Using this example, the **benefit** for UWC Portugal is that their video is being shared further and our views/comments/shares have added up to theirs, resulting in higher post rankings. The benefit for us is that it looks like a video we uploaded directly, which works much better in terms of reach than if we shared their post, or shared a link from YouTube.

Another benefit has to do directly with the way Facebook's algorithm works as the more views a video has the more it appears on everyone's timelines. Therefore, it is more effective for us all to have one video with a sum of thousands of views rather than uploading it individually and getting a couple of hundreds each. We will all benefit from each other's views.

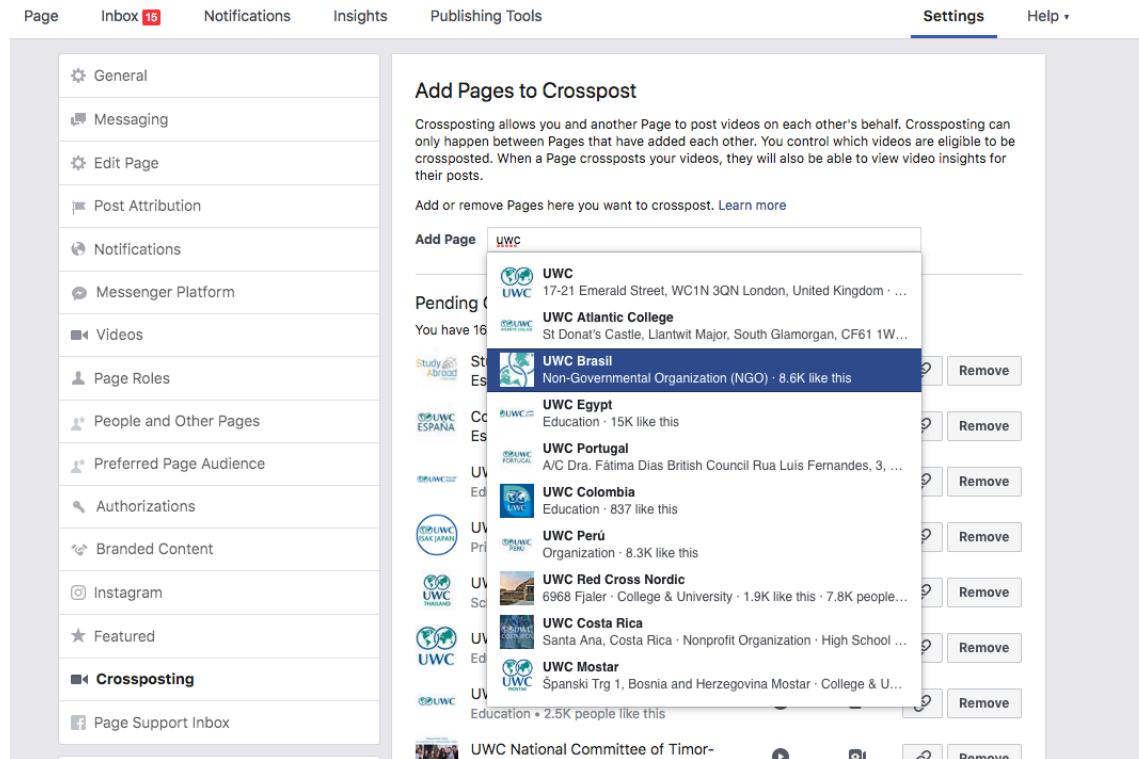
[HOW TO ACTIVATE CROSSPOSTING](#)

[HOW TO POST VIDEOS CROSSPOSTED WITH YOU](#)

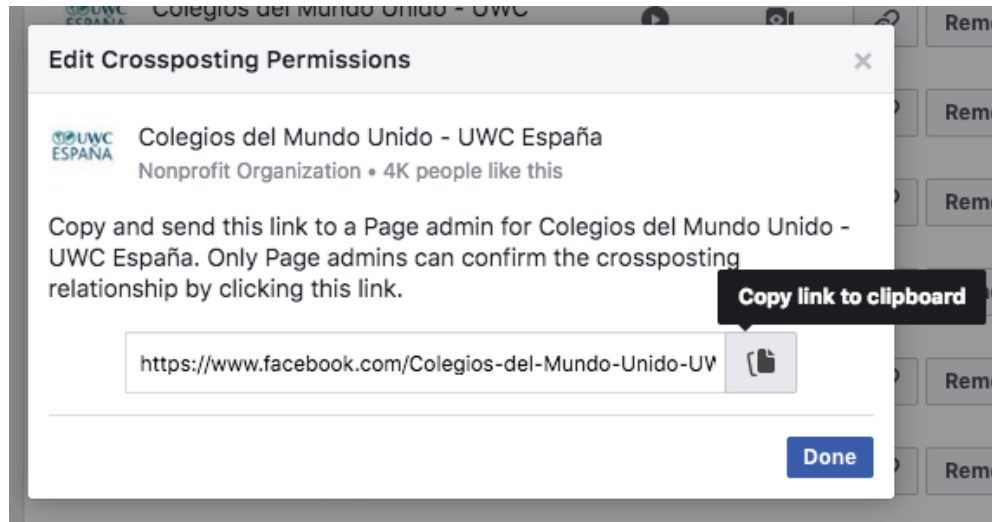
[HOW TO SEND VIDEOS TO BE CROSSPOSTED WITH OTHER PAGES](#)

[MORE INFO](#)

## HOW TO ACTIVATE CROSSPOSTING























From your Facebook Page, go to “Settings”, “Crossposting” and then type the name of the page you would like to Crosspost with in “Add Page”. You then need to send the admin of that page the activation link (to crosspost with UWC International send [communications@uwcio.uwc.org](mailto:communications@uwcio.uwc.org) the link):



When the admin receives the invitation, by clicking on the link the crossposting feature will be available, it doesn't matter who invites who. Note that this doesn't work on mobile, you need to activate it on a desktop computer.

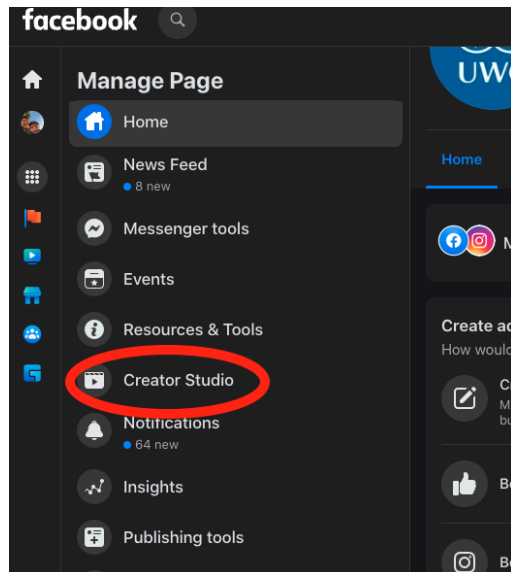
### Added Pages

You have 54 Pages you can crosspost with.

		NON-LIVE VIDEOS	YOUR LIVE VIDEOS	THEIR LIVE VIDEOS
	<b>UWC Belgium</b> Nonprofit Organization • 289 people like...			
	<b>UWC Moldova</b> School • 649 people like this			
	<b>UWC Swiss Association</b> Nonprofit Organization • 142 people like ...			
	<b>UWC Kosova</b> Education • 3.8K people like this			
	<b>UWC Turkiye</b> Community • 419 people like this			

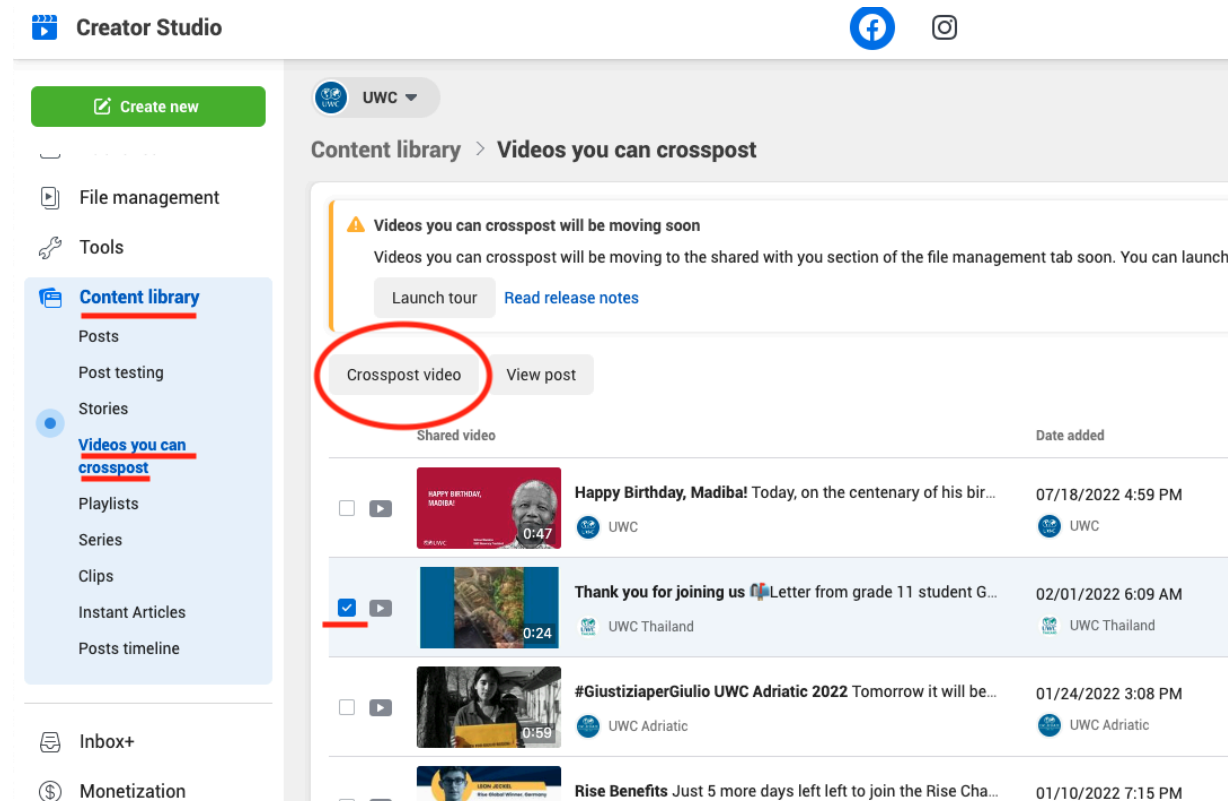
When receiving the invitation make sure to select to “manually post” videos that are crossposted with you. That way UWC International won't be posting directly to your page or you to UWC International's page.

## HOW TO POST VIDEOS CROSSPOSTED WITH YOU




- You should get a notification when a video is crossposted with you

- You can also find them under “Manage Page → Creator Studio”



- Once in “Creator Studio” go to “Content Library → Videos you can crosspost”, select the video you want to use and press “Cross post video”







## UWCSEA East Graduation 2018




Join us for the #UWCSEA East 2018 Graduation Ceremony on Saturday, 19 May live from 9.55am SGT.




Congratulations, Class of 2018!


#uwcsea2018grads #UWCgraduation



 **Tags**

Add tags to help people discover your video. Examples: Cat, Sports, Piano

 **Crosspost Video**  

 **Video Details**

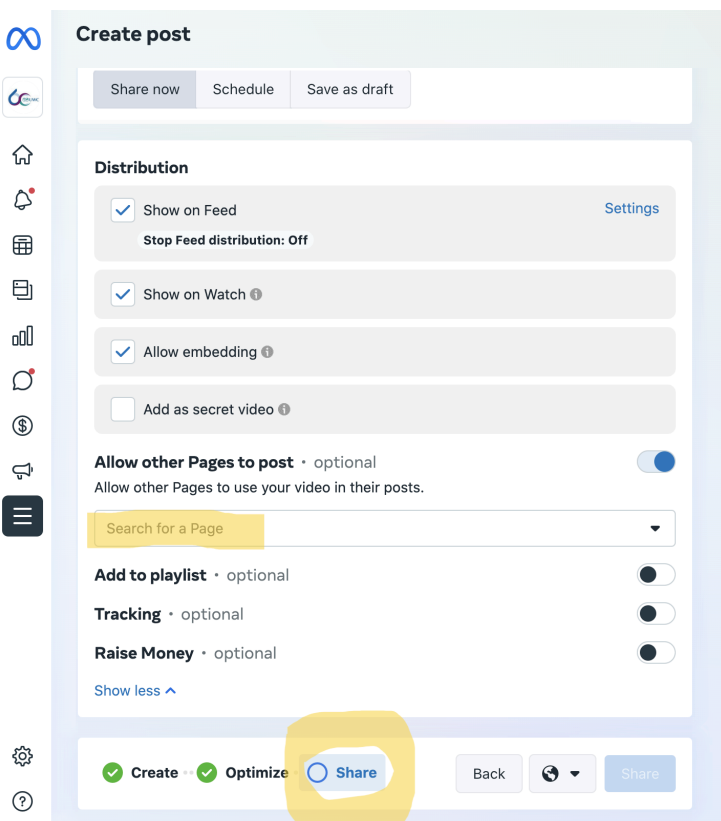
Add details to your video and create your video post.

- The original post text will be shown as a suggestion and you can either keep it exactly the same or add your own language.
- You can edit the thumbnail used.

## HOW TO SEND VIDEOS TO BE CROSSPOSTED WITH OTHER PAGES

Once a page has activated crossposting with you, whenever you upload a video you can decide whether you want it to be available for others to crosspost. This has to be done manually for each individual video and each individual page has to be selected if you want to make them available for them.

When uploading your video, on the “Distribution” section, select from the pages that have activated the crossposting feature, which pages you wish to make the video available to.

The image shows the Facebook 'Create post' interface. At the top, there are three tabs: 'Share now', 'Schedule', and 'Save as draft'. Below these is the 'Distribution' section, which includes several toggle switches: 'Show on Feed' (checked), 'Show on Watch' (checked), 'Allow embedding' (checked), and 'Add as secret video' (unchecked). There is also a 'Settings' link. Below the distribution section, there is a section for 'Allow other Pages to post' with a toggle switch turned on. Underneath this, there is a search bar labeled 'Search for a Page'. Below the search bar, there are three more optional sections: 'Add to playlist', 'Tracking', and 'Raise Money', each with a toggle switch. At the bottom of the interface, there are four buttons: 'Create', 'Optimize', 'Share', and 'Back'. The 'Share' button is highlighted with a yellow circle.

Under the distribution section, ensure that the ‘Share’ button has been selected. Then search for UWC in the ‘Search for a Page’ bar.

When you publish the video, those pages will receive a notification that they have a video available for them to crosspost and can then use them when/if they see fit.

## MORE INFO

If needed, have a look at these instructions on Facebook Help on how to add us on your crosspost list:

[What is a crossposted video?](#)

[How do I allow another Page to crosspost my Page's videos?](#)

[How do I crosspost another Page's video?](#)

[How do I know if other Pages have crossposted my videos?](#)