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How to Crosspost Videos on Facebook

Crossposting is a bit like sharing someone's content, but better. Crossposting allows one page to upload a video and then share it with other accounts who can customize and post at their leisure. This saves each account the time and effort of creating, uploading and processing video content. When the post goes it looks native to that page. It does not look like a share. Both the crossposting account and the original account can see their own metrics.

Crossposting allows you to:

- Grant permission to post a video with other Pages.
- Re-use videos that have already been posted.
- View a consolidated view counter that counts video views across all instances of the video.
- Share the video from multiple pages through original posts, not shares.
- You can crosspost live videos.

Setting Up Crossposting

Before crossposting a video, you'll need to establish a crossposting relationship with another Page. If you already have an admin or editor role on that page, skip to the next section below.

Establish a crossposting relationship with another Page:

1. Go to your UF/IFAS Extension Facebook Page.
2. Click **Settings** at the top of your page.
3. Click **Crossposting** in the left column.
4. On **Add Pages to Crosspost**, begin typing the page's name or Facebook URL and select it from the list that appears.
5. Click **Next**. (You should choose "require" for the crossposted live videos to be approved by a page admin or editor prior to posting).

The other Page must confirm the crossposting relationship by adding your Page to its crossposting settings. To help the Page confirm the relationship, click and send the confirmation link to an admin of the Page.

Crosspost Your Page's New Videos

Once a crossposting relationship is established, you can allow the Page to crosspost non-live videos you add to your Page:

1. At the top of your Page's timeline, below **Write a post...**, click **Photo/Video**.
2. Click **Upload Photos/Video** and select a video from your computer.
3. Enter a title for your video and other details and click **Next**. In this step, you can **add captions** through an .srt file or let Facebook create the captions for you.
4. Scroll down to the section **Make available to other Pages** and select which Pages you want to allow to use your Page's video in their posts. The list of Pages includes Pages that you've already established a crossposting relationship with and any Pages in which you have an admin or editor role.
5. Click **Publish**.

How to Find Videos You Can Crosspost and How to Use them

1. Head over to your Facebook page
2. On the left-hand side, click creator studioPublishing Tools
3. On the left-hand side hit content libraryVideos You Can Crosspost.
4. In the dropdown, you'll see "videos you can crosspost"
5. You'll see a list of videos, click the one you want.
6. Click create a post with this video
7. From here you can customize
   - Write new text to accompany the video.
   - Tag other accounts to leverage.
   - Select a new thumbnail image.
   - Schedule this to post whenever it is best for your audience.