

Essentials for a Successful Facebook Video Strategy

- ✓ Begin with a strong social strategy.
- ✓ Get a basic understanding of Facebook's Algorithm.
- ✓ Create content that fits the platform, don't expect the platform to adapt to your content.
- ✓ Keep your Facebook videos short and sweet.
- ✓ Strategically cross promote.
- ✓ Get the brand mention in early.
- ✓ Leverage Facebook video to drive traffic to other content and owned properties.
- ✓ Identify your KPIs in advance and use your metrics to test and learn.
- ✓ Continue to diversify your content.

Additional Resources

Facebook's Algorithm

- How Facebook's News Feed Works – [Time](#)
- A Timeline of Facebook's Recent Newsfeed Tweaks – [Digiday](#)
- What Facebook's Algorithm Change Means for Brands, Publishers and the Future of Media – [Contently](#)

Building a Social Strategy

- How to Build a Social Strategy That works – [Entrepreneur](#)

Metrics Tracking Tools

- [Rival IQ](#)
- [Sysomos](#)

More Facebook Video Best Practices

- Make Your Facebook Video Stand Out With 3 Simple Best Practices – [TrackMaven](#)
- 20 Ways Brands Can Make the Most Out of Facebook Video – [Reelseo](#)

Social Publishing/Content Management Platforms

- [Hootsuite](#)
- [Percolate](#)
- [Sprinklr](#)
- [Sprout Social](#)