



## **Bonus Training: How to Upload Your New Video from Geffner Productions to Your Facebook Business Page and Connect it to Facebook Messenger**

### **Congratulations, on creating a business building video with Geffner Productions!**

In this simple, short training we want to show you how to upload your video directly to your Facebook Business page and connect it to Facebook Messenger so it is easy for your prospects to connect and begin a conversation.

#### **[The first thing to do is pull out the Upload to Facebook checklist.](#)**

This checklist has everything you need to pull together to make this project a success.

### **Getting organized is the key to success with this simple task, so let's get started.**

You will want to gather all the components that you will use to upload your video and have them ready to access. We suggest that you create a folder on your computer called Video for Social Media and add the video file, the worksheet, the video thumbnails and any other items you need. This file will come in handy when we get started.

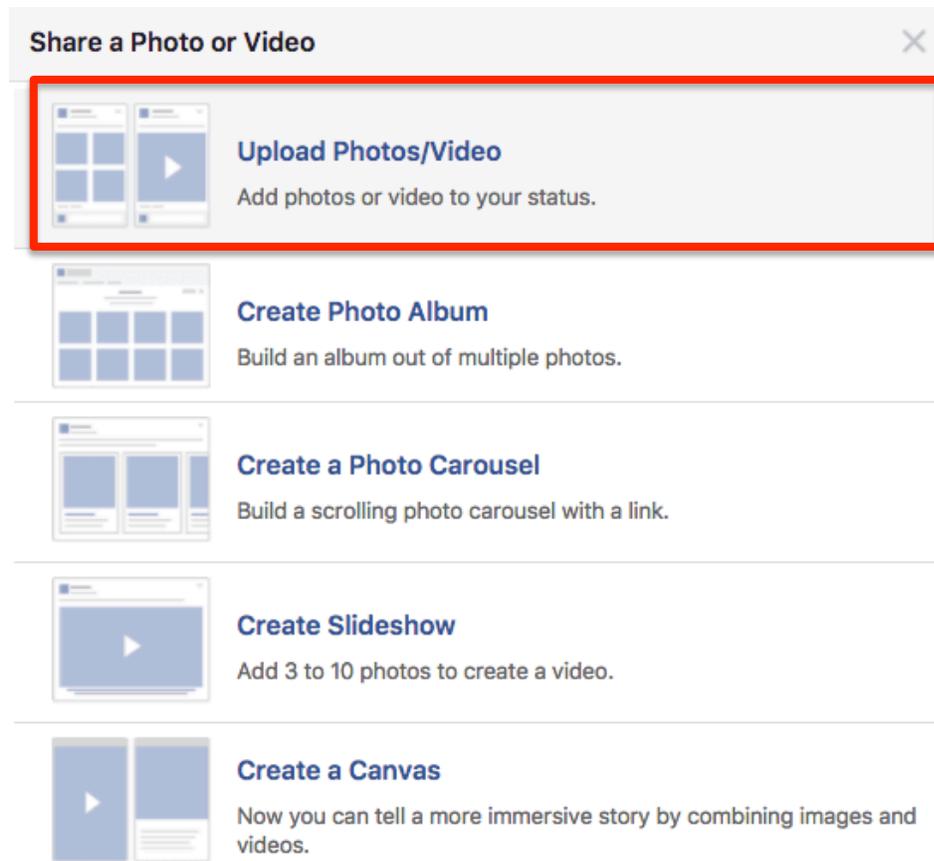
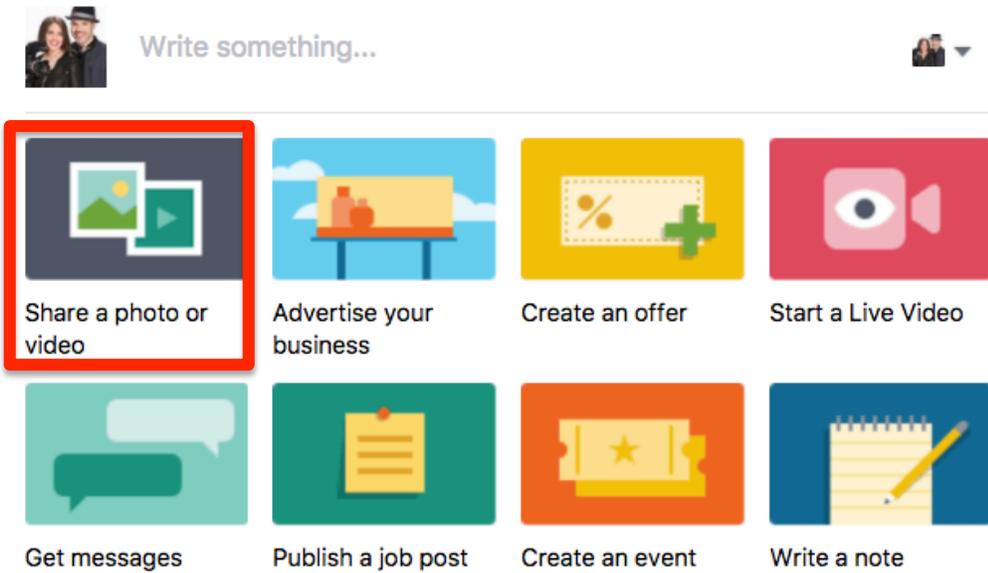
### **Here's a list of items that you will want to have prior to starting:**

- Your video file on your computer – may be a .mov or .mp4 format file
- Video Title
- Video Description
- Video Tags
- Video Thumbnail Image
- Video SRT file for captions (if you don't have one, I will show you how to generate one on Facebook.)

### **First, log in to your Facebook account and go to your Business Facebook Page.**

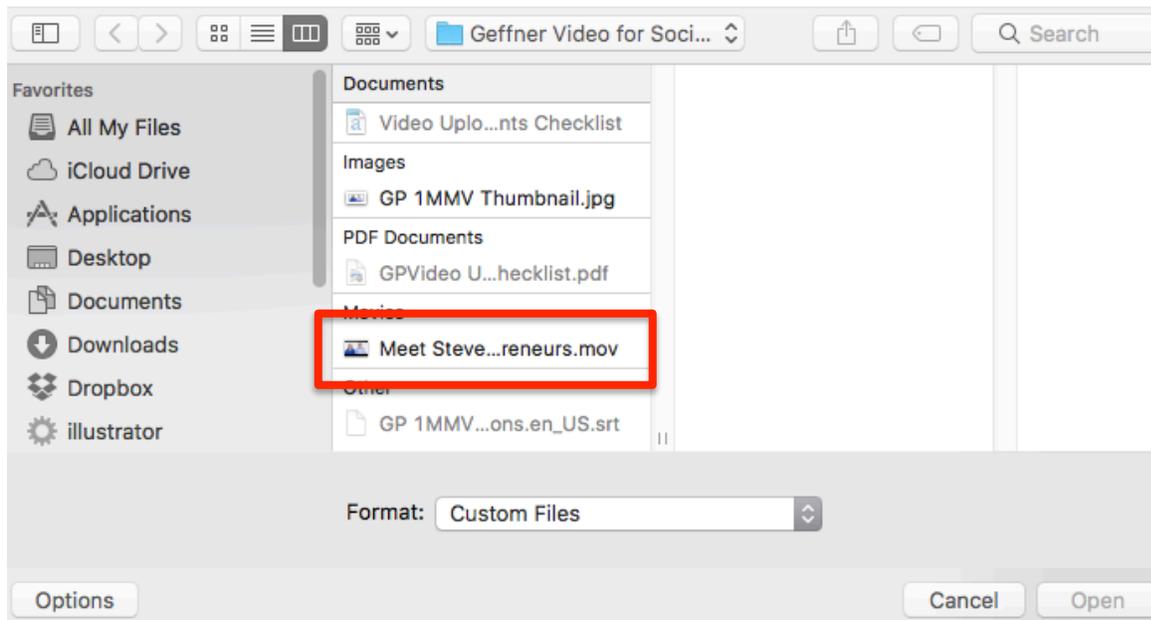
Now that you are on your Business Facebook Page, you will notice that you have an option to upload a video at the top of your stream.

Where it says 'Share a photo or video' is where we start. Once here, you will see this option:

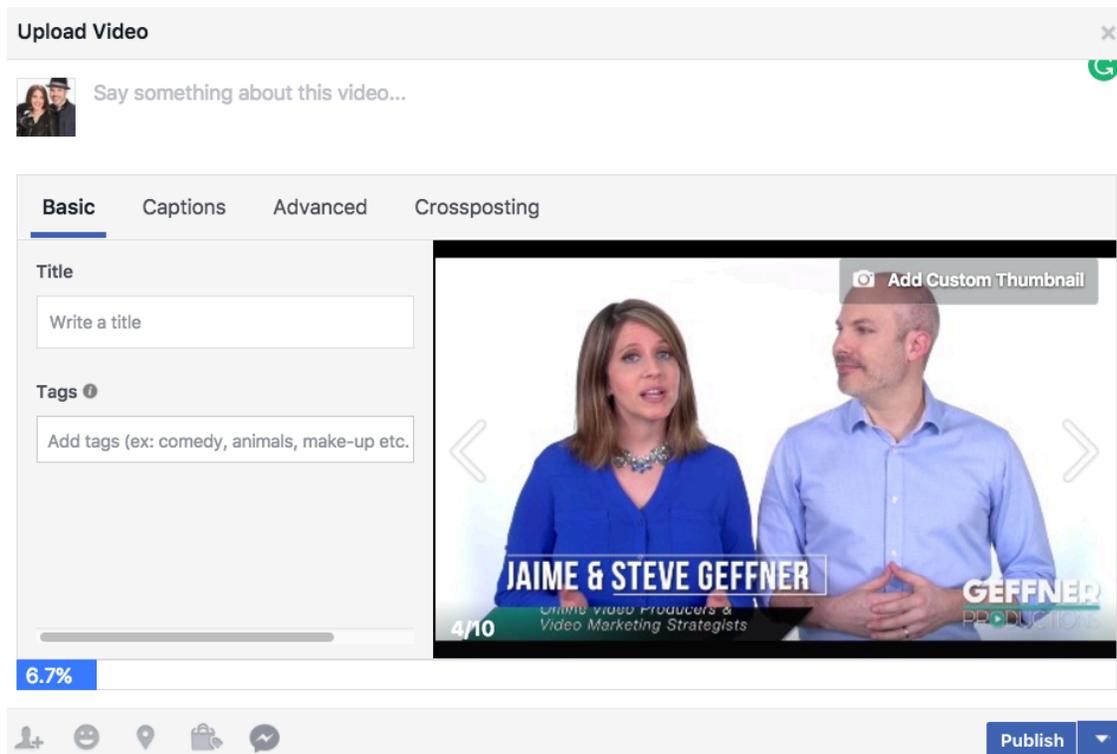


When you click on this button, it will open up your computer's file folders. Go to the folder you created for uploading your video to social media and click to

open it. You will see all the files in the folder, but the one you will want to pick is the .mov or .mp4 video file.



Once you select the video file and click upload, Facebook will bring you to this screen –



This screen is where you will add all of the other information you created on the worksheet.

## Title, Description, Tags, Custom Thumbnail and Connect to Messenger

### Title

Type or copy and paste the title you created for your video in the Title Box.

### Description

Next, type your description in the box at the top next to your profile picture. You have quite a bit of room to add a description, but I caution you on using more than 3 to 4 short paragraphs. The key is to get them to watch the video, not read the description and feel like they don't need to watch.

### It is important that at the end of the description that you put these words:

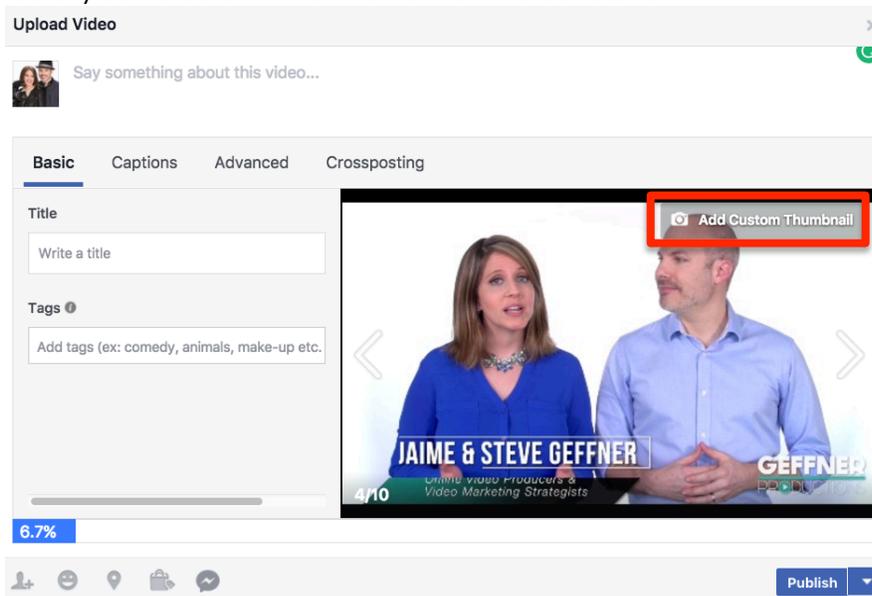
"I'd love to connect with you here. Click SEND MESSAGE below the video to send me a private Facebook Message. I'll respond as soon as possible and help answer any questions you might have."

### Tags

You don't have to have a lot of tags for your video, but try to come up with general tags that will address a broad audience. Not all tags are available in this field. For instance, when we wanted to use the tag 'online marketing' we could not, we could only use 'online advertising' because that is what Facebook had available.

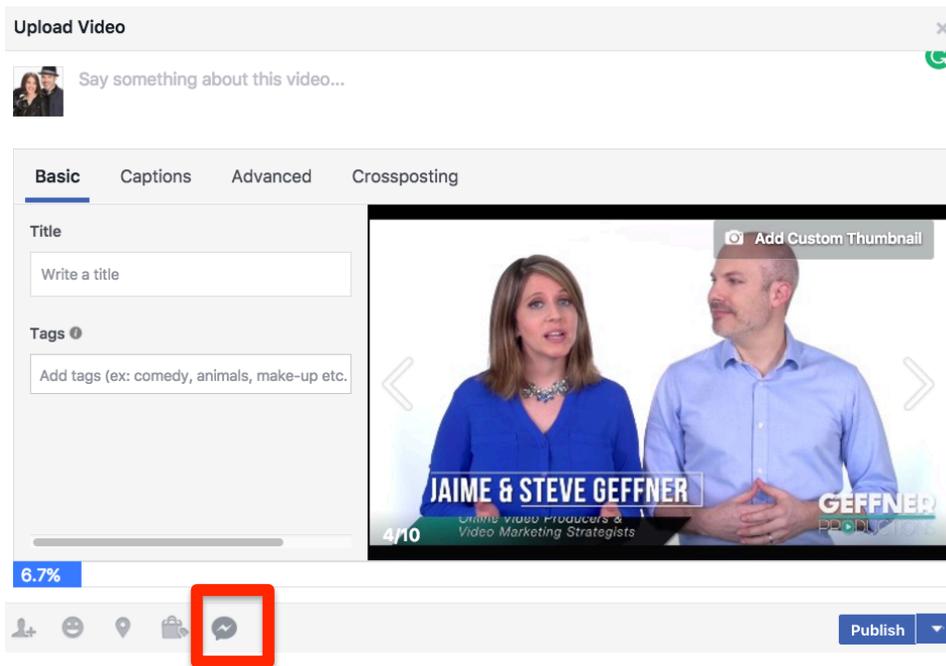
### Next, Upload your Thumbnail

When you click on this button, it will open up the file folder screen again. Chose the .jpg or .png file that is the thumbnail you had created and select. This will add your custom thumbnail to the screen.



## Connect it to Messenger

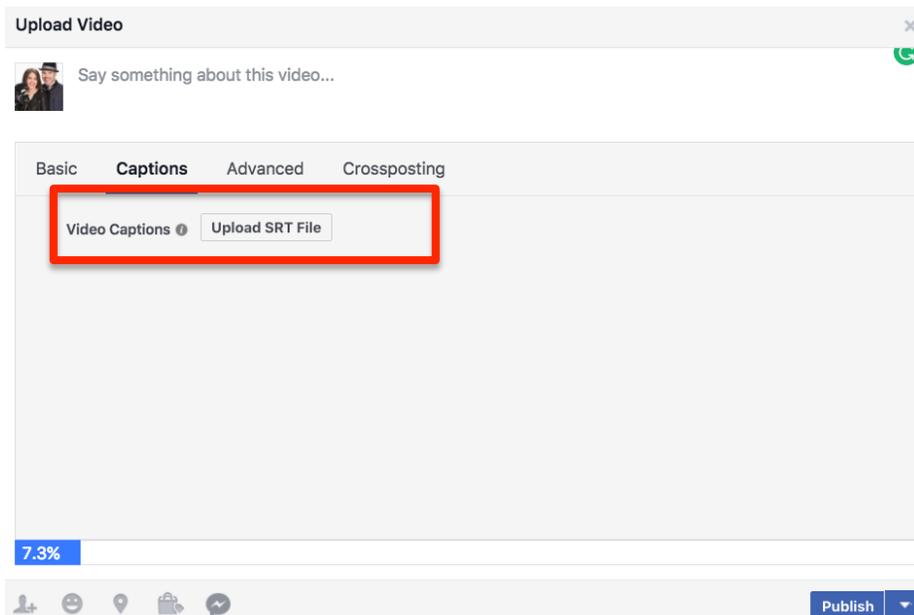
Now, you need to connect to Facebook Messenger.



## Captions

Next, click on the menu tab labeled **captions**. This is where you will upload the **SRT file** so that your video has captions that will automatically show up on screen. If you don't have an SRT file, we will show you how to auto generate captions on the video directly in Facebook.

*You don't need to worry about Advanced or Cross Posting at this time.*



**Now that you have completed all of those steps, you can push publish.**

It may take a moment to complete the process depending on how large the video file is. Facebook will notify you when the upload has completed. Your video is now uploaded to your Facebook page and is ready to start attracting your ideal clients.

