

# FACEBOOK

## Video Marketing Checklist

*Just getting started with Facebook video? Follow the steps on this checklist to keep your Facebook video marketing projects organized.*

- Select camera
- Locate storage (SD cards, etc.)
- Locate tripod
- Locate mics
- Ensure all equipment is in working order
- Develop clear video idea
- Write script (can be brief)
- Establish video set or shooting location
- Check lighting on-set
- Select correct video file format
- Set SMART goals
- Shoot video
- Edit video
- Write Facebook post copy promoting video
- Include relevant link in Facebook post
- Schedule post
- Respond to all Facebook comments
- Monitor performance in Facebook Insights (within 7 days)

*Looking for the best way to plan, organize, and schedule Facebook video content? Try CoSchedule free for 14 days.*