

# 5 Steps to Prime Your Facebook Page for Video

Brought to you by Chalene Johnson's "Build Your Tribe" Podcast & Marketing Impact Academy

Use this checklist to increase engagement on your Facebook Like Page by Priming your Facebook algorithms for video. By following these easy steps, you will train Facebook to recognize that your fans like when you share video, and therefore your page will get more engagement.

 **Wait! Before you begin, these techniques MUST be used on your Facebook Like Page...NOT your Profile Page.**

## ☐ Step #1: Collect viral/share-worthy videos to share on your Like Page.

Search "viral videos" on Facebook or check pages from your favorite media sites that post video such as BuzzFeed or Gawker. Collect links for those video posts to be shared on your page.

## ☐ Step #2: Share 1 viral video per day to your Like Page for the next 2 weeks.

Use videos that are already getting millions of Likes/Shares on Facebook. These do not necessarily have to relate to the content you share on your page - they just need to be share-worthy.

## ☐ Step #3: After 2 weeks, begin posting your own share-worthy videos.

After about 2 weeks when your engagement has increased, begin posting your own short, share-worthy videos to Facebook. Remember, these must be your BEST videos. Funny or inspirational videos work best.

## ☐ Step #4: Create tons of 15 second to 1 minute funny/inspirational videos.

People LOVE funny, and you can create funny videos for almost any industry. Worried you're not funny? Try Dubsmash! It's an app to create lip-syncing videos: [www.dubsmash.com](http://www.dubsmash.com). These never get old!

## ☐ Step #5: Keep posting/sharing videos & watch your engagement grow!

If you follow this process and post AWESOME, share-worthy videos regularly, you will see your likes/shares/comments and overall engagement on your page soar! Have fun!