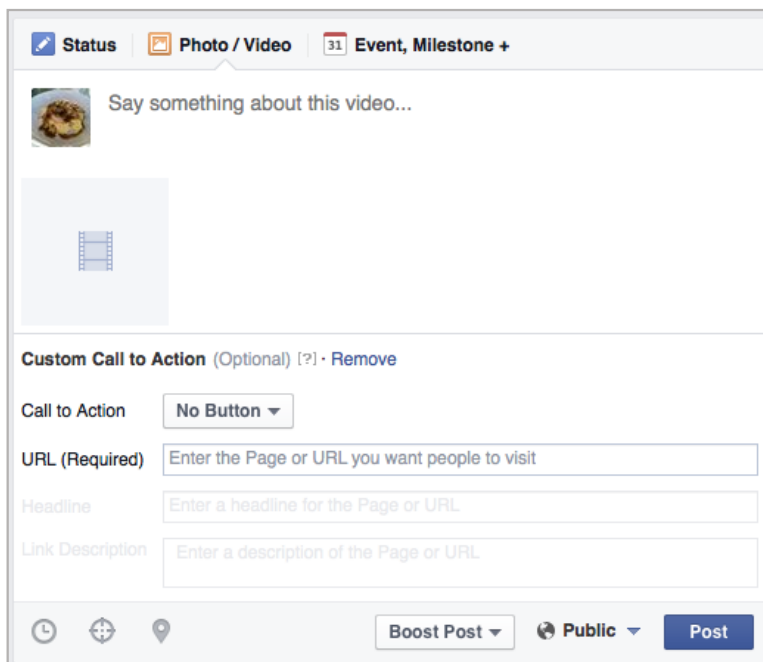


Using a Video Call to Action

A *Call to Action* invites people to visit a destination you choose, such as a website, after viewing your video. From here they can take further action to watch more video or learn more about who you are. Example options include *Learn More*, *Watch More*, *Download*, and *Sign Up*.

Enable a Call to Action on your video

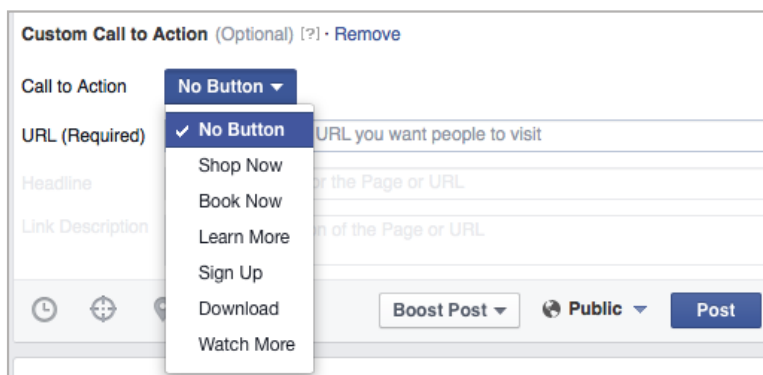
After uploading a video through the standard video flow, you will see an option on the bottom left of the composer to *Add a Call to Action*



The screenshot shows the Facebook video composer interface. At the top, there are tabs for 'Status', 'Photo / Video', and 'Event, Milestone +'. Below the tabs is a text input field with a placeholder 'Say something about this video...' and a video thumbnail icon. The 'Custom Call to Action' section is expanded, showing a dropdown menu for 'Call to Action' currently set to 'No Button'. Below this are input fields for 'URL (Required)', 'Headline', and 'Link Description'. At the bottom of the composer, there are buttons for 'Boost Post', 'Public', and 'Post'.

Selection the desired action type

Once you select to *Add a Call to Action*, you will next need to select the type of action associated with your specific objective. If you are trying to drive people to watch more videos you may select *Watch More*. Similarly, if you want people to purchase tickets, *Book Now* will be your best option.



This screenshot shows the 'Custom Call to Action' section of the Facebook video composer. The 'Call to Action' dropdown menu is open, displaying a list of options: 'No Button' (which is selected and has a checkmark), 'Shop Now', 'Book Now', 'Learn More', 'Sign Up', 'Download', and 'Watch More'. The rest of the composer interface, including the URL, headline, and link description fields, is visible in the background.

Choose the destination URL

After selecting the action, you need to provide the URL where you will be directing viewers. This will be the destination site for the Call to Action at the end of the video.

Custom Call to Action (Optional) [?] · Remove

Call to Action

URL (Required)

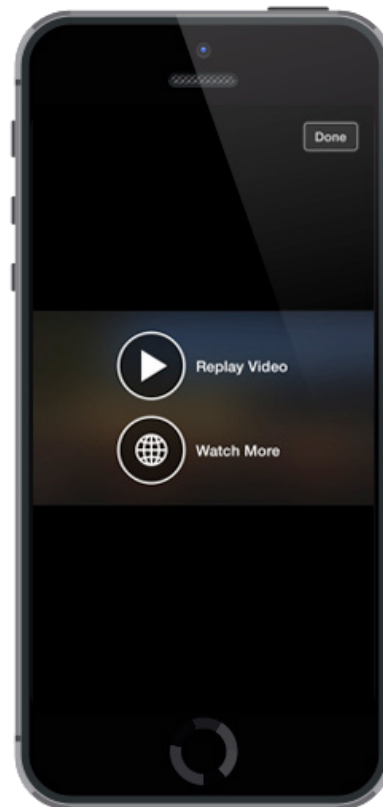
Headline

Complete the Video Upload

You are now ready to complete the video upload by clicking *Post*. Once the video is uploaded, the Call to Action will appear as a persistent overlay on the video on mobile and in the end card on desktop. Below you will see an example view of the Call to Action on mobile with a link to view the video on desktop.



Wipeout promotes their new season
[View video](#)



Watch More Call to Action

Other examples:

[Funny or Die driving ticket sales for their new comedy tour](#)

[Discovery sharing a clip from their new episode of Myth Busters](#)

Frequently Asked Questions

Where will the Call to Action be displayed on mobile and desktop and will it appear in both Pages and Feed?

The Call to Action will appear on both mobile and desktop and can be viewed on the Page or when seen in Feed. On mobile the Call to Action will appear a few seconds into viewing the video and will persist throughout the duration of the video. On desktop, the Call to Action will only appear at the end of the video.

Is the Call to Action referral traffic tracked in Page Insights?

Call to Action clicks are tracked under link clicks within Page Insights. However if you include an additional link within the post those too will be tracked in link clicks.

Can I see referrals broken out by desktop vs. mobile?

At this time referrals are not broken out by desktop and mobile.

What are the Call to Action options to select and can they be customized?

The options currently include *Book Now*, *Shop Now*, *Download*, *Sign Up*, *Learn More* and *Watch More*. The button cannot be individually customized at this time.

Will the Call to Action be included on video shares?

If there is a Call to Action associated with a video, it will remain part of the video when it is shared.

Where can I find the option to add a Call to Action?

The Call to Action will appear after you initially upload a video before it is posted to the page. Follow the steps above to add a Call to Action to your video.

Is Call to Action available on pages, profiles or both?

At this time, Call to Action is only available on video page posts.

I cannot see the Call to Action on my video?

There are several reasons this may be occurring including:

- You may be using the wrong Facebook app; please download the latest Facebook app and try again
- You did not select a button and have defaulted to NO BUTTON. In this case, we do not show the CTA overlay button and endscreen on video.
- The link of the post is a Facebook url. For most types of CTA, we do not support Facebook URLs.