

How to Edit and Upload a Video to Facebook

TechRounder PDF Edition

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Quick answer

Many Facebook users upload videos to their pages. It can be a short video from your vacations shot on an iPhone or a professional looking video made with numerous video editors.

Many Facebook users upload videos to their pages. It can be a short video from your vacations shot on an iPhone or a professional looking video made with numerous video editors. Although you might think it's difficult to create such a video, it's not entirely true.

Professional sound engineers, camera operators and other significant people involved in shooting good public videos do not have any magic to demonstrate their remarkable results to the public, they simply use modern programs and do so-called professional editing. It's enough having the simplest set of tools provided with the operating system (OS) in its arsenal. For example, OS X offers users an excellent editor iMovie, Windows - Freemake Video Converter with a built-in editor, etc.

As soon as you've chosen a tool, install it and upload your videos into the software. Compose similar episodes, give them titles. By the way, if necessary, you can always add new material to an already created project.

Stick to the script to keep the logic of events in the final video. Become the pickiest spectator: if something in the frame does not look very successful, then it is wiser to remove it. Delete unsuccessful, unnecessary or not containing useful information episodes. Even experienced bloggers cut out fragments that they do not like.

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The remaining fragments must be merged into a single unit. For this, you can use the mentioned above Freemake Video Converter. It can join your video files smoothly, without gaps. If you need, you can add transitions between your video fragments.

There is no need to insert too many sound or video effects into the video unless it's necessary. The more effects added in the video, the more miserable it will look like in the end. There must be a sense of proportion in everything.

The future video should be good, not only in terms of visual design. Audio plays an equally important role.

The audio track is usually mounted after the video sequence is ready. Choose successful parts, replace unsuccessful moments of the sound with better ones. Sometimes you can repeat the desired piece of text. It is better to spend a little more time but to get good music.

The video will be dynamic, understandable and fun if it contains three essential parts that any Facebook video needs:

Thumbnail

It is a frame that captures the essence of what is happening or attracts the attention of the audience. The thumbnail is the face of the movie. It should make you want to see what is described in the video. What exactly to put on the thumbnail is decided individually. Sometimes it is appropriate to put the name of the topic of the video, sometimes - a bright frame from the video with explanations. Popular bloggers often put in their face, because it is recognizable and works like a brand.

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Intro

This is an introduction to the video. The standard length is 3 seconds. During this time, you need to engage the audience in watching the video. Therefore, cut out the most exciting frames, make additional voice overs for them and launch a slide show in an accelerated mode. This is the easiest option. Some bloggers create sample intro that is used in all of their videos.

Conclusion

Everything that you want to report additionally is placed in the final part of the video. There are no strict requirements for the conclusion. Just remember that the longer the conclusion, the worse it will look.

When all the pieces of the video are merged, a thumbnail, intro, and conclusion are added, you can save and upload the resulting video to Facebook in a convenient format (MP4, AVI, MOV, etc.). We recommend choosing MP4 since it provides the best quality. That's where you can use Freemake again. Simply add your files, for example, in the MOV format and convert MOV to MP4 in one click.

It is not clear to many newbies how to upload a video to Facebook and set it up - especially considering the regular updates of this social network. So let's talk about it.

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Upload your finished video through the button "Photo/Video" under the page header. As a result of this action, the settings window opens. Here you can type a title of your video, write the description, urging our friends to watch it. Do not forget to set tags using keywords as much as Facebook allows. You can add location and emotions, and so on.

While the video is uploading, you can add a custom thumbnail or choose from those offered by the social network.

Set up everything you need and click "Publish" and the "Video Processing" window will open. Wait until Facebook processes the video. After that check the setting by clicking on the three dots in the upper right corner of the publication. Select whether you want to share your videos with everyone or make it available to a particular group of friends. Then share the video on your timeline. Thus you will get a post on your personal timeline. To share the video as a page, please check this guide.

If you have questions or feedback, you can share it in the comments below.

References

1. freemake.com - how_to / how_to_convert_mov_to_avi_mp4 - https://www.freemake.com/how_to/how_to_convert_mov_to_avi_mp4