

Creating Video Posts

Publish supports various video post creation and customization options for different networks. In this article, learn more about all of the features available in Publish for creating video posts.

Creating a video post

Facebook, Instagram, X (Twitter), LinkedIn, and TikTok all support video posts. Social Media Management enables you to create these types of posts in roughly the same way for each of the networks:

Note:

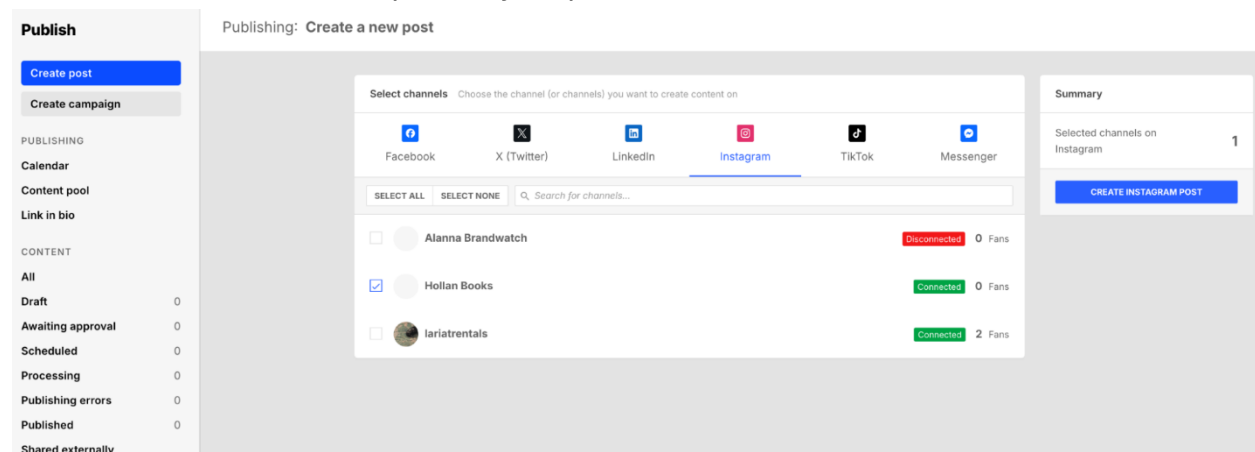
For instructions and special considerations related to the Instagram post editor, please see the section on [creating instagram and video posts](#) below.



1. In Publish, click **Create Post** in the top left.
2. Choose the network and channels you'd like to publish your video post to, then click **Create Post** on the right side of the screen.

Note:

Currently, it is not possible to create and publish a post to multiple networks or platforms at the same time. However, for all networks except X (Twitter), you can select multiple channels on the network to publish your post to.

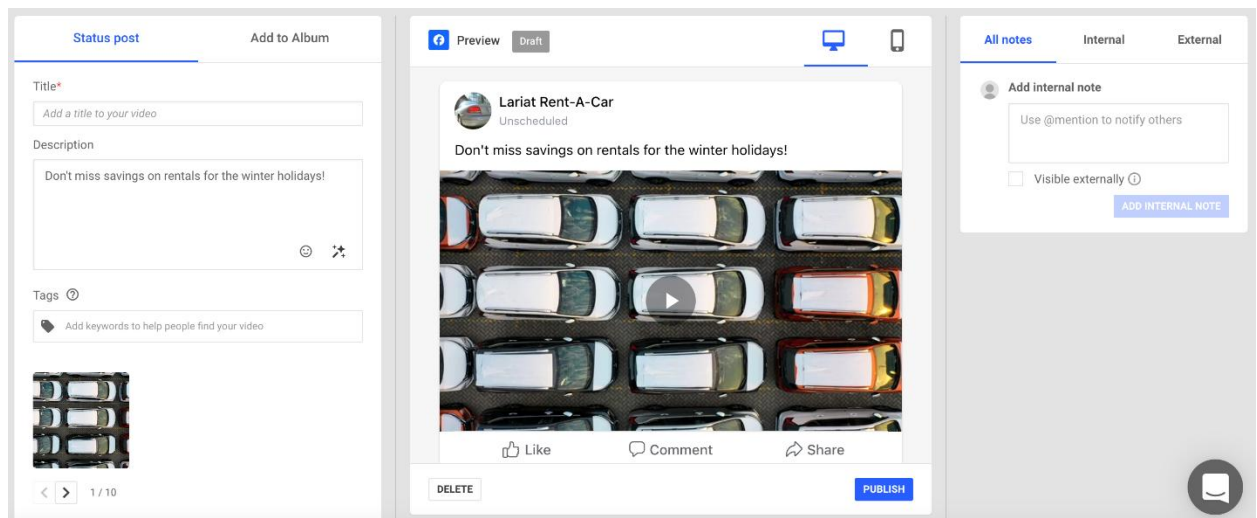


3. Add your post text in the text box and upload your video asset using one of the following methods:
 - Drag and drop your video file to the file area.
 - Click the file area to open a local file browser. Choose the file to add from there.
 - While hovering over the file area, click the **Cloud** link to open a file picker popup. You can access various [cloud storages](#) such as Google Drive and Dropbox.
 - While hovering over the file area, click the **Content Pool** link to select files stored in the [Content Pool](#).

Note:

To prevent errors when uploading your video file(s), please check our [media attachments guide](#) to make sure your file falls within the supported media specifications for each network.

4. Consider any additional options such as [adding a video thumbnail](#) or [adding captions](#).
5. Once you're happy with your post, click **Publish**, **Schedule**, or **Send for Approval**.



Tip:

Use [Campaigns](#) and the [Content Pool](#) to upload and keep your video stock assets in Publish. From there, your team can easily access your media files for future posts.

Creating Instagram Reels and feed videos

Through the Instagram post editor in Publish, it's possible to post Instagram Reels, feed videos, and multimedia carousel posts under the **Post** tab, and stories under the **Story** tab.

Note:

Visit our article on [Creating and Publishing Instagram Stories](#) for specific instructions on the Instagram story publishing flow with the Hub app.

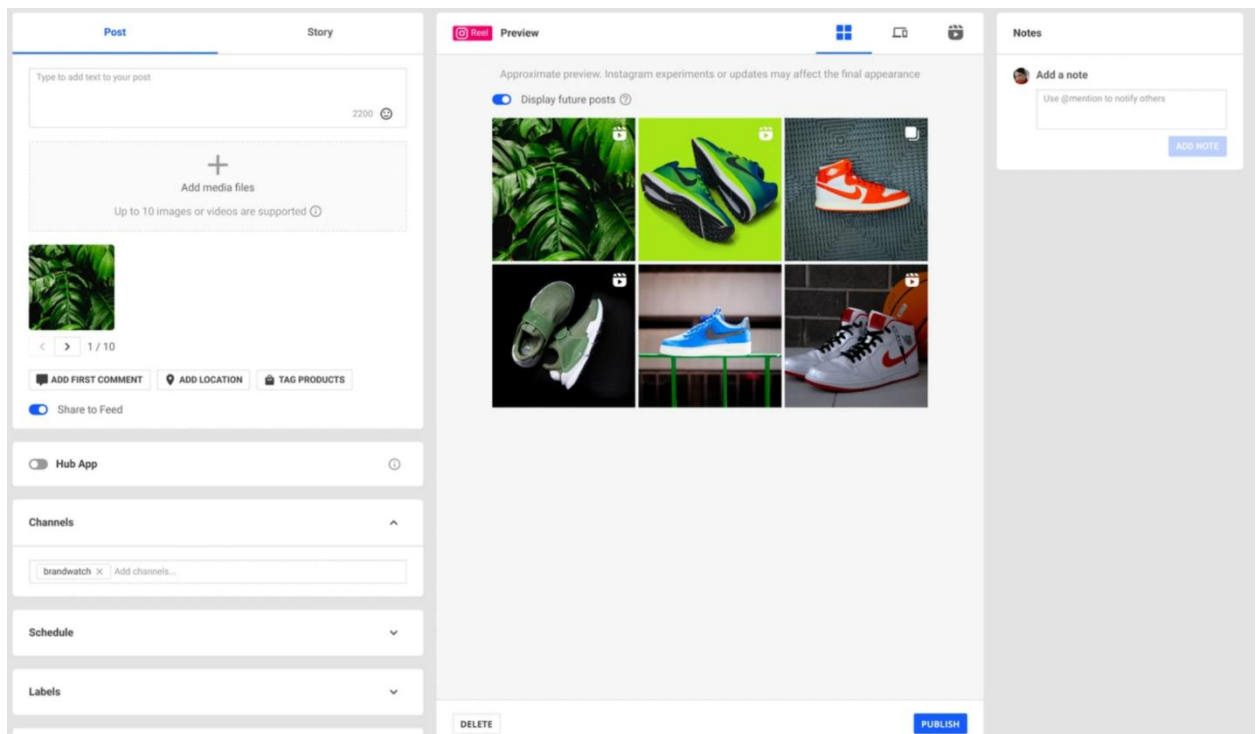
- Please note that when you upload a video to Instagram, Instagram's algorithm will determine if the post will be distributed as a Reel when you publish your post. In the Publish editor, you will have the option to share the post to your Instagram feed via the **Share to Feed** toggle. If the video is not distributed as a Reel and not shared to feed, it will only be showed to your followers and found in the Reels tab of your profile. Please see our [Media Attachments Guide](#) for recommended file specifications for your video to be accepted as a Reel.

The screenshot shows the 'Post' tab selected in the Instagram editor. At the top, there are two tabs: 'Post' (active) and 'Story'. Below the tabs is a text input field with the placeholder 'Type to add text to your post' and a character count '2200' with an emoji icon. Below the text field is a large dashed box with a plus sign and the text 'Add media files' and 'Up to 10 images or videos are supported' with an info icon. Below the media area is a preview of a green leaf image. Below the preview are navigation arrows and a counter '1 / 10'. At the bottom, there are three buttons: 'ADD FIRST COMMENT', 'ADD LOCATION', and 'TAG PRODUCTS'. Below these buttons is a toggle switch labeled 'Share to Feed' which is currently turned on.

- If you upload multiple videos and/or images, your post will be published as a carousel post.

When you upload a Reel to the editor, Publish offers three preview views:

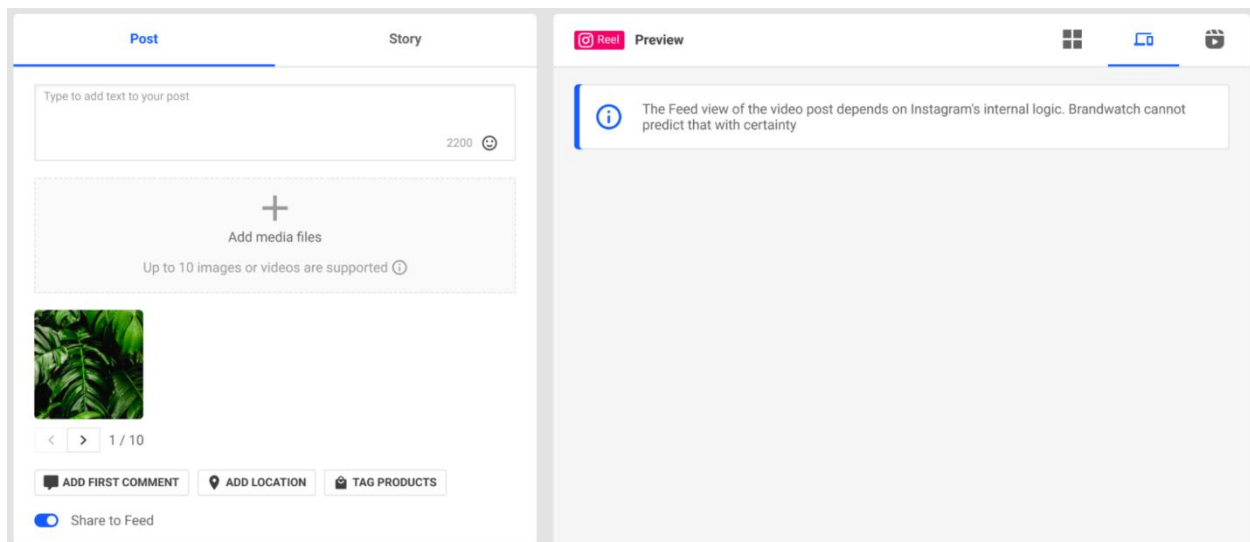
- Profile grid view



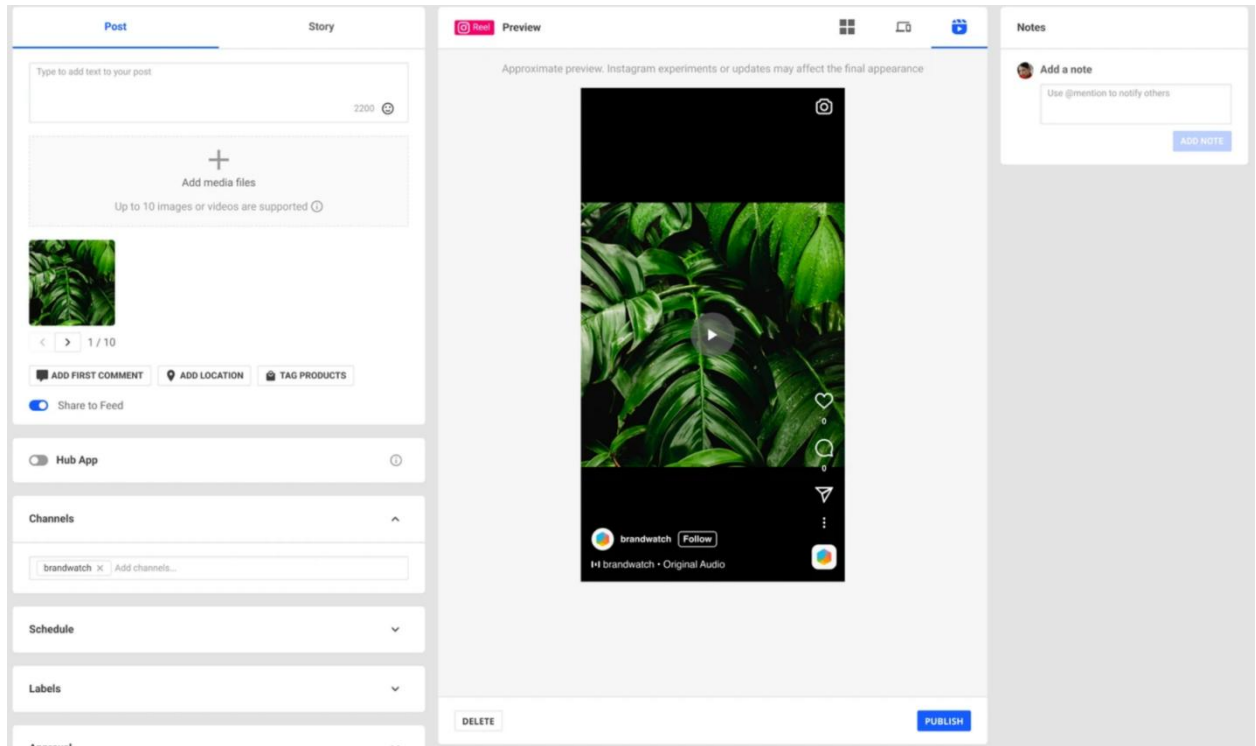
- Feed view

Note:

Please be aware that the Feed view of the video depends on Instagram's internal logic. Therefore, Brandwatch cannot predict how it will be displayed with certainty.



- Detail view



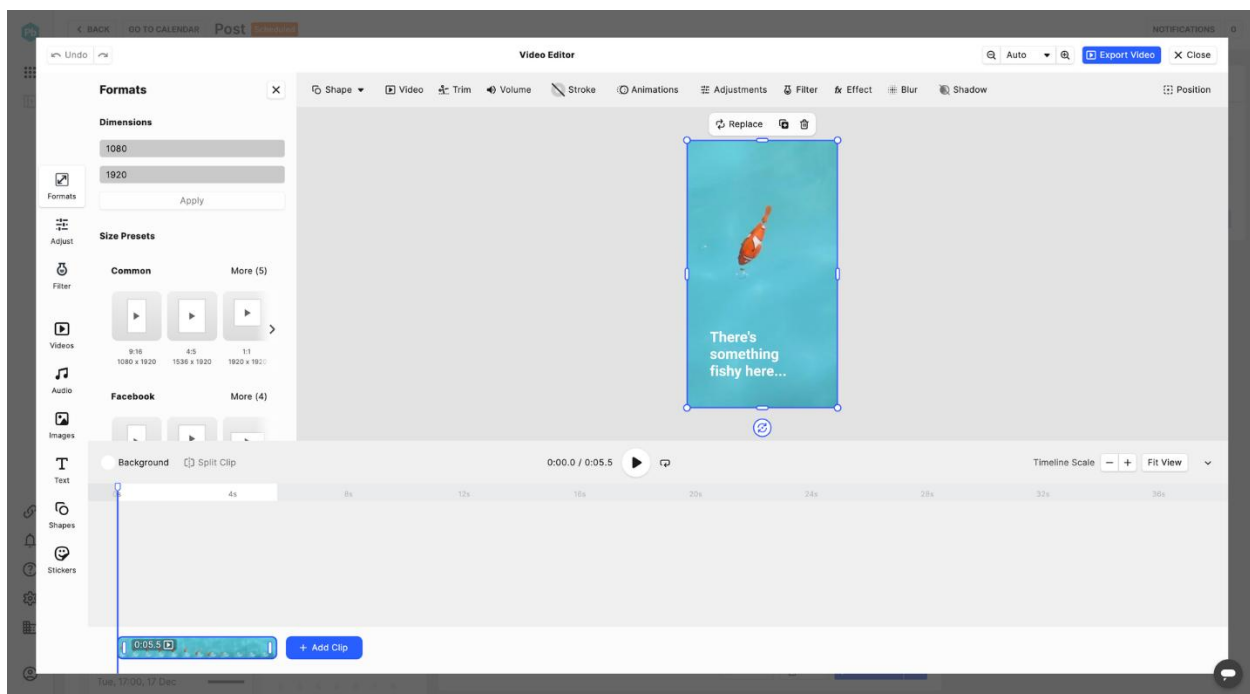
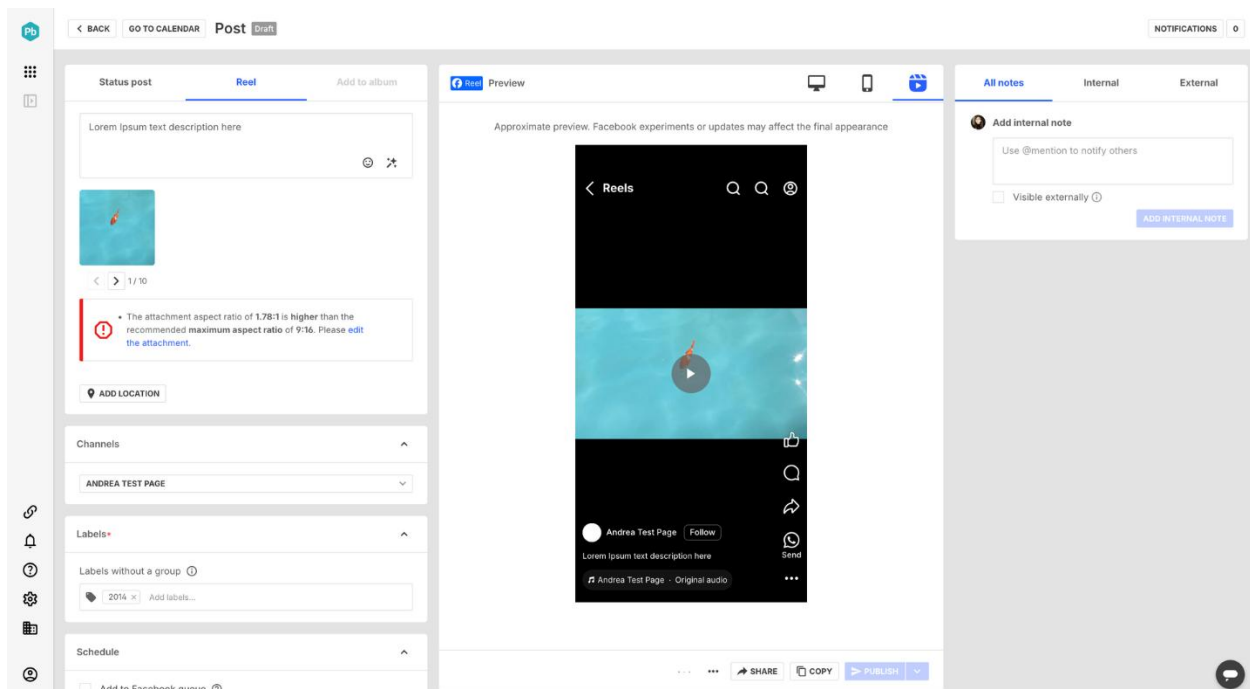
Note:

If your video is longer than 180 seconds, you will see Publish's standard preview options for all video posts: Mobile feed view (default), Grid view, and Desktop feed view.

Creating Facebook Reels and status posts

Facebook videos can be published as either a status post or as a Facebook Reel. Status posts appear on your Page's timeline and your fans' feeds, and there are fewer limits on the attached video's aspect ratio or duration. Facebook Reels are eligible to appear in the algorithm-based Reels feed as well, but videos must be under 90 seconds and have a 9:16 aspect ratio.

You can select between **Status post** and **Reel** from the tabs at the top of the Facebook post editor. If you select Reel, Publish will alert you if the attached video has the wrong aspect ratio. You can use the [video editor](#) to crop your video and apply creative effects.



Video post customization

Various customization options are available for your video post depending on the network you are publishing to:

- **Facebook:** Select a video thumbnail or upload a custom thumbnail, add first comment, add location, tag a business partner, add captions.
- **Instagram:**
 - Reel (single video, equal to or shorter than 90 seconds): Select a video thumbnail or upload a custom thumbnail, add first comment, add location, tag products, and share to feed.
 - Feed video (single video, longer than 90 seconds) or carousel post: Select a video thumbnail or upload a custom thumbnail, add first comment, add location, and tag products.
- **X (Twitter):** Select who can reply to this post (Everyone, People you follow or mention, or Only people you mention)

Note:

Due to API limitations for X (Twitter), uploading only one video for a post is supported. Customization options are not available.

- **LinkedIn:** Upload a custom video thumbnail.

Note:

Due to TikTok API limitations, Publish does not support any TikTok post creation features such as embedding music or filters, etc. Any desired media should be included in your video prior to uploading in Publish. If a TikTok video has embedded copyrighted music, whether it is uploaded from the API or natively, it may get flagged. If you wish to safelist a song for your own usage in videos, contact TikTok user support directly from the TikTok app or through [TikTok's feedback form](#).

Adding a thumbnail image

A thumbnail for your video post will be provided automatically. For Facebook, Instagram, or TikTok video posts, you have the option to select a specific thumbnail from 10 provided options.

Selecting a video frame as a thumbnail

1. Create a Facebook, Instagram, or TikTok video post.
2. Once you've added your video to Publish, Social Media Management will automatically select 10 frames from your video that can be used as a thumbnail. Hover over the video thumbnail under the file area and use the right/left arrows to

cycle through the pre-selected thumbnails to select the one you want.



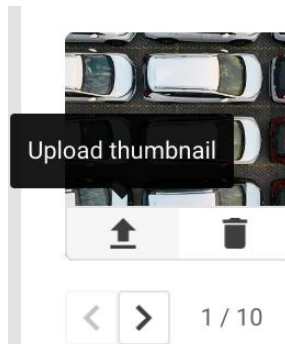
Note:

For TikTok posts, your post will preview in Publish with the first video thumbnail. However, your post will be published using the specific thumbnail you selected.

Uploading a custom thumbnail image

Please note that uploading a custom thumbnail is currently only available for Facebook, Instagram, and LinkedIn video posts. Visit our [media attachments guide](#) for guidelines on recommended file types and properties for thumbnail images.

1. Create a Facebook, Instagram, or LinkedIn video post.
2. Once you've added your video to Publish, hover over the thumbnail and click



the **Upload thumbnail** button.

3. Select your thumbnail file and upload it to your post.

Adding captions

Note:

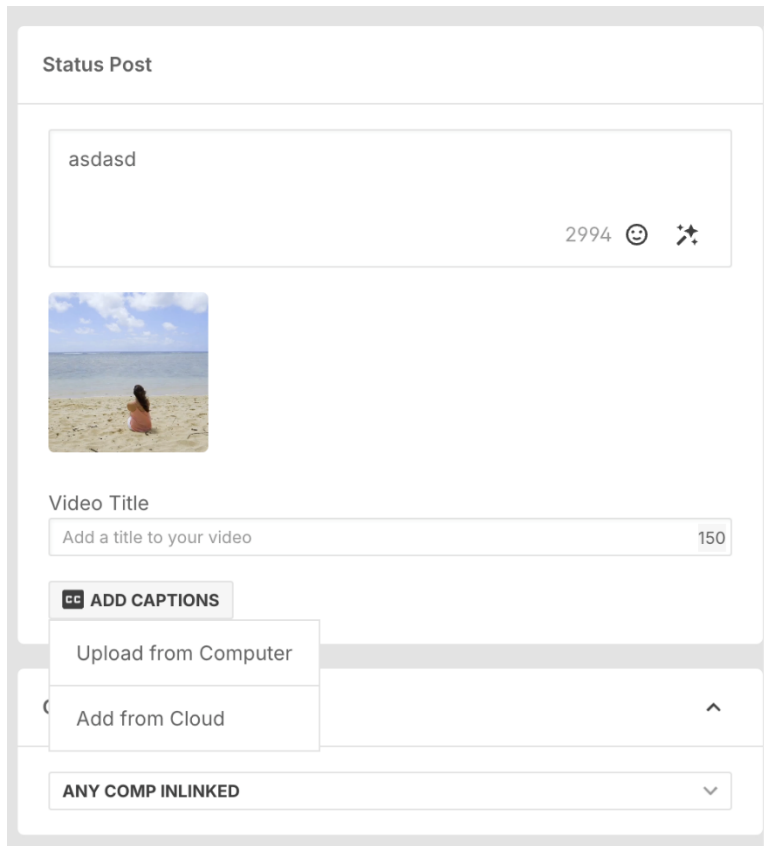
At this time, adding captions is only supported for Facebook and LinkedIn video posts.

To help you with captions, Social Media Management supports the SubRip (SRT) file format. SubRip files are plain text files that contain all subtitle information. They can be created with any professional video editing software.

Facebook recommends naming your SRT file in the following way: filename.[language code]_[country code].srt. (Download an [example file](#)).

Here's how you can add captions in Social Media Management:

1. Create a Facebook or LinkedIn video post.
2. Once you've added your video to Publish, click **Add Captions** underneath your uploaded video.
3. Upload your SRT file and click **Apply**.

A screenshot of the Facebook video post creation interface. At the top, there's a 'Status Post' header. Below it is a text input field containing 'asdasd'. To the right of the text field are icons for reactions (2994), emojis, and a share icon. Below the text field is a video thumbnail showing a person sitting on a beach. Under the video thumbnail is a 'Video Title' field with the placeholder text 'Add a title to your video' and a character count of '150'. Below the title field is a button labeled 'ADD CAPTIONS' with a subtitle icon. A dropdown menu is open below the 'ADD CAPTIONS' button, showing two options: 'Upload from Computer' and 'Add from Cloud'. At the bottom of the interface is a dropdown menu labeled 'ANY COMP INLINKED'.

Note:

Caption files must be SRT files with a file size of up to 128kb. Different file types or larger files will result in an error message.

Repeat the above steps if you'd like to add captions in additional languages. If you experience any issues adding captions, consult [Facebook's troubleshooting steps](#) or [LinkedIn's troubleshooting steps](#).