

Realty Tech Talk Series

Facebook is a Dominant Video Platform. Are You Using It?

This article has been provided by [Rajeev Sajja](#)

For the first time ever, Facebook Page owners uploaded more videos directly to Facebook than they did via sharing from YouTube videos, according to data from Socialbakers, a company that tracks social media data. It is evidence of a dramatic shift in power: Until recently Facebook was not even considered a destination for video. Page owners simply shared their YouTube videos on Facebook, and that was that.

Facebook has made noticeable enhancements to handle video including the auto play feature as a user scrolls through the news feed, a feature introduced late last year. It means users are drawn to content rather than having to do the work of pressing play. It also increased the user video functionality (check out the [hyperlapse app](#) that lets you capture high-quality time lapse videos even while in motion) that makes it easy to get started.

I did a test recently with uploading a market video on Facebook as shown below. It generated 296 views, 12 likes and 6 shares compared to sharing a Youtube link on Facebook that didn't nearly get the visibility as the Facebook video.

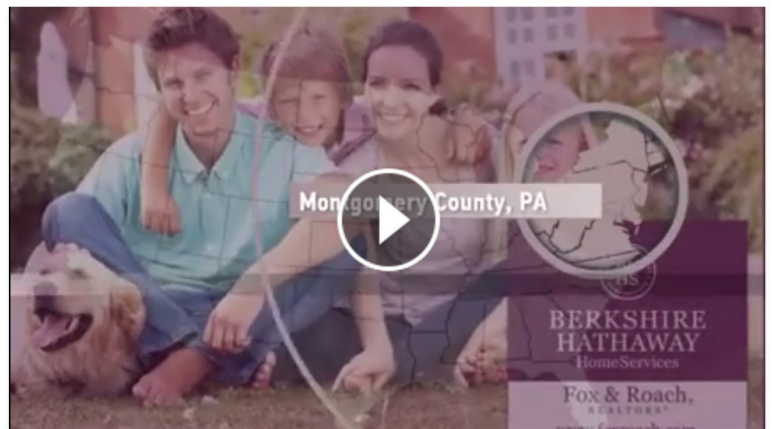
If you are already creating video (listing, community and others), it is time to consider Facebook video to stay in front of your sphere. YouTube is still the video king online, but there is ever more evidence Facebook is ascending toward the throne. It's time if you haven't already to give Facebook video a try!



Rajeev Sajja uploaded a new video: [May 2015 Montgomery County PA Market Update.](#)

July 1 at 1:56am · 🌐 ▼

Take a peek into the key metrics year over year for May 2014 vs May 2015 for Active Inventory, Days on Market, Units Sold for Montgomery County, PA



296 Views

Like · Comment · Share · 👍 12 ➦ 6