Facebook Details New Monetization Options for Video Creators

|
2 hours ago
Facebook detailed some updates to monetization opportunities for video creators on its platform.

Brand Collabs Manager—which the social network introduced in June 2018 to help match up advertisers and creators for branded content partnerships—is now available in over 40 countries.

Brand Collabs Manager product manager Kate Orseth and Facebook head of creator and publisher experience Jeff Birkeland said in a blog post that the update brings Brand Collabs Manager in line with the social network's Ad Breaks monetization option.

In order to qualify for Brand Collabs Manager, creators must have at least 1,000 followers and meet one or more of the following criteria over the past two months: 15,000 engagements on their posts, 180,000 minutes viewed or 30,000 one-minute views on videos that are three minutes or longer.

Orseth and Birkeland wrote, "In the coming months, we will also make improvements to organic and paid insights to help advertisers understand the performance of their branded content posts more deeply."

Facebook will also add a new data visualization in the coming weeks to its Creator Studio dashboard for managing, monetizing and tracking the performance of content.

Traffic Source Insights will give publishers and creators a clearer picture of how their content is distributed across

Facebook and enable them to optimize for each source.

Video watch time and retention metrics will be broken out for pages across four key sources: followers, shares, recommended and paid. Metrics can be viewed in aggregate, and top videos can be viewed in a particular time range for each source.

Creator Studio will also get a new way to publish Instagram content from desktop.

The new Tag Instagram Accounts option will enable creators to tag feed photos and photos within carousel posts, and those tags will be tappable once those posts are published.

Tagging posts with brand partners will cause people viewing those posts to see “Paid partnership with” in the header, and those tagged brand partners can see the reach and engagement of those posts in their Facebook page insights.

Comments can also be turned off on Instagram posts via Creator Studio.

Finally, Facebook updated its Stars feature, which enables creators to earn revenue directly from fans.

Creators can now see who sent them Stars for their live videos, including the top three Stars senders, in real-time, and they can use the new Star Goals feature to set public goals for the number of Stars they would like to receive.

https://www.adweek.com/digital/facebook-details-new-monetization-options-for-video-creators/