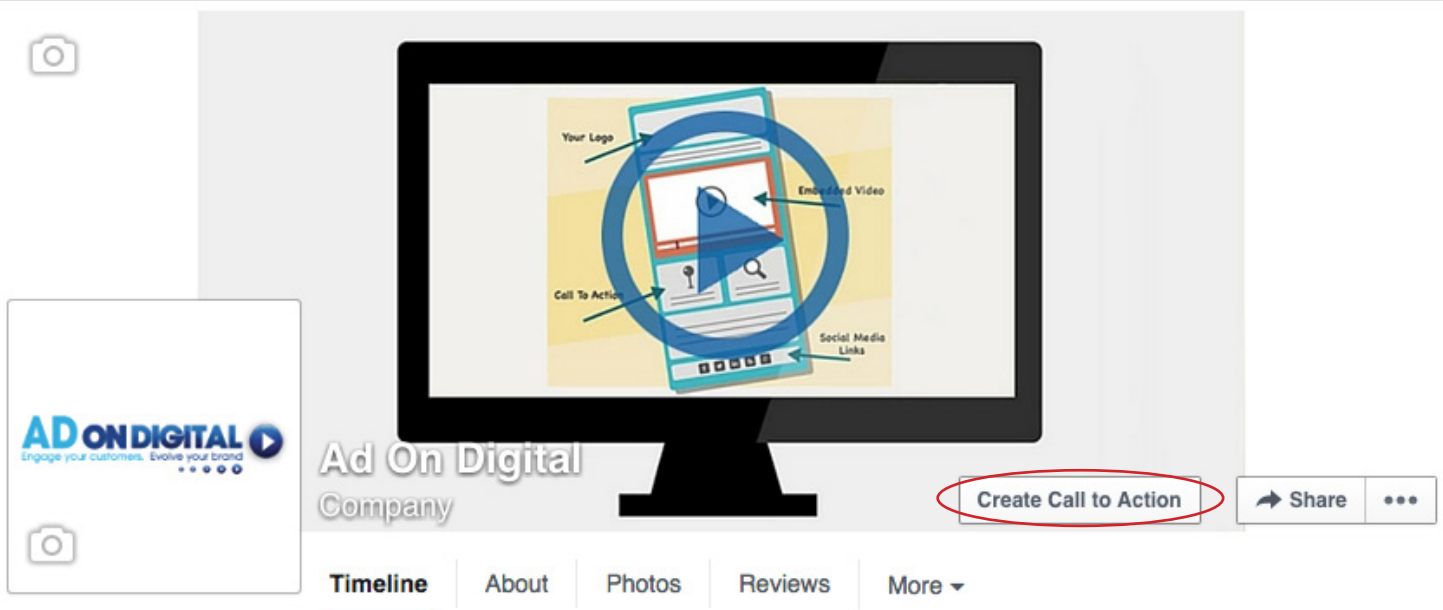


HOW TO LINK YOUR VIDEO TO YOUR FACEBOOK COVER PIC

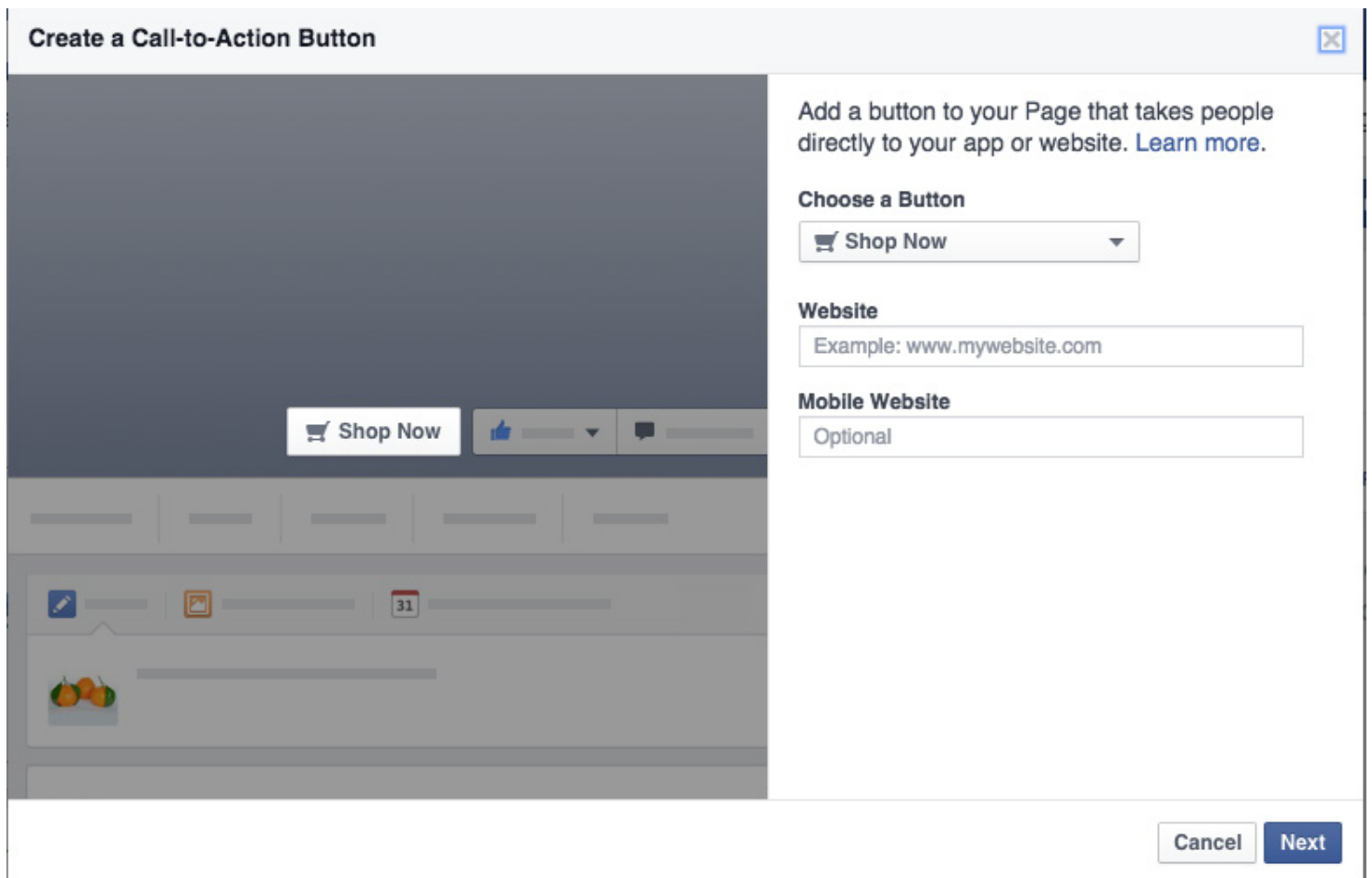
1. Facebook provides 7 calls-to-action you can use on your Cover Pic. They include:

- Book Now
- Contact Us
- Use App
- Play Game
- Shop Now
- Sign Up
- **Watch Video**

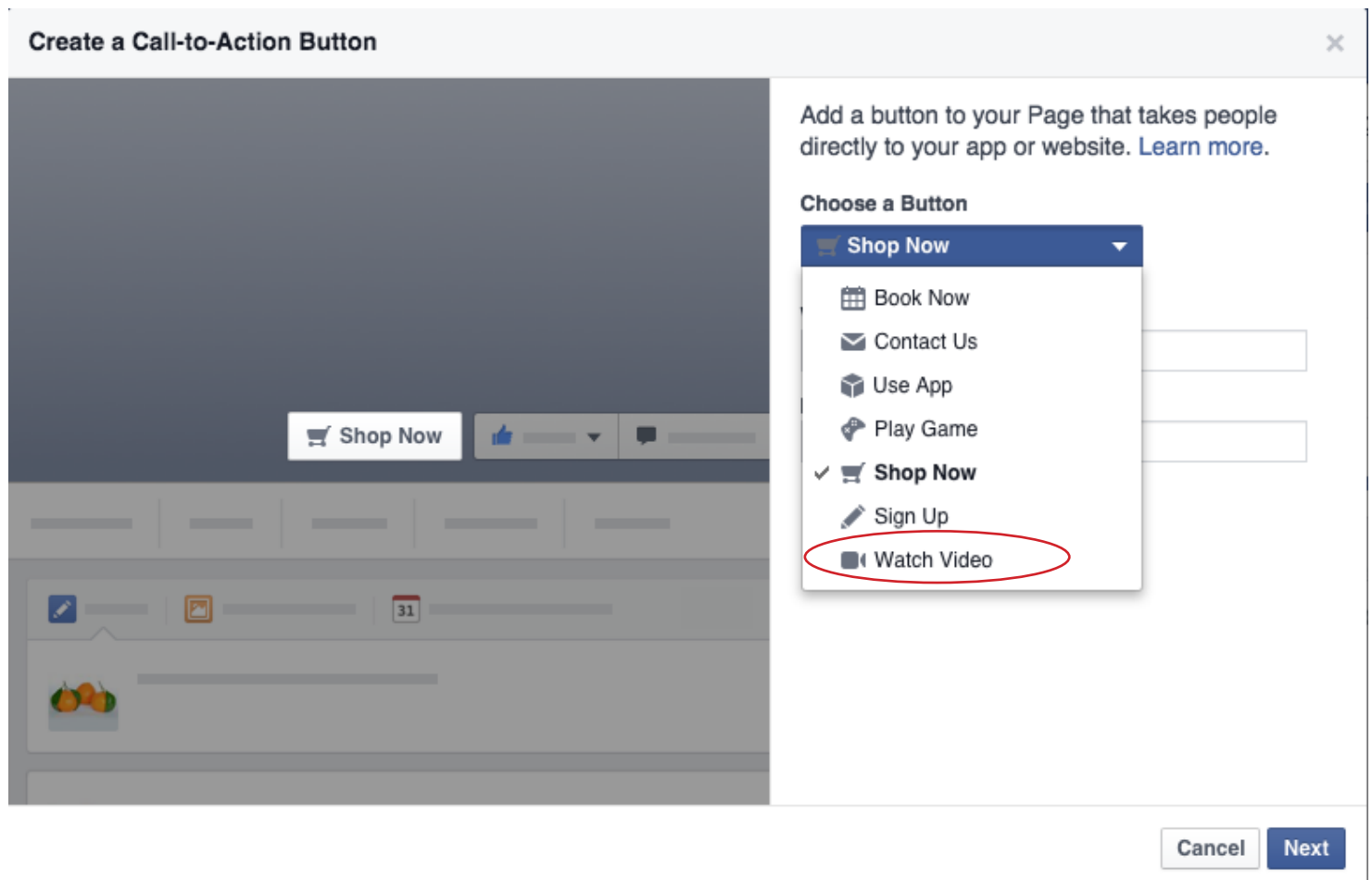
To create a link to your video, click on the 'Create Call to Action Button' (Note: this button may say 'Book Now' or one of the other calls-to-action listed above):



2. This screen will pop-up:



3. Click the dropdown menu under 'Choose a Button', and select 'Watch Video':



4. Next, add your video link into the 'Website' and 'Mobile Website' boxes. (we've emailed your video link to you - it will look a little like this - <https://adonhold.wistia.com/medias/xxxxxxx>). Then click 'Next'.

Create a Call-to-Action Button

Add a button to your Page that takes people directly to your app or website. [Learn more.](#)

Choose a Button

Watch Video

Website

<https://adonhold.wistia.com/medias/tl5ixyvjjh>

Mobile Website

<https://adonhold.wistia.com/medias/tl5ixyvjjh>

Cancel Next

5. Select website for iOS option and click 'Next'. Select website for Android option and click 'Next'.

Choose a Destination For People Using iOS

iOS Destination

Choose where to send people when they tap the button on an iPhone or an iPad.

Website

Your button will send people to <https://adonhold.wistia.com/me...> when they are using iPhone or iPad.

Back Next

Choose a Destination For People Using Android

Android Destination

Choose where to send people when they tap the button on Android.

Website

Your button will send people to <https://adonhold.wistia.com/me...> when they are using Android.

Back Create

6. And your Video is linked to the Cover Pic on your Facebook Page! Great job!

The image shows a screenshot of a Facebook page for 'Ad On Digital'. The page header includes the Facebook logo, the name 'Ad On Digital', and navigation links for 'Page', 'Messages', 'Notifications', 'Insights', 'Publishing Tools', 'Settings', and 'Help'. The main content area features a large image of a computer monitor displaying a diagram with labels: 'Your Logo', 'Embedded Video', 'Call To Action', and 'Social Media Links'. Below the monitor, the text 'Ad On Digital Company' is visible. A blue notification bubble with a close button (X) says: 'Now you can promote your call to action and get more people to Watch Video.' A red circle highlights the 'Watch Video' button, which has a dropdown arrow. Below this, a white notification box with a blue border says: 'Your Call-to-Action Button Is Ready. This button is now showing on your Page. You can test or edit it here.' with a 'Next' button. The right sidebar shows a 'Promote' dropdown, 'THIS WEEK' statistics (12 Post Reach, 4 Post Engagement, 0 Watch Video), and a 'Recent' section for 2015. The bottom left shows '52 likes +1 this week' and a 'Status' update area.