Facebook distribution connector

Last Modified on 09/19/2025 6:25 pm IDT

This article is designated for administrators.

About

The **Facebook Distribution Connector** enables users to distribute videos from Kaltura to Facebook in an automated, controlled manner, which allows them to enjoy the benefits of Facebook's promotion of Native Video (in-feed Mobile playback, auto-play, Call to Action buttons, wider distribution in Facebook, targeting and advertising) while retaining the control of the distribution in Kaltura.

The Kaltura Facebook Distribution Connector uses the Facebook Graph API (which is the primary way for apps to read and write to the Facebook social graph) to distribute Video, Thumbnails and Captions to the partner's Facebook Page. Content can contain metadata to further enrich the distributed content - including metadata to support calls to action, feed targeting, page tagging, and places.

The Facebook Distribution Connector is an API-based connector that relies on the Facebook Video API for video upload and management. Video distribution is performed through the resumable upload functionality available from Graph API v2.3.

Facebook authentication

Authentication with Facebook is done via the standard Facebook oAuth authentication using the permissions listed above.

The Facebook token used is a long-lived access token.

Distribution to Facebook is managed using a single Kaltura-managed Facebook application. To distribute content to Facebook, the partner must provide specific permissions to the Kaltura Facebook application, including:

- manage_pages
- publish_actions
- publish_pages

Limitations

- Each connector can only be distributed to a single Facebook page.
- VOD only. No live.

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- Targeting information will apply to all videos distributed via the connector.
- Facebook connector now supports the distribution of multiple SRT captions, with the following limitations:
  - Supported only if enabled by Kaltura admin on the backend.
  - SRT files only.
  - 5 caption files maximum.
  - A list of supported languages can be found here.
  - Facebook auto-selects which captions to offer to users based on their language settings.
- Thumbnails can be uploaded as part of the video creation API but not updated.
- The current video upload limitations are:
  - 1.75GB
  - 45 min
- The supported file formats include 3g2, 3gp, 3gpp, asf, avi, dat, divx, dv, f4v, flv, m2ts, m4v, mkv, mod, mov, mp4, mpe, mpeg, mpeg4, mpg, mts, nsv, ogm, ogv, qt, tod, ts, vob, wmv.
- The video ratio must be between 9x16 to 16x9.

Supported fields

Facebook field name	Kaltura element	Description	Updatable
Name	Title	Title of video	Y
Description	Description	Description of video	Y
scheduled publishing time	Sunrise	Time when video should be published. UNIX timestamp between 10 minutes to 6 months.	N
Call To Action type	Custom Metadata	Facebook supports the following call to action parameters:- SHOP_NOW- BOOK_TRAVEL- LEARN_MORE- SIGN_UP- DOWNLOAD- WATCH_MORE Specifying	Y

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		a call to action will add an action on the video to the Call To Action URL specified below.	
Call To Action Value	Custom metadata	URL to call on call_to_action click.	Y
Place	Custom metadata	ID of the location to tag in the video.	Y
Tags	Custom metadata	IDs (comma separated) of persons to tag in the video.	Y
Targeting	Custom metadata	Key IDs for ad targeting objects are used to limit the audience of the video. See all relevant fields here.	N
Feed Targeting	Custom metadata	Key IDs for ad targeting objects used to promote the video in specific audience feeds. See all relevant fields here.	N

Once you and your Kaltura admin have configured the distribution connector, you can easily push media to your Facebook page. Visit our article Distribution for step-by-step instructions.

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