

Facebook Creator - private application for people who like to share videos

In an effort to entice video makers out of YouTube, Facebook releases a dedicated app for them - Facebook Creator.

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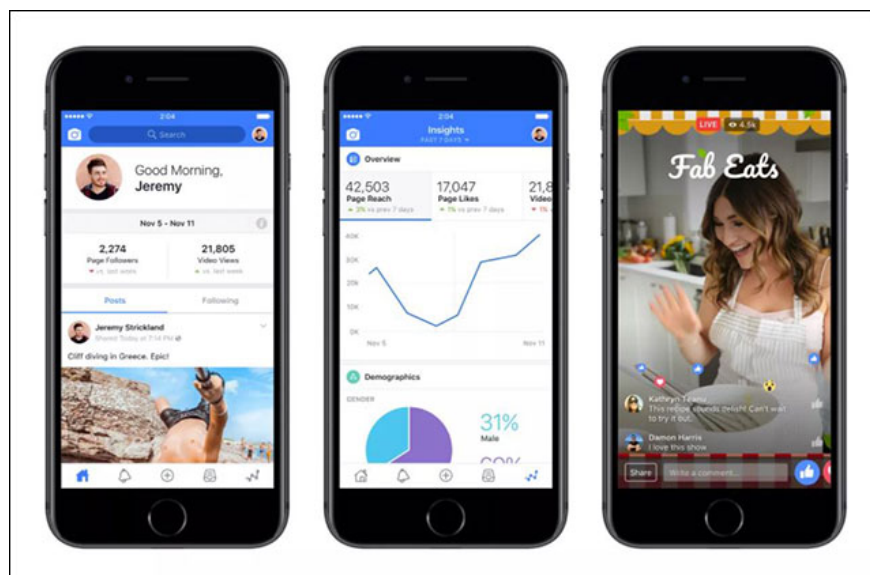
Facebook Creator includes video streaming tools, Stories updates and messaging via the Facebook platform.

Facebook has long had its own application for Facebook Pages managers, celebrities and contributors. The Facebook Creator is actually just an update and renames the old Facebook Mentions application, and now it's ready for everyone.

There are two main factors worth noting in this Creator application:

The first is that it has special features from Facebook Live. You can create intro and outro - intro very useful because it takes a while before users see the link and watch the video - as well as add animated stickers and video frames. It also captures and modifies photos, posts to Facebook Stores and other platforms. (unknown whether to include Instagram).

The second is interaction. The app creates a common inbox for all comments on Facebook, Instagram and messages from Messenger so you won't have to switch between apps to reply.



Application aimed at people who like to create and share videos

In addition, the application also has statistics, users can reload the page to see if they have the latest statistics according to Facebook's algorithm.

This application is currently available on iOS <https://itunes.apple.com/app/id894913642> and will be available on Android in a few months.

Facebook Creator seems convenient for those who like to shoot and share videos. But more importantly perhaps Facebook is trying to express their interest in the independent vlogger community. The people this app is also people who are struggling with changes and errors on YouTube. An application cannot change everything right away but perhaps a long-term commitment will help them somewhat.

Interested readers can learn more about Facebook Creator here. <https://newsroom.fb.com/news/2017/11/announcing-new-tools-for-the-creator-community/>

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