

How to Use Video on LinkedIn to Stand Out from the Crowd and Get Noticed!

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VIDEOS ARE NOW USED FOR MORE AND MORE LINKEDIN POSTS – A TREND YOU NEED TO BE ON TOP OF, IF YOU DON'T WANT TO BE LEFT BEHIND.

Lots of information is available on how to create videos from the technical side (and I recommend the LinkedInformed podcast, episode 225) but they rarely warn you of mistakes that can quickly turn your professional production into an amateurish disaster.

HERE IS A SHORT CHEAT SHEET OF THE MOST IMPORTANT POINTS TO REMEMBER.

CAPTIONS

- Always use captions. Most people will be looking at your video in an office or in public and won't necessarily be listening: they'll be watching.
- Don't place the captions over your face or obscuring your mouth.
- Check your captions for errors before posting.

SCRIPTING

- Plan ahead what you're going to say. Write it out.
- Make your message succinct.
- Learn your script so you can deliver it without ums and ahs.

DELIVERY

- Slow down or your viewers won't be able to keep up.
- As a general rule, stand or sit still unless it's relevant to your video to be on the move, as this can be distracting.
- Look straight into the camera to communicate directly with your audience.

SETTING

- Give your video a visually interesting backdrop – not the interior of your car or the back wall of your office (unless there's a nice picture hanging on it).
- If you are doing quite a few videos, vary your backdrop for variety.

FORMAT AND LENGTH

- Square format is best for LinkedIn. Don't use portrait as you are likely to get two black columns running down either side of your video.
- Most videos are under 3 minutes. One minute is a great length.

LIGHT AND SOUND

- If the wind is blowing, wait until it's quiet. If you're in a noisy place, wait until it's quiet. Don't make viewers strain to hear what you are saying.
- Use a quality microphone so your video sounds as good as you can make it.
- Film somewhere that is well lit so you can be easily seen on all size screens.

FINAL POINTERS

- Selfies are ok provided they don't look obviously homemade. You want your video to look professional so use appropriate equipment.
- Edit out shots of you turning your camera on and off.
- Always check your video before uploading it.

To learn more about how to create an impressive presence on LinkedIn visit [this page](#) on my website, or to find out how I can help you stand out from the crowd on LinkedIn through my marketing programme, ConnectMe, please [visit this page](#).

