



LinkedIn Video Guide

How to create an effective LinkedIn Video



LinkedIn Video Guide - Bluewire Media v1.0

A simple framework for good LinkedIn videos

Here's a list of Dos and Don'ts for recording effective LinkedIn videos.

	Do		Don't
✓	Aim for 1-3 minutes video length.	✗	Don't waffle on for too long (5+ mins) unless it's a LinkedIn Live.
✓	Practise a few times first, and be comfortable doing another take.	✗	Don't rush it or get too frustrated with yourself. It does take practice.
✓	Share 1-2 useful insights that are genuinely valuable or interesting.	✗	Don't be self-indulgent and talk about yourself too much.
✓	Be yourself (...a few ums and ahhs are ok, especially if it's your first video).	✗	Don't pretend to be someone you're not or copy someone else.
✓	Invite people to share their thoughts in the comments.	✗	Try not to close the opportunity for conversation in the comments..
✓	Reply to comments publicly.	✗	Ignore people or vanish from the comments.
✓	PRO TIP: Offer to send a companion PDF if people leave a specific comment.	✗	Don't participate in engagement pods to artificially inflate your numbers.
✓	PRO TIP: Deliver the PDF resource you've promised, directly via DM (with no opt-in).	✗	Don't send people to a landing page to opt-in to receive what you've promised.
✓	PRO TIP: Use a lapel mic if you are outside.	✗	Avoid recording without a mic if it's windy or noisy.
✓	Face natural light (or a soft lightbox) so your face is well lit and clearly visible.	✗	Don't have too much light behind you or you'll become a silhouette.
✓	Ideally keep your eyes visible (so it's more personal for the end viewer).	✗	Don't wear sunglasses (unless it's so bright that you're uncomfortable and squinting)
✓	Ideally use a selfie stick or tripod for stability.	✗	Don't be too unsteady if you are holding your own phone as you record.
✓	Look directly at the camera lens (so you have eye contact with the viewer).	✗	Try not to look at yourself on the phone screen as you're recording (because your eyes won't be looking at the viewer.)
✓	PRO TIP: Add captions to your videos (since people often have sound off). I use Splasheo .	✗	Don't worry if you don't get around to adding captions if it means you get the video done!

That's it.

Effective LinkedIn videos are possible with this simple framework. I hope it is useful.



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About Adam Franklin



Adam Franklin is the author of *Web Marketing That Works* -- an Amazon #1 best seller. He is a [professional speaker](#), university lecturer and CEO of Bluewire Media.

His blog was named **Australia's #1 business blog**, his podcast was named **#9 on Entrepreneur** magazine's top marketing podcasts, and **#7 LinkedIn Expert (Asia Pacific)**.

Adam's work has featured in **Forbes**, **Huffington Post**, **Entrepreneur**, **The Australian**, and the **Sydney Morning Herald**.

Feel free to connect

For more tips, templates and videos please connect with me: www.linkedin.com/in/adamfranklin

Are you my next coaching client?

I'm looking for **5 consultants** who want to **build a genuine AI- and VA-powered marketing asset** that will serve their business for years to come.

I'm looking for specific people... Ideally you:

1. Own your business.
2. Are on track to make between \$250K - 2.5M/yr in revenue.
3. Are keen to have all your marketing assets done and dusted (with ChatGPT's help)
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5. Have a proven high-value B2B or professional services offer worth \$10k+.
6. Are friendly, coachable and open to new ideas.
7. Know that ChatGPT and VAs are vital to your business growth
8. And can keep a secret!

If this sounds like you please email "INTERESTED" to adam.franklin@bluewiremedia.com.au.
Or book a **Growth Session** with me via: <https://calendly.com/adam-franklin/20min>



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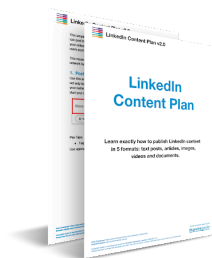
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