



# LINKEDIN VIDEO

**FOCUSED?**

**LET'S GET IT DONE**

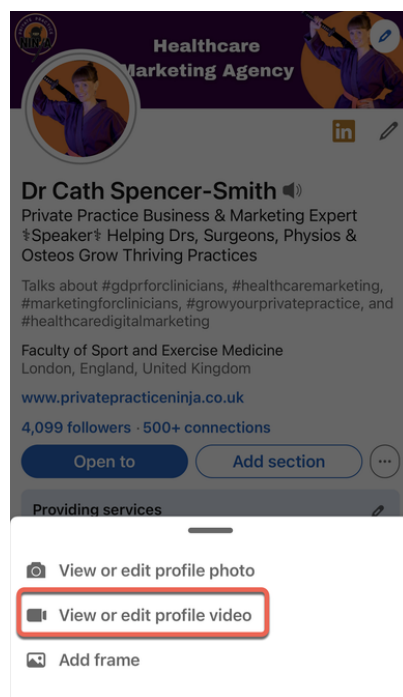


# LinkedIn Videos

- LinkedIn users are 20x more likely to share videos than other post formats
- Video = important strategy for engaging top decision-makers in organisations.
- Optimal viewing times have shortened over time - 3 minutes is now the new sweet spot for 'long form', but reels format works well too

★ **Start by uploading a profile video** ★  
(If you don't already have one)

- You must add this via your mobile app.
- 30 seconds max.



# What kinds of video should you post on LinkedIn?

80% Helpful and Informative

20% Promoting your Services

## 1. How to Guides

e.g. How to get better sleep if you have shoulder pain



## 2. Thought leadership/Authority Videos

(Think trends, current conversations, points of view)

e.g. Let's talk about private ADHD care in the UK



### 3. Interviews

Interviews with colleagues or clinicians you regularly work with

- What would they say about you that lets others see how you work?

### 4. Behind the Scenes

What's it like for patients when they come to clinic?

- Introduce team members
- Make your brand human

## 5. Patients Testimonials

- Can you tempt a super fan to make a short video testimonial?
- Remember you can also use animation of written testimonials too.
- Case studies - How did you help them?

## 6. Tips + Tricks

- What can you teach in 3 minutes?

## 7. Show case your Services

- 'Did you know I look after ariel circus performers?