

How to Add Video to LinkedIn

Using Google Presentations

by Sean Nelson

Google docs
beta

Untitled Presentation edited on June 9, 2009 7:47 PM by Sean ()

File Edit Slide Insert Arrange Help

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**LINKED
INTUITION**

From the author of the Social Media Sonar blog, the LinkedIn MBA, and LinkedIn Marketing Secret Formula

the Author

Sean Nelson is the author of the Social Media Sonar blog (www.socialmediasonar.com) and has been blogging about LinkedIn since January, 2008. He has written three LinkedIn books – “LinkedIn 101”, “The LinkedIn MBA”, and “LinkedIn Marketing Secret Formula”. He also created a companion workbook, the “LinkedIn MBA Workbook”. (Books are available at <http://socialmediasonar.com/resources/books>)

Sean continues to manage social media strategies for a number of clients and is a founding partner in Surge Labs, a Conversion Rate Optimization company. “When I started using social media my primary thought was how do I use these new tools to grow my network to drive new business. Next I moved to using these tools to communicate to my target market through the sharing of relevant content. With Surge Labs we’re focussing on improving what happens when your target market responds and clicks through to your home page or landing page and then enters the purchase path. Its amazing that by tweaking a headline or changing the color of your action button you can significantly increase revenue”.

Sean shares much of what he learns at the Social Media Sonar and the Surge Labs blogs.

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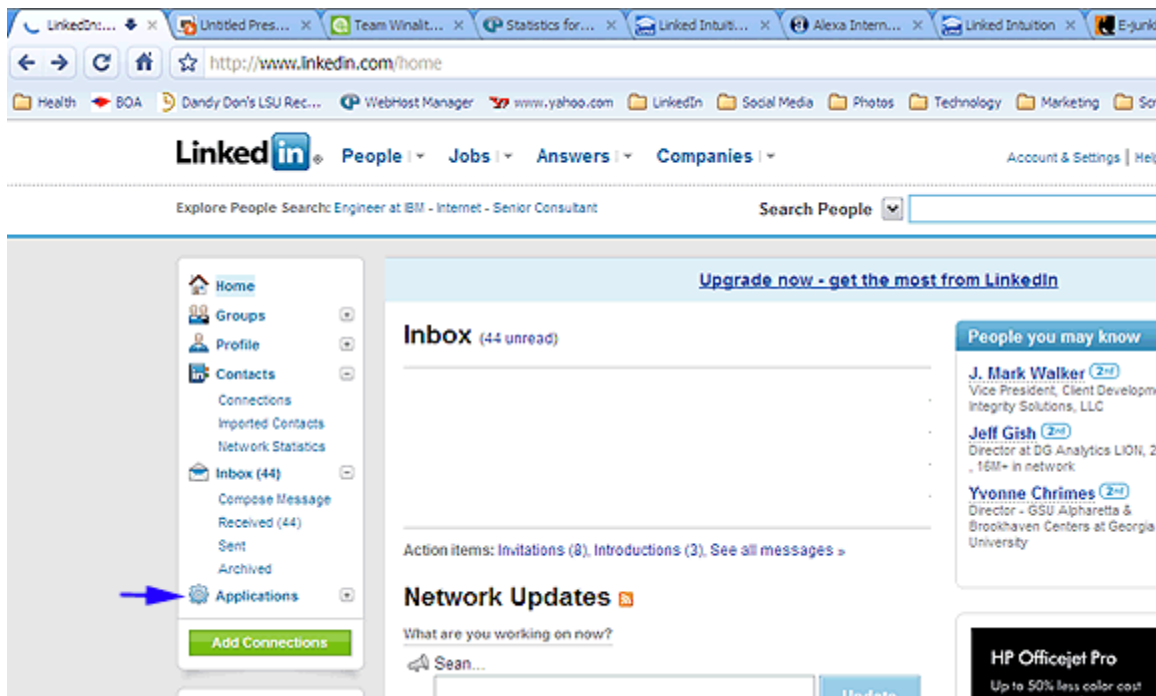
Introduction

Online video is a compelling way to share information with other LinkedIn members. A frequent question I receive is “How do I add a video to my LinkedIn profile?” Here you go!

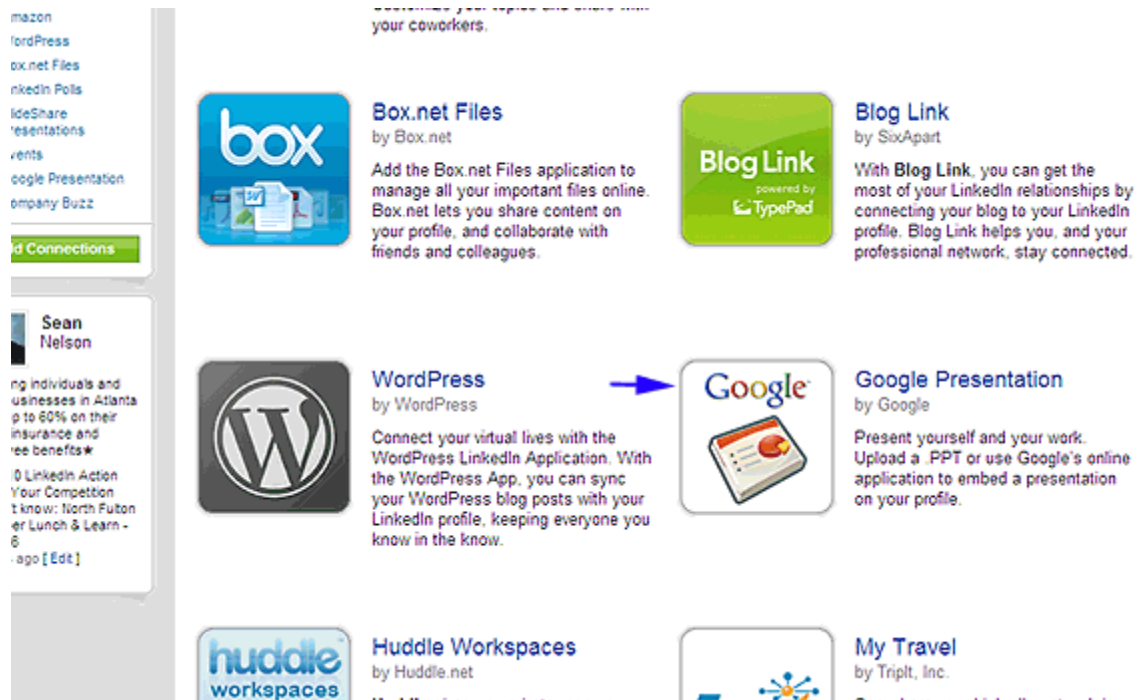
There are two ways to do this both using applications. I’m going to explain how to do so using the Google Presentation application. I’m going to assume that you have already added the Google Presentation application.

Adding Video Using Google Presentations

1. Sign into LinkedIn and on the left you have your side navigation links. At the bottom is a text link for “Applications”. Click on it.



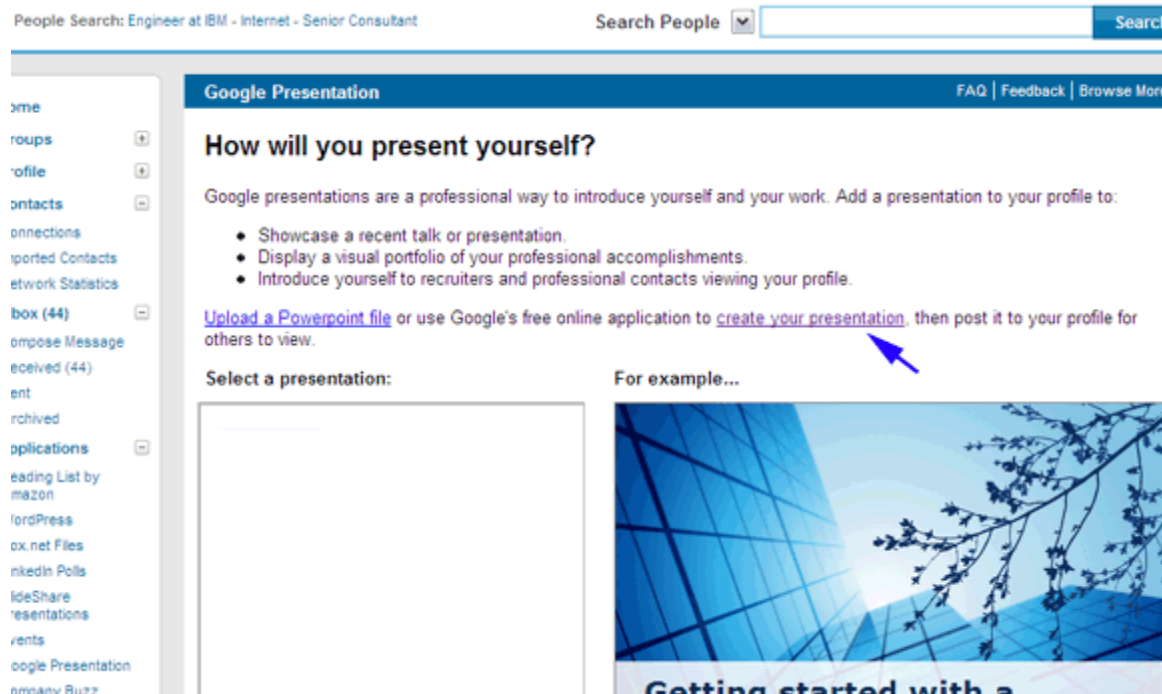
2. On the applications page you want to click on “Google Presentations”.



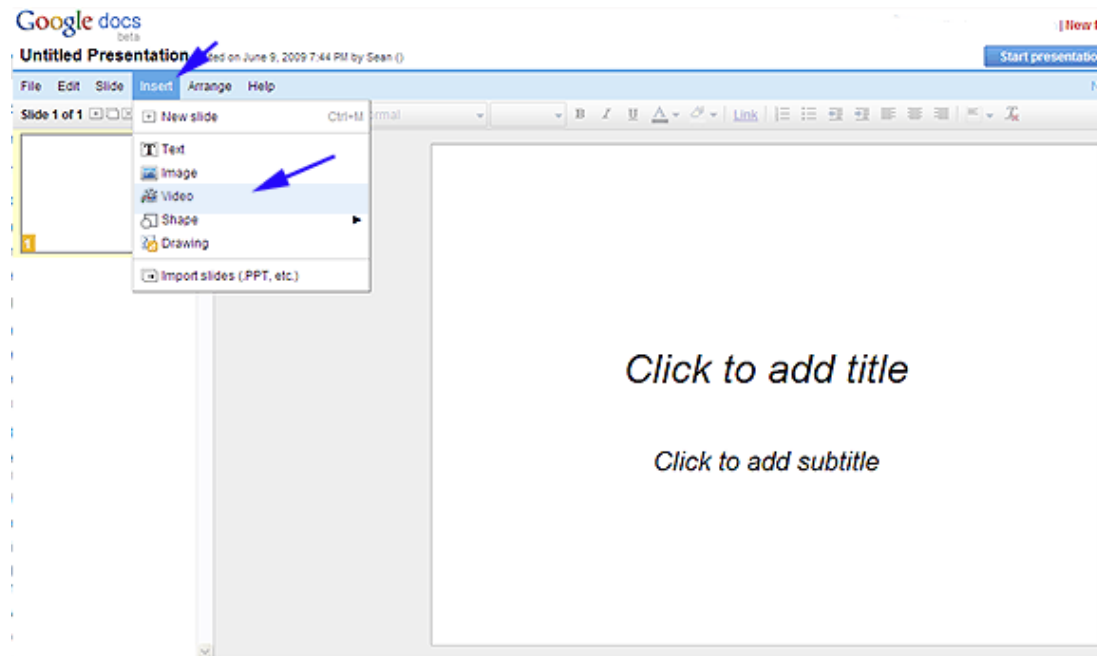
3. On the Google Presentations page...at the top right... is a text link: “Go to application”. Click on it.



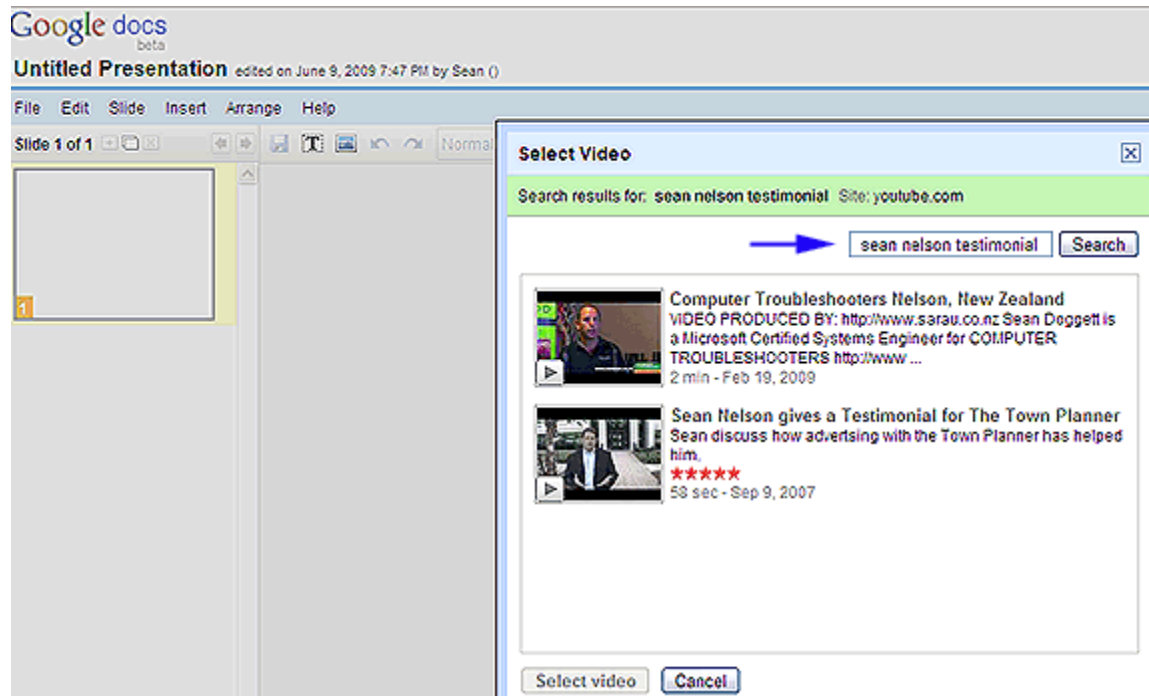
4. On the next page you'll see an empty box on the left side and you want to click on the "create your presentation" text link.



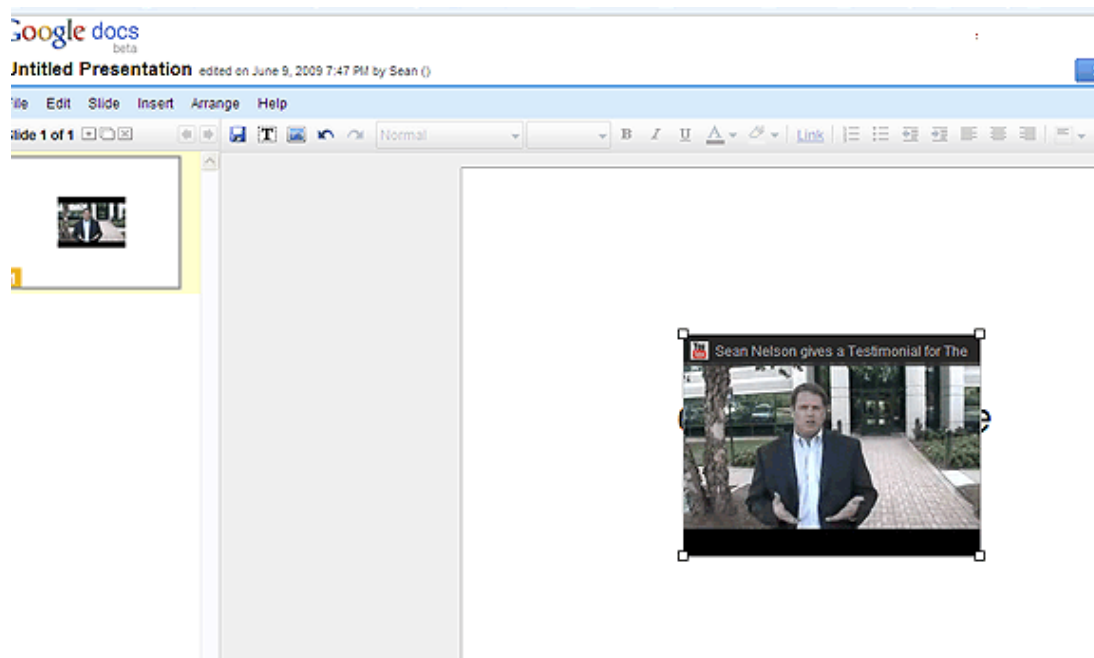
5. This takes you to Google Docs and has started an untitled presentation document. You want to click on the Insert Tab and select "Video".



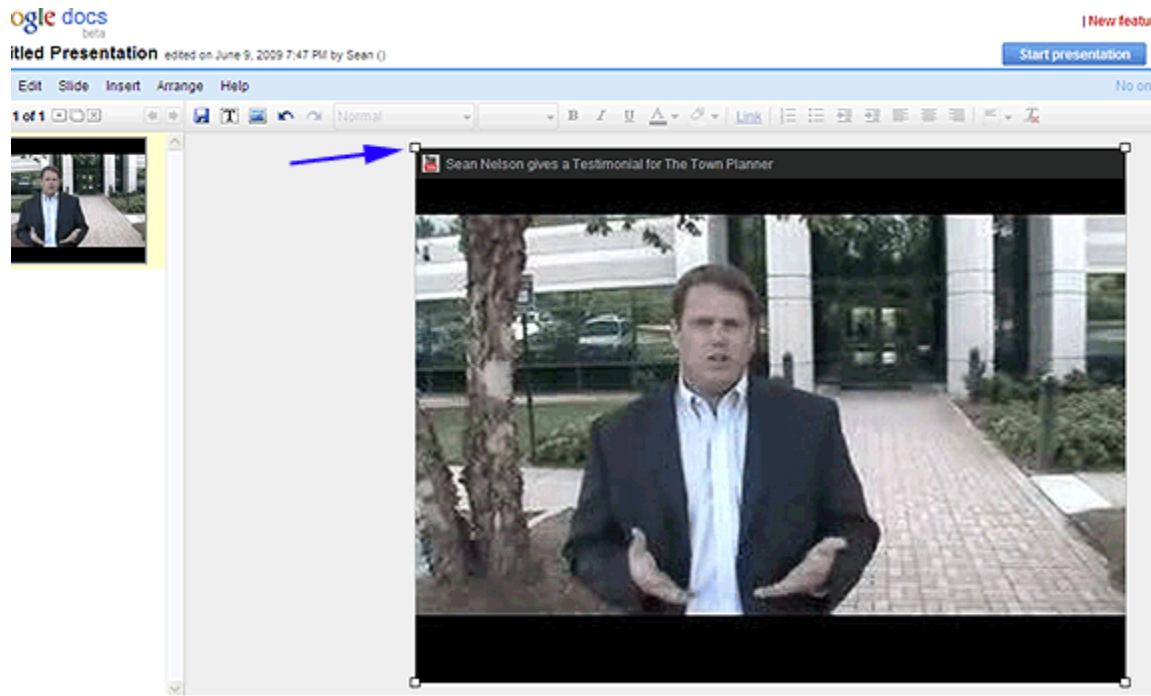
- This will open a pop up window that allows you to search You Tube for videos. Once you find your video click on it and that will activate the “Select Video” button below. Click on the button.



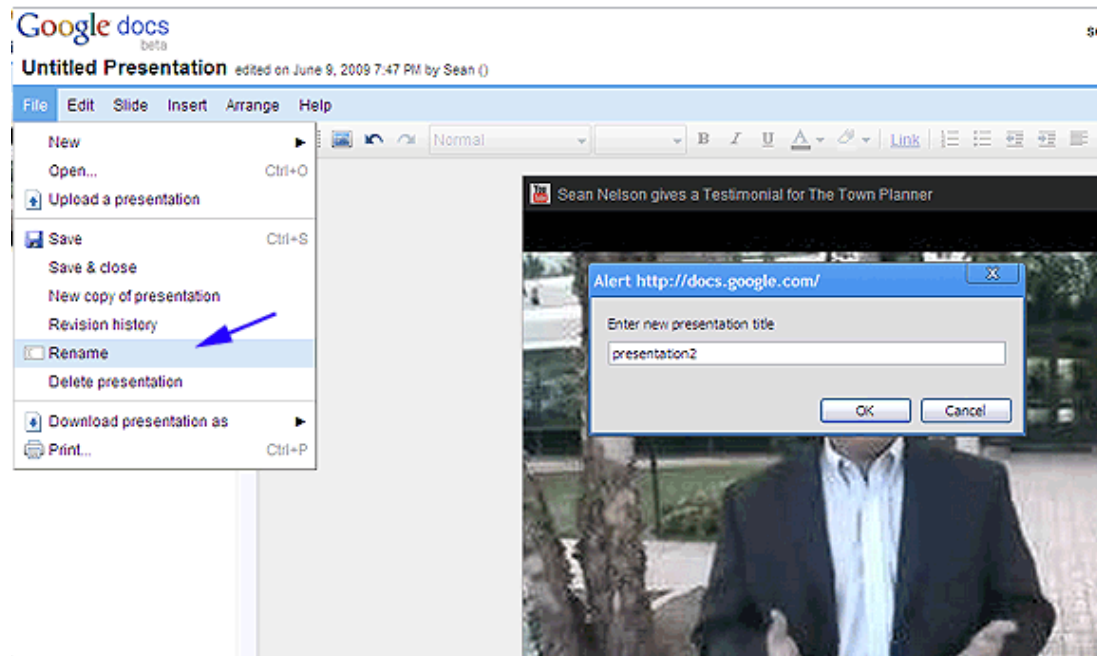
- This adds the video to your presentation.



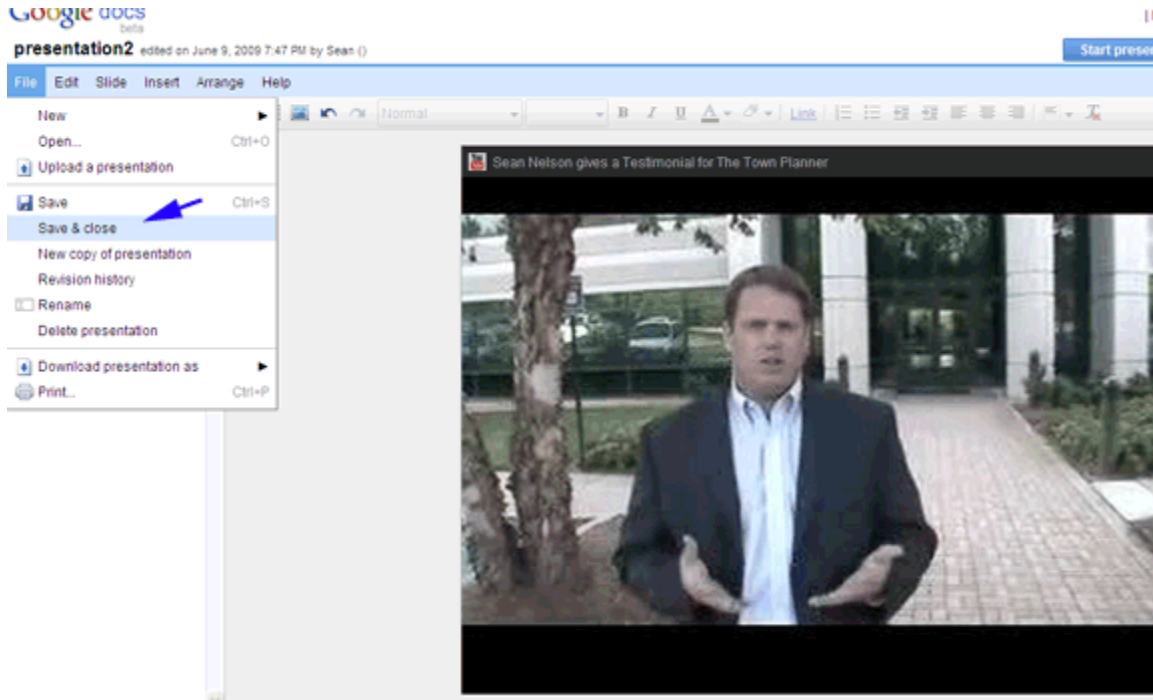
- 8. If you notice a lot of white space around the video you want to resize it. Simply click on the white boxes at the corners of the video and drag them to fill in the white space.



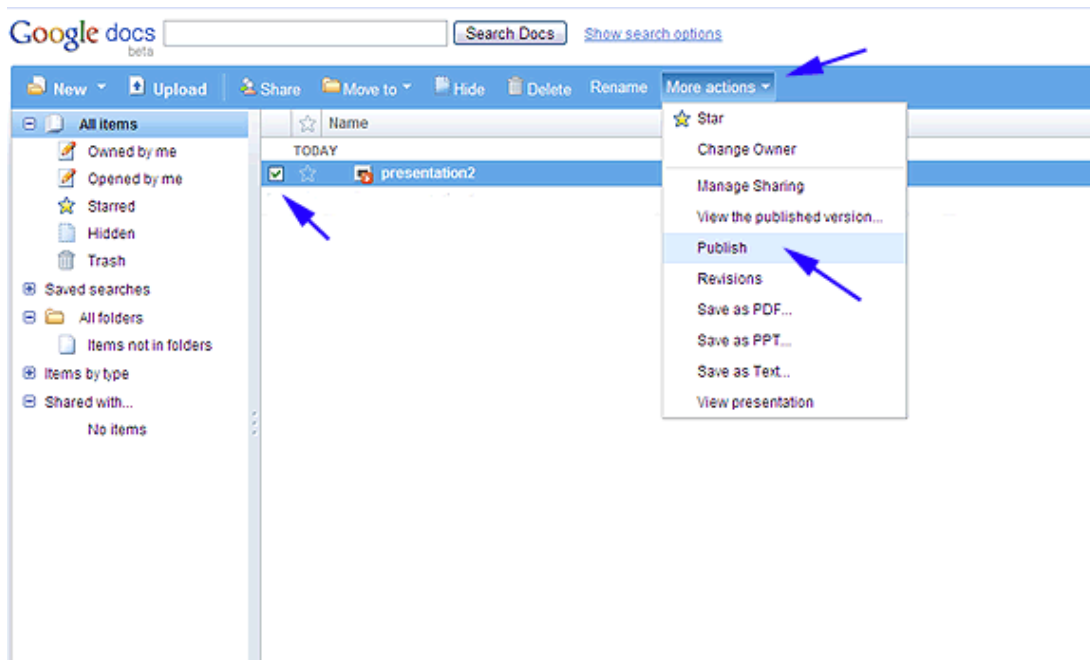
- 9. Next click on the File Tab and chose "Rename" to rename your video.



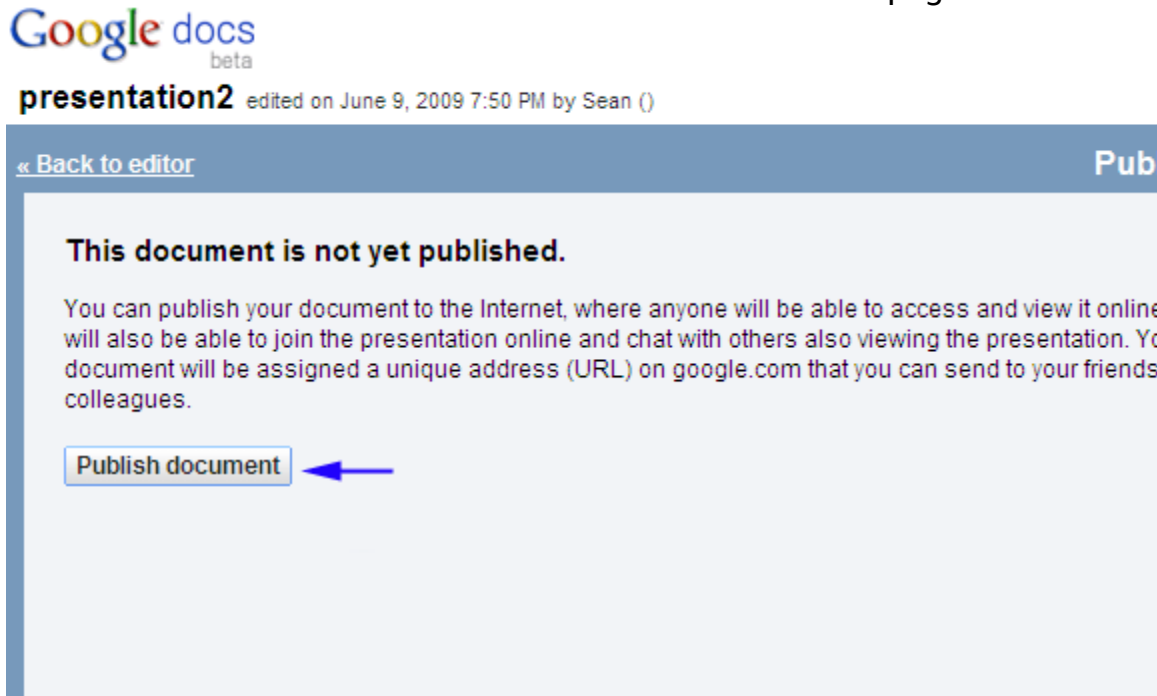
10. Next click on the File Tab and choose “Save and Close”.



11. This will take you back to the Google Docs page and your presentation will be shown. Click on the check box next to your video. Next click on the More Actions Tab and choose “Publish”.



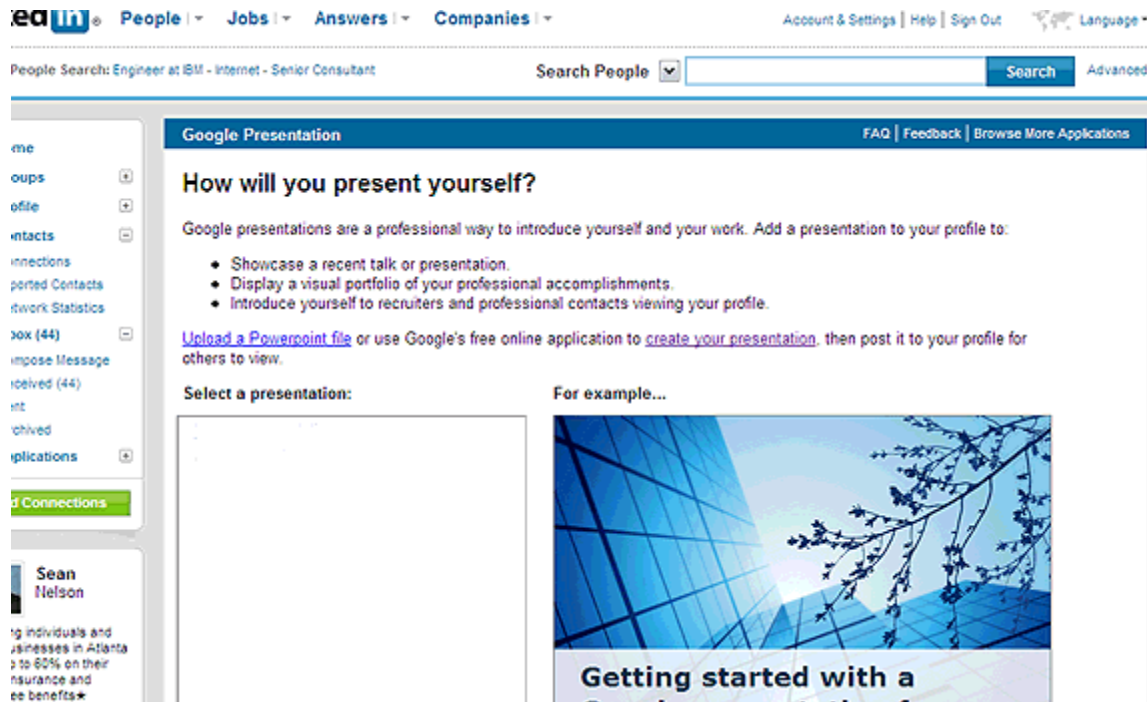
12. This opens up another page and you want to click on the “Publish Document” button. You can then close this browser page.



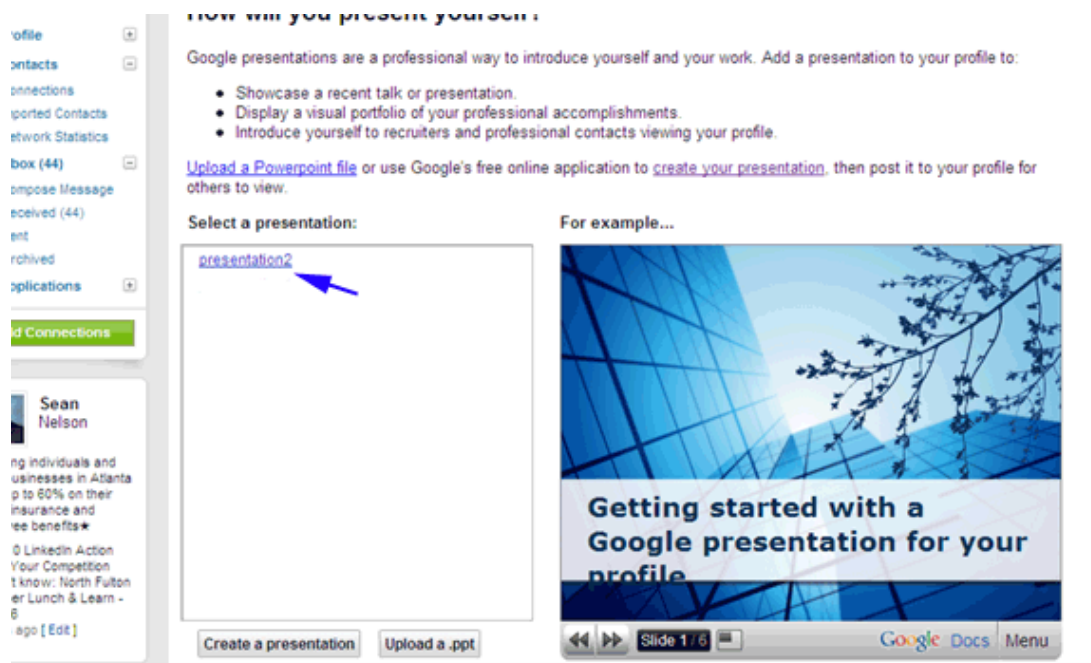
13. You can now close the browser window below.



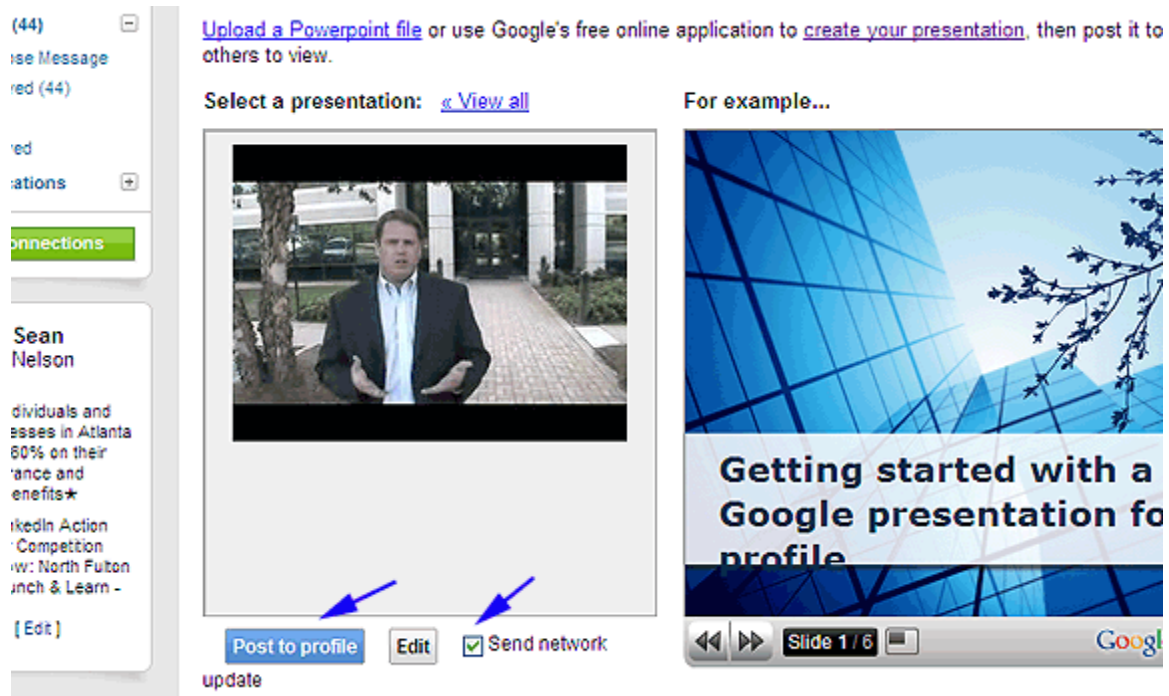
14. Go back to the original page that you clicked on “create your presentation”. Refresh the screen.



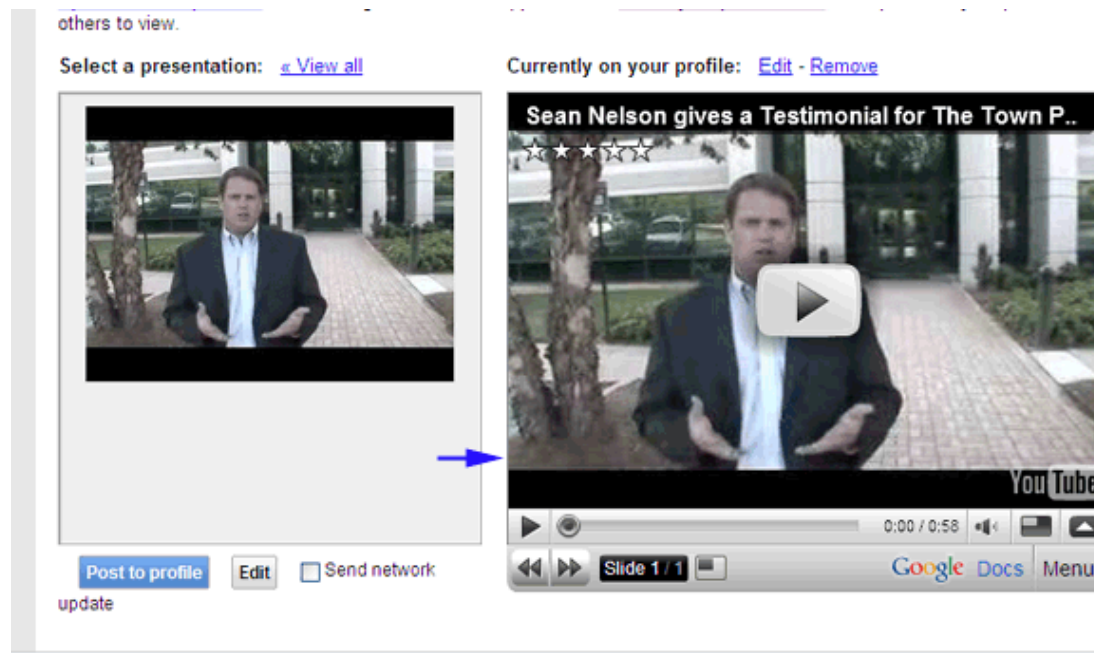
15. Your new presentation should be visible in the left box. Your presentation will be underlined and look like a hypertext link



- 16. Click on your presentation and this activates the blue “Post to Profile” button. There is a check box next to it to notify your network that you have posted a new presentation. Click on the blue button.



- 17. If you see your video in the right box you've now posted the video presentation to your profile.



18. Go to your public profile to double check that your video is there.



It looks a lot more complicated than it is. Follow the steps above and you should be able to add a video in less than 10 minutes. If your video is not on YouTube you will need to create a YouTube account and load your video there first.

Make it happen!

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