

LinkedIn Video Posting Release

December 2021

Frequently Asked Questions

- Q: When posting a video to LinkedIn, can I select other channels to post to as well?
- A: Yes. You can select more than one channel when creating a video post in Social Assurance. NOTE: To publish automatically to Instagram, you are limited to 1 image or video. If you would like to post more than one image or video, you will need to use the manual publishing option explained here.
- Q: Can I post more than one video when posting to LinkedIn?
- A: No. LinkedIn only allows you to post one video in a post.
- Q: Can I post a video and an image at the same time to LinkedIn?
- A: LinkedIn only allows you to post one video OR one image in a post. This is a limitation of LinkedIn.
- Q: Should I fill out the "Title" field when posting a video to LinkedIn?
- A: The "Title" field is optional when posting a video. However, it is recommended with posting to Facebook and LinkedIn, as it will show on these sites.
- Q: How is the video thumbnail set? This is the preview image shown on the post.
- A: The video thumbnail is set based on the first frame of the video.
- Q: How long of a video can you post on LinkedIn?
- **A:** LinkedIn allows videos up to 10 minutes in length. You can find more information about video and image requirements by social channel <u>here</u>.
- Q: Can I edit my video once it is uploaded to the Social Assurance platform?
- A: No. The Social Assurance platform does not have a video editor.
- Q: Can I add videos from my mobile devices through the Marketing Platform?
- **A:** Yes! If a user has the Social Assurance Marketing Platform mobile app, they can post videos directly from their phone. You can find more information on our mobile app here.