

# Sample Movie Guidelines

Become a LinkedIn Learning Instructor



Your sample video will help us evaluate your teaching and delivery style. Here are some tips to make yours great!

## Watch some of our content

Go to [LinkedIn Learning](#) and watch some of the content from our library to get a sense of our delivery and instructional style.

- [How a Recruiter Searches for you on LinkedIn](#) is a good example of a live action video
- [Create and manage groups](#) is a good example of a screen capture video

## Teach us something

- If you're recording a screen capture video, on Windows, you can record with Camtasia Studio. On a Mac, you can use QuickTime Player. If you're recording a live-action sample, just use your phone!
- Spend 3-5 minutes teaching a process or explaining a concept.
- Teach something "from the middle of a course" - not an intro or overview: really get into something specific.
- Remember to back up what you're saying with engaging and instructional visuals. This is video training, not an audio podcast.
- Tell us 'why' and 'how'. Don't just click through a series of steps. Explain why you make certain choices or changes. Explain why it matters. Help your viewers understand the expertise and reasoning behind your actions.
- Avoid waving the mouse around.
- Practice your delivery so you don't sound scripted.
- Be friendly, not formal. Imagine you're sitting down next to someone at their computer, not standing in front of 500 people.

## Upload your video

- Don't worry about editing your video -- we like unedited versions! Everybody makes mistakes, so leave yours in the video.
- Don't worry about audio quality or video compression. Dog barking in the background? That's fine. Laptop mic? No problem. We're not evaluating you based on these things. If you come in to record with us, we'll take care of them.
- Upload your content to YouTube. If you don't want to make it public, publish it as an unlisted video.

We're looking forward to learning something from you!