

Getting started with

# LinkedIn Live Events



## All you need to know about Live Events

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2. Live Events use cases
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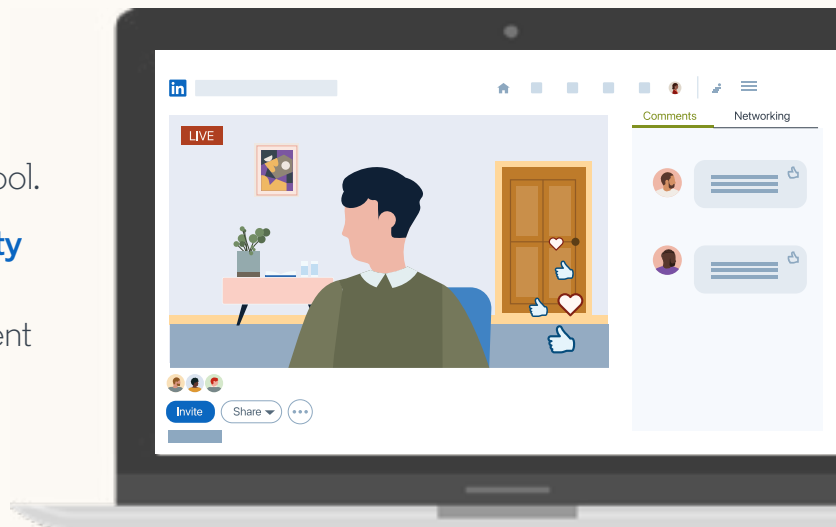
# 1. What are Live Events?

With LinkedIn Live Events, organizations of all sizes, all over the world, can bring their professional community together in real-time.

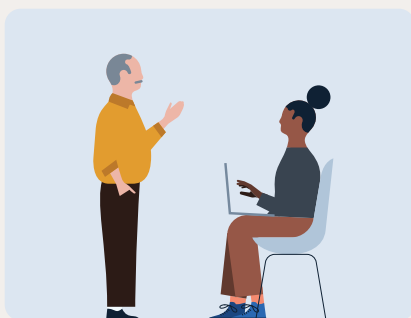


LinkedIn Live Events allow organizations to **schedule virtual events in advance** to gather attendees and stream directly to attendees via a third-party broadcasting tool.

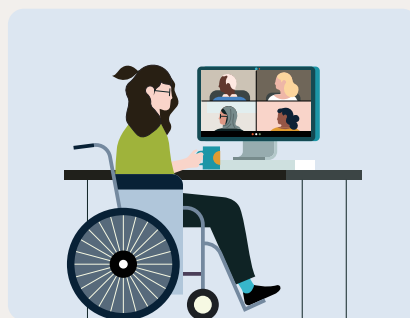
Live Events on LinkedIn **nurture community engagement**, with the ability to engage directly with attendees and promote content before, during, and after the livestream.



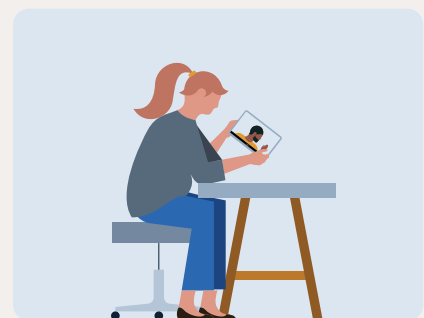
LinkedIn offers additional forms of events to best suit your needs/goals:



You can promote your **in-person event**.



You can promote an online event that is happening **off our platform**.



You can **go live spontaneously** (rather than pre-scheduling).

## 2. Live Events use cases

### Why use Live Events?



#### Trusted & professional environment

Host an event in a trusted environment and reach a professional audience.



#### Viral reach & engagement

Get viral reach and engagement for your content and brand on LinkedIn.



#### Audience interaction before & after

Promote your event, host attendees, and follow up with them - all in one place.

Compared with regular video, Live Videos have the ability to drive



**7x** more reactions



**24x** more comments



### Who are Live Events for?



Live Events are good for creators, small businesses, and marketers who want to **maximize the reach and engagement** of their livestream.



Good for simple one-to-many broadcasts that last **from 15 minutes to 4 hours**.



## What types of events work best?



### Good for:

Celebratory moments, product launches, talent branding, live presentations, fireside chats, Q&As.



### Not good for:

Multi-day events, private events, exclusive or ticketed large-scale conferences.



## What's the attendee experience like?

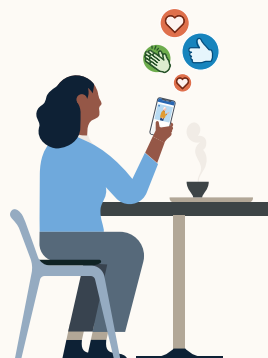
### Pre-event

- Members can find your Live Event listed under the Events tab on your LinkedIn Page, on their LinkedIn feed, and in their “My Network” tab.
- Attendees get notifications and email reminders leading up to the event.
- Attendees can add events directly to their calendars.



### During

- When you go live, we'll notify your attendees along with a subset of your Page followers, targeting users that are most likely to view your video.
- During a Live Event, viewers can engage with the host and other viewers by reacting or commenting in real time.



### Post-event

- If an attendee wasn't able to make it to the live event, they can watch the recorded content on their own time.

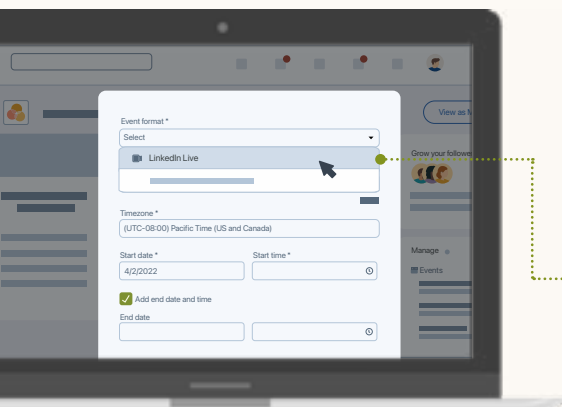


# 3. Getting started

## How to get access to Live Events on LinkedIn

Only qualified LinkedIn Pages and creators can stream. **Qualifications include:**

- 150 followers
- History of abiding by our professional community policies
- LinkedIn Live Events are not available at this time for members and Pages based in mainland China

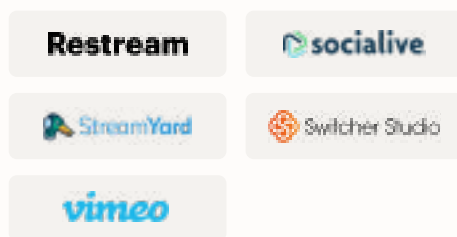


To check if you have access, start by creating an event on LinkedIn. Eligible broadcasters will be able to choose “LinkedIn Live” in the event format dropdown.

## Picking a broadcast tool

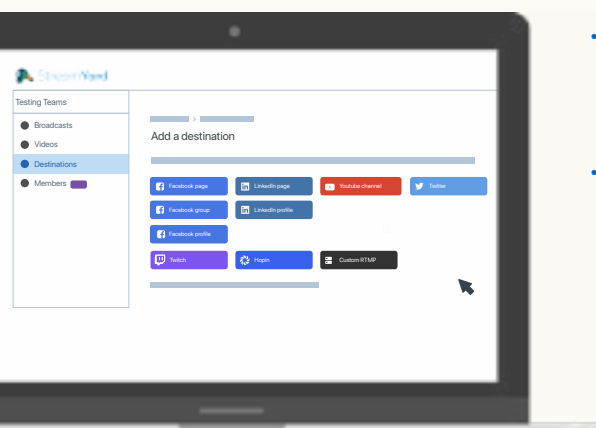
Depending on your level of experience, you can choose to go live in a few ways.

For a seamless experience, **choose from one of our five Preferred Partners:**



- Alternatively, you can choose one of our [Certified Partners](#).
- Or for those who want to connect directly to an encoder or streaming software like Zoom or WebEx, simply go live with our [custom stream \(RTMP\) tool](#).

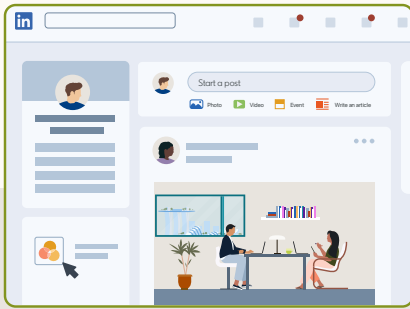
## Connecting a broadcast tool



- Once you’ve selected the broadcaster tool that works best for your budget and streaming needs, you’ll need to integrate that tool with LinkedIn.
- From your third-party broadcasting tool, connect the LinkedIn Page or personal profile you want to stream from. The steps for adding a LinkedIn account vary based on the broadcasting tool you’re using. Visit your tool’s website for extensive documentation and support options.

# 4. Creating an event

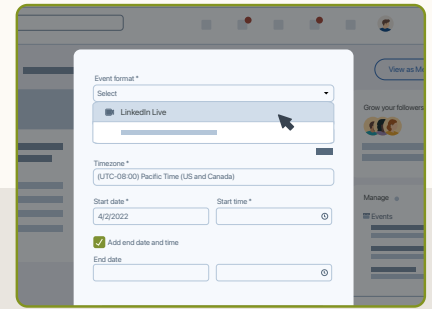
## Setting up a LinkedIn Live Event



Determine whether you will be setting up the event from your organization's Page or personal profile.



From the admin view of your Page, create a LinkedIn Live Event by clicking the + icon next to Events.



Create an online event and select LinkedIn Live as your event format from the drop-down menu.

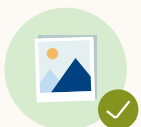
## Best practices for adding event details



Add an event name and description. Keep the event name crisp and clear and use keywords that clearly indicate topics you plan to discuss during your event.



Add any speakers to the event, keeping in mind they must be in your 1st-degree LinkedIn network.



Choose a cover image for your event (we recommend 16:9).



If you choose to host your event on behalf of a Page, you can also add a LinkedIn registration form.

This allows you to download attendee registrations at any time or sync it with a CRM platform of your choice using Zapier.



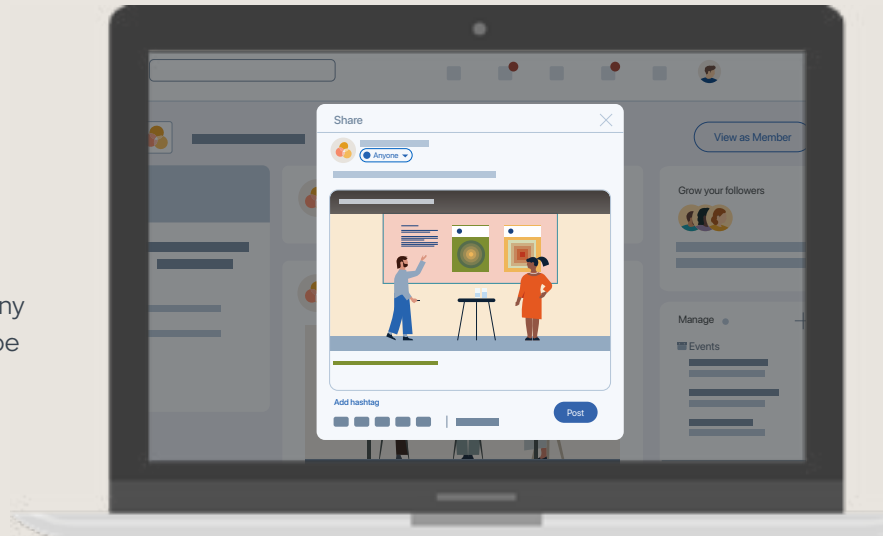
Select a timezone, date, and time for your event.

If you choose this option, attendees have to register with additional details to join your Live Event before or during the event, or in order to watch a replay afterwards.

See more on registration forms [here](#).

## Kicking off distribution

- Completing your event setup creates a post that is shared to your LinkedIn Page. If you created the event from your personal profile, it will show up there.
- Add compelling copy to promote your event and consider adding relevant hashtags to expand your post's visibility.
- You can adjust the post targeting to aim the distribution at certain roles, regions, or company sizes. Audiences outside of this target will still be able to find the Live Event post on LinkedIn. [Learn more](#)



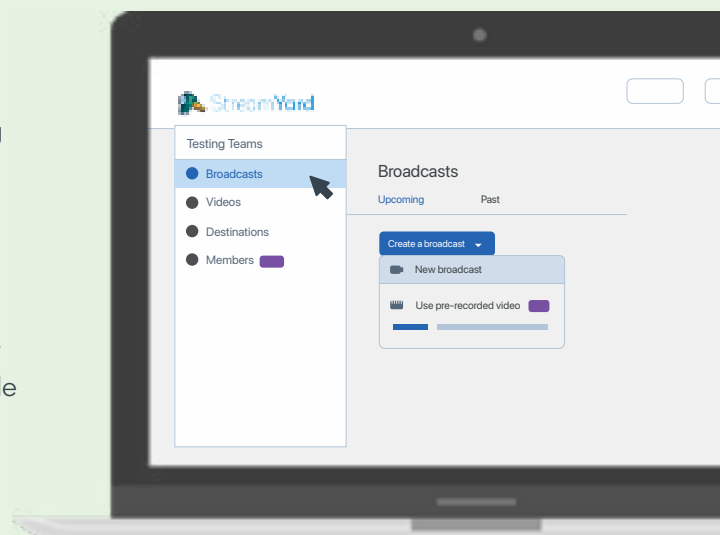
## Setting up your livestream

Once you've created your event on LinkedIn, be sure to go back to your 3<sup>rd</sup>-party broadcast tool and **connect your broadcast to the event**. This will ensure you're all ready to start streaming.

Here's an example of setting up using StreamYard:



- 1 Select 'Broadcasts' > 'Create a broadcast' > 'New Broadcast.'
- 2 Next, connect your broadcast tool to your existing Linked Live Event.
- 3 You will also see the option to create your LinkedIn Live Event using your 3<sup>rd</sup>-party tool. To avoid duplicating your event, be sure to only create your event once either via LinkedIn or your broadcasting tool. Keep in mind you won't be able to add a registration form if you set up the event from your broadcast tool.



## Going live!

When you're near your event start time and ready to broadcast live, log into your broadcast tool and locate your live event.



You can go live any time from 15 minutes before to two hours after your scheduled start time. If you don't go live within this time period, the post will show that your stream is canceled.



You can add automated closed captions when you start streaming using your third-party broadcast tool. This ensures that your video is more widely accessible. [Learn more](#)



You can easily interact with your audience by moderating and engaging with comments.

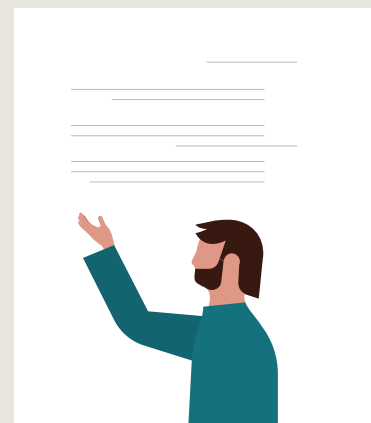
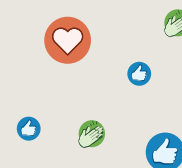


Any member can access the Live Event content on your LinkedIn Page or personal profile before, during and after the Live Event, even if they were not an attendee. If you chose to have a registration form, they would need to fill this out.



If you're having any technical issues, we recommend checking your permissions to ensure you have access to stream a Live Video. Check for firewalls or server errors. You can also check for issues with your third-party broadcasting tool.

[See here](#) for the full list of troubleshooting recommendations.





# 5. Measuring performance

## Measuring your LinkedIn Live Event performance

As a Page admin, consider tracking available metrics in the analytics tab to understand your audience engagement, and optimize your results for future Live Events.

- You can find your analytics tab along the top of your Admin view. Locate the video within “Updates” and click on the hyper-linked views number. Members and Pages can also find video analytics underneath your live video in the feed.
- Alternatively, event hosts can view Live Event performance metrics by selecting the analytics tab on your event page.

[Learn more](#)



## Reviewing your analytics

### Livestream performance

- Peak number of concurrent viewers while the video was live
- Total minutes watched
- Total number of views
- Total number of viewers (includes both live and replay viewers)



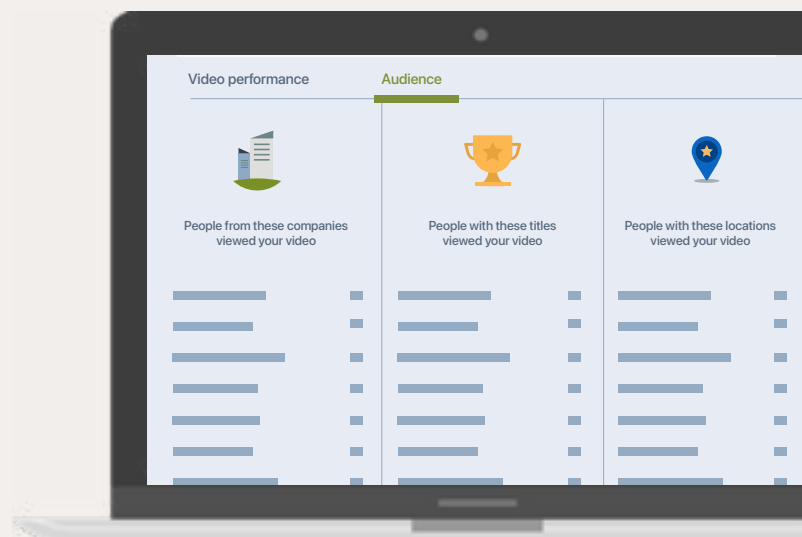
**Tip:** Analytics for LinkedIn Live Events take into account both live + replay viewers. Take a screenshot of your analytics right after the livestream has ended so you can save the metrics from live only.

### Engagement metrics

- Number of likes, comments, and shares

### Audience firmographics

- Top Pages, titles, and locations that tuned in (no other platform offers this type of firmographic data)



# 6. Best practices

## Before your event



Set up your event at least 2-4 weeks in advance so that you have enough time to promote your event on and off LinkedIn and get maximum reach.



Send out at least 10 invites to your network right away in order to kickstart discovery and increase your event's reach. You can also share the link directly with others using LinkedIn Messaging.



If you're hosting on behalf of your Page, you can promote your event to a targeted audience in advance and maximize attendance using [Event Ads](#).



Test your internet connection. Use [speedtest.net](#) to ensure you've got at least 10 MBPS upload speed.

## Going live

### Moderate your stream

Assign colleagues with Page admin access to act as the event's moderator. They can address any questions and mute, delete, or report certain comments/commenters.

### Consider your event duration

Stream for longer than 15 minutes to let your audience grow and engage, but avoid viewer drop-off by ending after 1-2 hours.

### Engage your audience

To encourage viewer engagement, have your host and moderator ask direct questions to the audience. Respond to engagement from your viewers during and after the stream.

### Start your event on time

Don't keep your audience waiting for more than one to two minutes. Log into your broadcast tool early so you're ready to start on time.

## Post event

### Thank your attendees

Make a post thanking your attendees and share any resources mentioned during the Live Event. Be sure to email attendees if your event had a registration form.

### Repurpose your livestream

If your 3rd-party broadcasting partner allows you to download your recording, slice the content and share highlights from your Live Event using a video ad or post on LinkedIn.

### Nurture your attendees

After the livestream, continue the conversation with your attendees using a [retargeting ad campaign](#) on LinkedIn.

# 7. Examples



## Attract Employees

Cisco went live with a stream where employees spoke about why they love working at the company.

[See example](#) 



## Stream an event

Dior showcased their latest fashion line by streaming live from their Paris fashion show.

[See example](#) 



## Host a panel

Dell brought together industry experts to talk about the cloud computing landscape and their product solutions.

[See example](#) 



## Showcase innovation

Oracle announced their latest product updates, delivered directly from their Chief Corporate Architect.

[See example](#) 

# 8. Resources



[Create a Live Event](#)



[Contact LinkedIn Support](#)



[Visit the Help Center](#)



[View LinkedIn Live Event Case Studies](#)