

The Broadcast Producer's Guide to LinkedIn Live

Linked in Marketing Solutions



Events are a powerful way to build community, create brand associations, and share exciting information. In these uncertain times, many organizations have started to look for alternatives to inperson gatherings. Virtual events help keep safety at the forefront, while ensuring business activities can still run effectively.

Our goal is to be as supportive as possible to minimize disruption to your business. That's why we've created a guide with some helpful resources for conducting successful virtual events on LinkedIn to help you along this journey.

If you're just getting started and need more generalized advice on how to get started with LinkedIn Live, please check out our LinkedIn live <u>resource hub</u> and <u>best practices site</u> to learn more.

In this guide:



- 2 Getting Access
- Broadcast Tools

Videos Specs

Appendix

Step-by-Step Instructions

- <u>Restream</u>
- <u>Wirecast</u>
- <u>Teradek Core</u>
- <u>Live U Solo</u>
- <u>Wowza Cloud</u>
- <u>Easy Live</u>
- <u>Vimeo Live</u>

Quick Links

- LinkedIn Live Resource Hub
- <u>Applying to become a</u> <u>LinkedIn Live Broadcaster</u>

5 Captions

Overview

All of the broadcast tools and workflows mentioned below were co-developed by LinkedIn Media Productions in partnership with the Video Product team at LinkedIn. All of these workflows have been fully stream-tested from our live shows, and most of these workflows are in use currently by the LMP team.

This guide will be useful if any of the circumstances apply to you:

- You are a professional TV, studio and/ or event producer that wants to stream live via LinkedIn
- You are already producing professional, multi-camera productions and need further guidance on how to deliver these streams to the LinkedIn platform

Please share the technical information in this guide with your broadcast production team.



Getting access to LinkedIn Live

At present, LinkedIn Live is not available to all members and Pages on LinkedIn. All interested members and organizations should apply for access at this <u>link</u>. If your organization has a LinkedIn Marketing Solutions account representative, you may go through that person for access as well.

Note: Not all admins have access to stream on behalf of a Page that has been approved for LinkedIn Live. In your application, please indicate at least 1 admin who will be in charge of streaming on behalf of your Page.



Testing

Currently, two of our third-party broadcast tools allow you to conduct test streams: <u>Switcher Studio</u> and <u>Wirecast</u>. If you're new to streaming and want to test out your technical setup in a "draft mode," these are the tools to use. If neither of them are an option for your organization, we recommend that your first stream is smaller in scale, with less promotion than you might consider for subsequent streams. Embrace the fact that live is unfiltered and authentic, which is what members are looking for from brands with this format!

Broadcast Tools

If you're a professional live production company or news/media outlet, it is likely that you already have an established production/streaming workflow with preferred live video encoders already in use. Since direct Custom RTMP ingest is not supported on the LinkedIn Live platform at present, you will need to send the RTMP ingest from your encoders to a cloud solution for LinkedIn authentication. The following cloud multi-streaming offerings have been vetted by LMP with full integration into LinkedIn Live:

Cloud Solutions: For use with your existing video encoder

- Restream
- Wowza Cloud
- EasyLive
- Vimeo Live

See our full guide to Broadcasting Tools here

Hardware Encoder Options:

- Live U Solo → Solo Portal
- Teradek Cube → Teradek Core
- Wowza Clearcaster → Wowza Cloud

Software Encoder Options:

Wirecast



Video Specs (Encoder Settings)

Max Ingest from Encoder (ingress):

| Aspect Ratio | 16:9 | |
|--------------|--|--|
| Resolution | Up to 1080p | |
| Frame Rate | Up to 30 fps | |
| Key Frame | every 2 seconds (60 frames) | |
| Bitrate | max 6 mbps video; max 128 kbps audio, 48 KHz sample rate | |
| Encoding | H264 video, AAC audio | |

LinkedIn Live Player (egress):

| Aspect Ratio | 16:9 | | |
|--------------|-----------------------------|--|--|
| Resolution | max 720p | | |
| Frame Rate | max 30 fps | | |
| Key Frame | every 2 seconds (60 frames) | | |
| Bitrate | 3.5 mbps | | |
| Encoding | H264 video, AAC audio | | |

Captions

The LinkedIn Live player accepts captions via 608/708 CEA passthrough from the following broadcast tools:

- Restream
- Wowza Cloud
- Vimeo Live

The following appendix includes step-by-step instructions for streaming with a variety of third-party tools. For troubleshooting assistance, <u>please visit our online resources</u>.





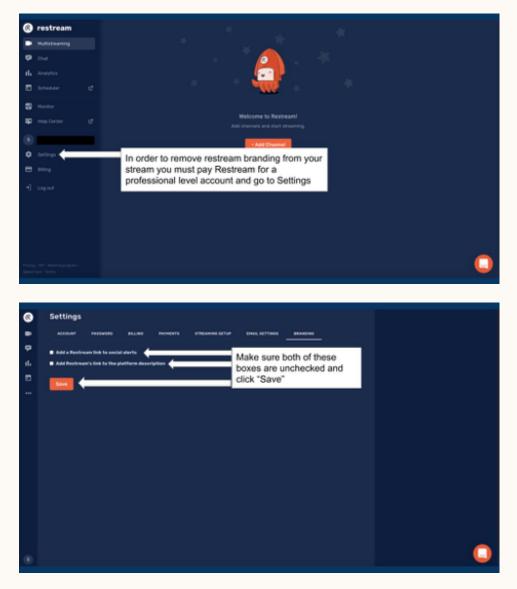
Step-by-step guides

Restream

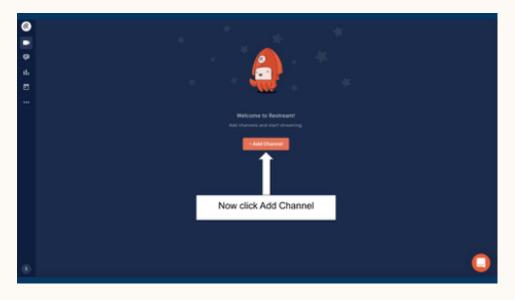
Use your own encoder to send a stream to Restream's RTMP endpoint and then connect to LinkedIn Live.

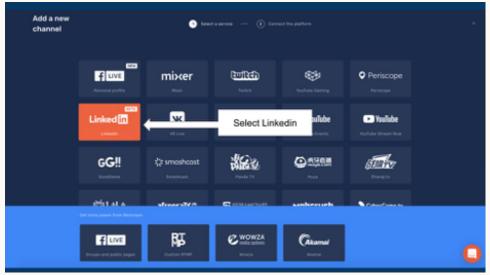
See our step by step guide below or watch this <u>instructional video</u>. Supports Captions passthrough via 608/708

Step 1 — When setting up Restream for the first time, first remove the branding



Step 2 — Now set up your channel to connect to LinkedIn Live

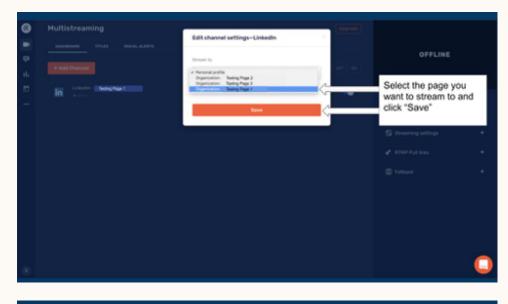


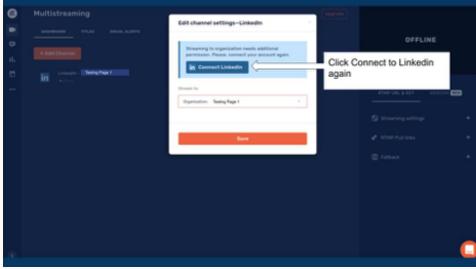




Step 2 — Now set up your channel to connect to LinkedIn Live (continued)

| Restream is would like to: | |
|---|-------------|
| Reviewe your live videos, including any comments, likes and other engagement data | |
| Post live videos on your behalf | |
| Use your name and photo | |
| Retrieve your organization's pages and their reporting data (including follower; visitor and content analytics) | |
| Yeu can stop this synt in your Linkedin settings, Restissmilo tarms apply Learn more. | |
| Plant proof | |
| Cancel Allow | Click Allow |
| Privacy Policy User Agreement | |
| | |

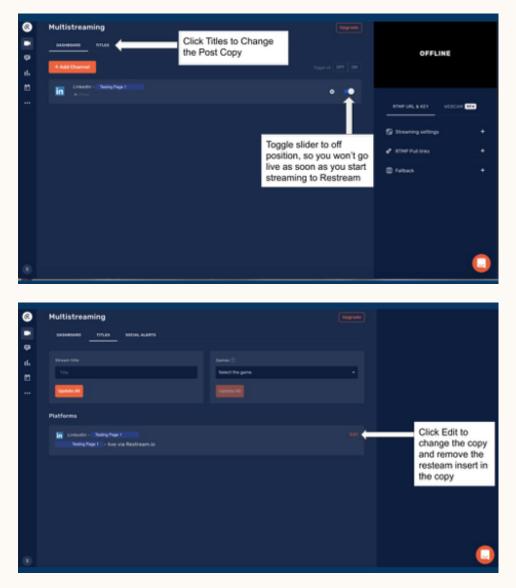




Step 2 — Now set up your channel to connect to LinkedIn Live (continued)

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|---|--|
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| Restream.in | would like for |
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| | Not you? |
| Can | |

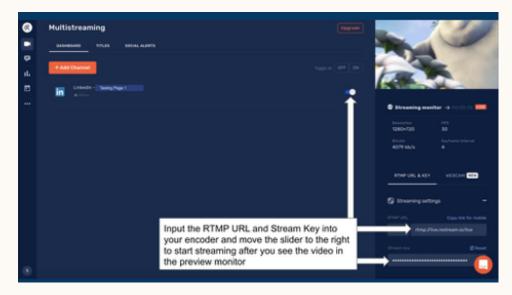
Step 3 - Toggle off slider and change title and post copy information



Step 3 — Toggle off slider and change title and post copy information (continued)

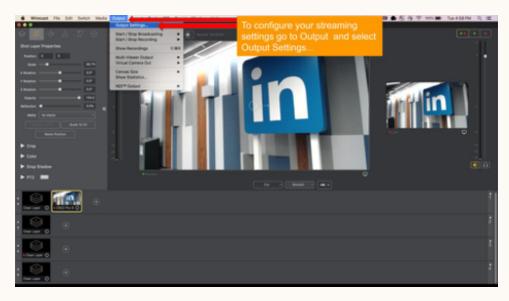
| 0 | Multistreaming | | | |
|----|---------------------------------|-----------------|---------------------------|------|
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| d. | | | | |
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| | Verbits III | | | |
| | Platforms | | | |
| | In Locator - Notes Page 1 | | | |
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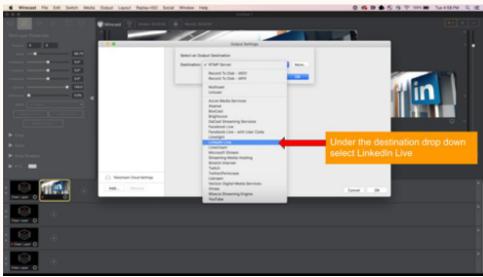
Step 4 — Grab the RTMP URL and Stream Key and input them into your encoder. Begin streaming to Restream to preview the audio and video in the preview window. Toggle the slider to the On position to begin streaming to LinkedIn Live.

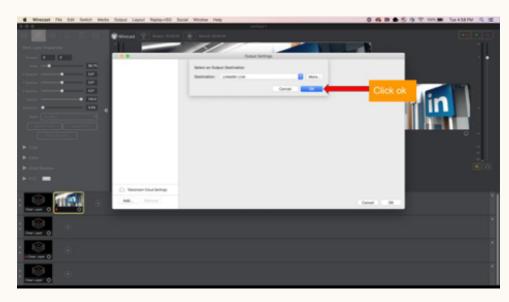


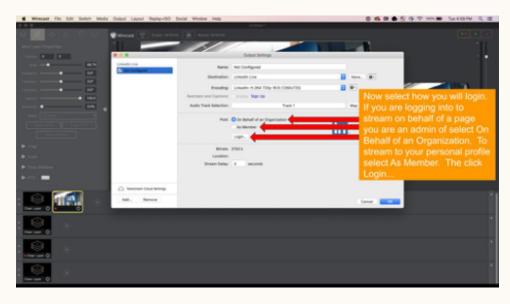
Wirecast

See our step-by-step guide below.

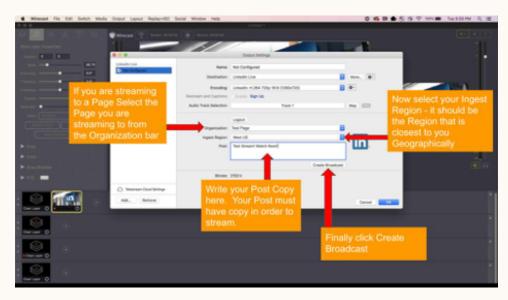


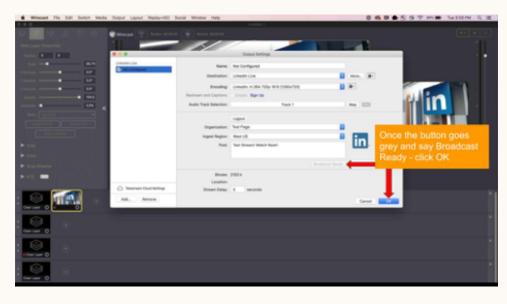




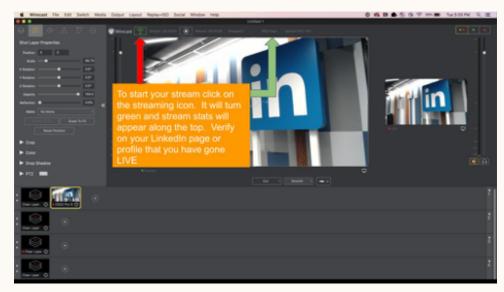


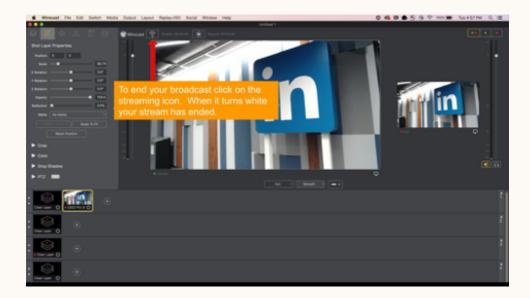
| . O 😐 😐 | Output Settings | |
|------------------------------------|--|-----------------------------------|
| Unitedite Uve ✓ heat Configured | Linked | 0 More. 0* |
| | Welcome Back Don't miss your next opportunity. Sign in to stay updated on your professional world. | Map III |
| | Email or Phone | Login to your LinkedIn Account |
| | Password Show | |
| Add Remove | Cancel | |
| Non Herrore | Forgot password? New to Linkedin? Join now | Carcel OK |
| | Cancel | |





| | | Output Settings | | |
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| | | rver error occurred essage""com.linkedin.vector.assetmanager.logic.Log werException: Enforced Tenant ACL, result: failes, for ant urn:lindigitalmediaTenant:36 and Method (ster_liveEvent", status":401) ID: NTWognwghRXA(ItBsaysAAA== OK | 0 | More Q.* Map |
| | | Test Account Logout South Central US | 0 | |
| | | Test Stream! Watch Now!! | Create Broadcast | in |
| | onc | 2153 k o seconds | | |

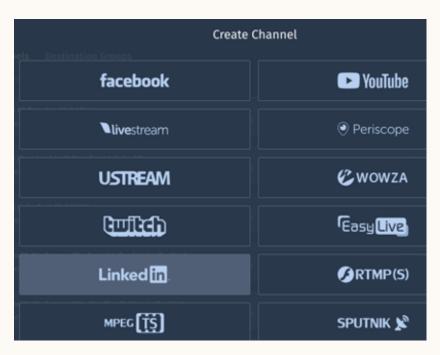




Teradek Core

See our step-by-step guide below.

- Step 1 Pair Teradek Cube with Core
- Step 2 Find Cube in Core and select
- Step 3 "Create Channel"





| | Create Channel | |
|---|--|-----|
| _ | | |
| | LinkedIn Login, Sign in LinkedIn | _ |
| - | linkedin.com/uas/login?session_redirect=%2Foauth%2Fv2%2Flogin-succes | 0-7 |
| | | |
| | Linkedin | |
| | Welcome Back | |
| 0 | Don't miss your next opportunity. Sign in to stay updated on your | |
| | professional world. | |
| | | |
| | Email or Phone | |
| | cpackard@linkedin.com | |
| | Password | |
| | Show | |
| | | |
| | Sign in | |
| | Cancel | |
| | | |
| | Forgot password? | |
| | New to LinkedIn? Join now | |

| Create Channel | |
|--|--------|
| Groups | |
| C Chris Packard Sign Out | |
| Account. Chris Packard | |
| Live Videos can be posted on behalf of whitelisted members More info: Applying for Live Video Broadcasting | |
| ot 3 Cube 08 Account: Name: Chris Packard | - |
| This the title of the Live | |
| Share comment (as will appear on LinkedIn): | |
| This is the description of the Live | |
| ret Life of L | |
| Select Organization Page: | |
| live video test page 2 🔹 🔹 🔿 | , , |
| Select Region: Chris Packard | |
| West US - | |
| Best practices & Recommended Specs | |
| Save | |

(Add go live steps from both pairing encoders to pushing live)

Live U Solo

See our step-by-step guide below.

Add Go Live steps when Live ${\rm U}$ is hooked up

- LIVE U SOLO (with screenshots)
- Step 1 Pair with Live U
- Step 2 Select LinkedIn as a destination
- Step 3 Put in metadata for link
- Step 4 Send Live
- Step 5 To find the livestream, click "Active Broadcast"

| Gosolo | MY DEVICES ANALYTIC | 5 |
|---------------|---|--|
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| 201520-21418 | STATUS | GRAPHICS |
| + ADD SOLO | Input: Current Bandwidth: N/A Zone: US_West_San • 😯 | You are not subscribed to Studio services. To enable Graphics purchase a studio license by clicking on 'Add Graphics'. Add Graphics |
| | DESTINATION | |
| | + Select New Destination | |

| One-Touch Streamin | ng. | | | | |
|--------------------|---|----------|-------|-----------------------|-------------|
| f | New Post SignIn to view Facebook destinations. | | | | |
| Facebook | | | | | |
| P YouTube | Add Events Soream Now SignIn to view YouTube destinations. | | | | |
| YouTube | OThe doubtoord events are created directly from YouTube Dashboard. You can stream on the event by accessing the Edit cation. The events having profilebilizate 1440p or 2160p worst get listed above. | | | | |
| BOXCAST | Easy Linked in mixer Periscope Restructivier | | | | |
| Boxcast | Easy Live | Linkedin | Mixer | Periscope and Twitter | Restream.io |

| GoSolo | MY DEVICES ANALYTICS | ⊕ • ≡ |
|-----------------------------|--|------------------------|
| LinkedIn Des | tination - Page | Stream on Profile Back |
| Destination Name Profile | This is the Tide/Description of the Live 1280 x 720 Widescreen (16:5) • | |
| Stream on Region | Livelusion + West US + | |
| PROFILE SETTINGS (ADVA | NCED] 🗸 | |
| | Sign in with a different acc | Submit |
| | | |

Wowza Cloud

See our step-by-step guide below.

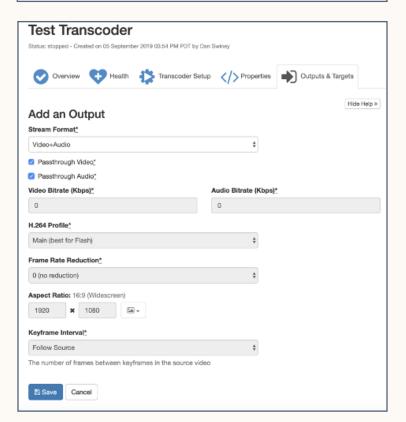
Step 1 — Create Transcoder

Step 2 — Create Target

Step 3 — Start Transcoder — Target will go live automatically

| Add Transcoder: Transcoder Setup | |
|--|-------------|
| | Hide Help » |
| * = Required field | |
| What is the name of your transcoder?. | |
| Test Transcoder | |
| Broadcast Location_ | |
| US West (California) \$ | |
| Do you want to record this transcoder? | |
| Ves, record this transcoder | |
| Closed Captions | |
| CEA-608 (digital) \$ | |
| Source Protocol* | |
| O RTMP | |
| ⊖ RTSP ⊖ SRT | |
| What is the source delivery method?" | |
| Pull from a source URL | |
| Push to an existing stream source | |
| Push to Wowza Streaming Cloud | |
| Source Stream Extension | |
| .extension | |
| If your video source appends an extension to the outbound stream name, enter it here. | |
| What buffer size do you want to use? | |
| 4 seconds \$ | |
| | |
| | |
| More Options | |
| Turn off sort packet buffer? | |
| Use stream smoother? | |
| Use stream smoothing for improved playback over very slow networks | |
| Disable stream targets on transcoder start? | |
| Select to leave all stream targets disabled when you start the transcoder | |
| Shut down the transcoder after it's been idle for: | |
| 1200 seconds Enter the timeout in seconds (for example, 1200 seconds = 20 minutes, 0 seconds = disabled) | |
| | |
| Source Security Disable authentication? | |
| Select to disable authentication on the video source | |
| Watermark | |
| Embed a watermark in the transcoded stream? | |
| Description | |
| | |
| | |
| Provide details for your own reference | li |
| | |
| Cancel + Add | |
| | |

| Test Trans | coder | | | | |
|---------------------------|-----------------|-----------------------------|----------------------|-------------------|-----------|
| Status: stopped - Created | on 05 September | 2019 03:54 PM PDT by Dan S | winey | | |
| Overview | Health | Transcoder Setup | Properties | Outputs & Targets | |
| | | | | н | ie Help » |
| A You must add at | least one outp | ut to this transcoder befor | re you can start it. | | |
| + Add Output + | | | | | |



| est Transcoder | |
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| miyjtb4r - Video+Audio=Passthrough+Passthrough A There are no stream targets assigned to the | <i>▲</i> (2) 前 |
| mlyjtb4r - Video+Audio=Passthrough+Passthrough A There are no stream targets assigned to thi Add a Stream Target • | <i>▲</i> (2) 前 |
| mlyjtb4r - Video+Audio=Passthrough+Passthrough A There are no stream targets assigned to thi Add a Stream Target Wowza CDN - HDS/HLS | <i>▲</i> (2) 前 |
| mlyjtb4r - Video+Audio=Passthrough+Passthrough A There are no stream targets assigned to thi Add a Stream Target Wowza CDN - HDS/HLS Wowza CDN - HLS | <i>d</i> ℃ 1 |
| mlyjtb4r - Video+Audio=Passthrough+Passthrough A There are no stream targets assigned to thi Add a Stream Target Wowza CDN - HDS/HLS Wowza CDN - HLS Custom | <i>d</i> ℃ 1 |

| Test Transcoder | | | | | |
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| Status: stopped - Created on 05 September 2019 03:54 PM PDT by Dan Swiney | | | | | |
| Stream to LinkedIn as a: | Hide Help ≥ | | | | |
| Person | | | | | |
| Organization | | | | | |
| Next | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

| | Link | edin | | | |
|---|----------------|------|--|--|--|
| Welcome Back Don't miss your next opportunity. Sign in to stay updated on your professional world. | | | | | |
| | Email or Phone | | | | |
| Password Show | | | | | |
| Cancel Sign in | | | | | |
| Forgot password? New to LinkedIn? Join now | | | | | |

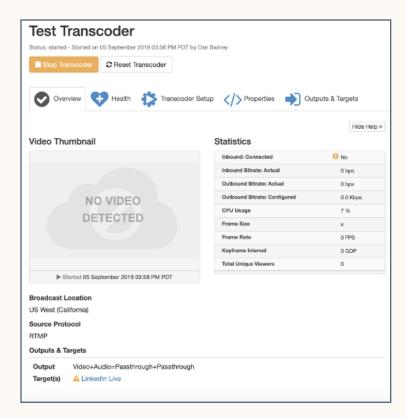
| Test Transcoder | |
|---|-------------|
| Status: stopped - Created on 05 September 2019 03:54 PM PDT by Dan Swiney | |
| | Hide Help » |
| Add a LinkedIn Live target | |
| Target Name* | |
| Linkedin Live | |
| Stream to | |
| live video test page 1 | 4 |
| Title | |
| Copy for Test Stream | |
| Description | |
| | |
| | |
| | |
| | |
| Region* | |
| West US | \$ |

| Status: stopped - Created on 05 September 2019 03:54 PM PDT by Dan Swiney Start Transcoder Overview • Health * Transcoder Setup • Properties • Outputs & Targets + Add Output • • Integrating the setup outputs • • Integrating the setup outputs • mtyltb4r - Video+Audio=Passthrough+Passthrough • Stream Name • • • | Test Tra | anscoder | | | | |
|--|---------------------|-----------------------|-------------------------------|-------------|-------------------|----------|
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| mlyjtb4r - Video+Audio=Passthrough+Passthrough Stream Target Target Type Stream Name Action | Overvier | w 😲 Health | Transcoder Setup | Properties | Outputs & Targets | |
| Stream Target Target Type Stream Name Action | + Add Output | - | | | Hid | e Help » |
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| LinkedIn Live LinkedIn Live Actions | Stre | am Target | Target Type | Stream Name | А | ctions |
| | | edin Live | LinkedIn Live | | Act | tions 🕶 |
| O Add a Stream Target - | 🕑 Link | | | | | |

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| Test Transo Status: stopped - Crested o | coder on 06 September 2018 03:54 PM PDT by Dan Swiney |
|---|--|
| Overview | Health Realth Transcoder Setup Couputs & Targets |
| Transcoder Name | Test Transcoder |
| Billing Mode Broadcast Location Recording | Pay as you go US West (California) |
| Closed Captions | CEA-608 (digital) Push to Wowza Streaming Cloud |
| Method Source Protocol | RTMP |
| Host Server Host Port | 9176a8.entrypoint.cloud.wowza.com 1935 |
| Application Name | app-7bd5 60c4370a |
| Buffer Size | 4 seconds |
| Sort Packet Buffer Disabled Stream Smoother | No |

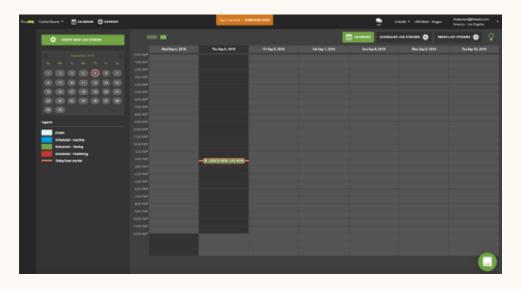
| Test Transcoder | | | | | |
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| Status: stopped - Last stopped on 05 September 2019 04:03 PM PD | T by Dan Swiney | | | | |
| ► Start Transcoder | | | | | |
| Overview 😲 Health 🎲 Transcoder Se | tup Properties Outp | outs & Targets | | | |
| | | Hide Help ≫ | | | |
| Video Thumbnail | Statistics | | | | |
| | Inbound: Connected | | | | |
| To connect your video source, you must | Inbound Bitrate: Actual | | | | |
| start the transcoder. | Outbound Bitrate: Actual | | | | |
| Outbound Bitrate: Configured 0.0 Kbps | | | | | |
| Start your transcoder now | CPU Usage | | | | |
| | Frame Size | х | | | |
| Frame Rate | | | | | |
| | Keyframe Interval | | | | |
| | Total Unique Viewers | | | | |
| Not started | | | | | |
| Broadcast Location | | | | | |
| US West (California) | | | | | |
| Source Protocol | | | | | |
| RTMP | | | | | |
| Outputs & Targets | | | | | |
| Output Video+Audio=Passthrough+Passthrough Target(s) LinkedIn Live | | | | | |



Easy Live

See our step-by-step guide below.

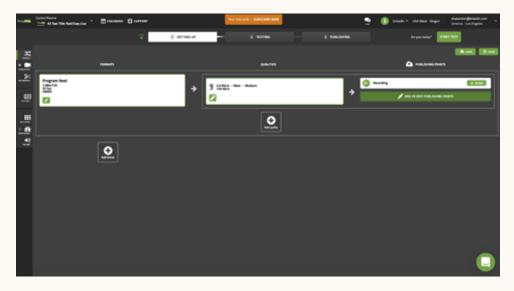
Step 1 — Use the calendar to select a date and time and click "create a new live-stream"



Step 2 — Title and schedule your live-stream from the screen below

| Create new live st | tream | | | | × |
|--|--------------------|--|---------------|--|-------------------|
| | 20 x 1000 pisels). | ution as possible: it will be used as a proview for yo | ar event on o | ther mobaltas (recommended size: | UPLOND YOUR IMAGE |
| #2 Test Title field Easy Live | | | | | |
| Date 🔕 😆 | | Start Time 🕘 🔕 | | Walkility 😆 😆 😆 | |
| 09/05/2019 | | 2/17 PM | | Public | \$ |
| Description 🕕 🙆 🤤 Test Description Test Easy Uw | e | | | | |
| facebook advanc | ed 👻 | Q Layout From | 9119 - 82 B | est Title Ro., - August 15, 2019 2157 Pf | . ; |
| | | • CREATE AND GO TO CONTRO | DL ROOM | 1 | |

Step 3 — Once you reach the control room view, select add or edit publishing points



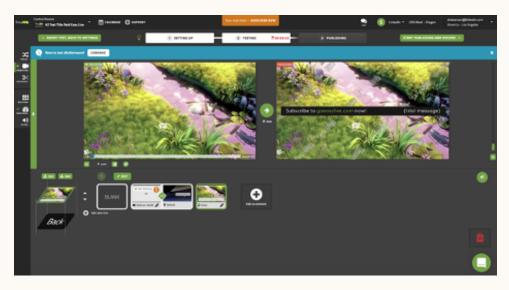
Step 4 — Log in to your LinkedIn account and select your page or profile

| | ge publishing poi | ints | Sele | ected: 1/30 | 8 × |
|----|----------------------------------|------|------|--|----------|
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| °× | Tarihoh | • | • | A plan man in parts | Canada |
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| | ser Secure Relative Transport | • | • | | |
| - | | _ | _ | | |

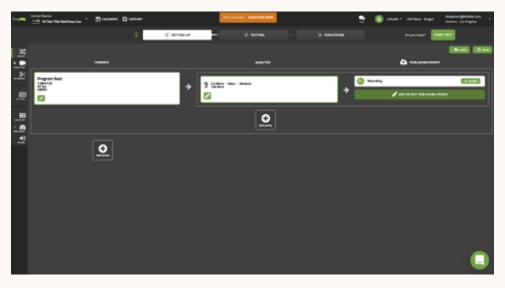
Step 5 - Add or change the post copy



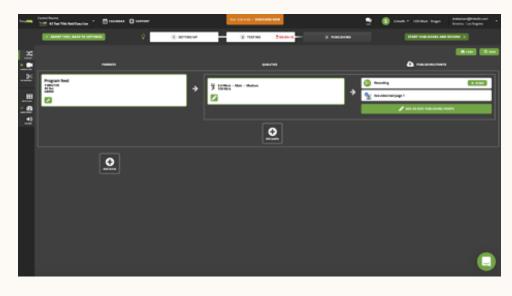
Step 6 — Select the Production Icon to add and control video/audio production elements for your stream



Step 7 — Return to the Publish Icon and click Start Test



Step 8 — Finally, click Start Publishing and Record to start streaming to LinkedIn Live



Vimeo Live

See our step-by-step guide below.



| + New video | | Live ev | vents |
|-------------|----------|---------|---------------------|
| | | Title | |
| Home | | | testing |
| Videos | \oplus | | |
| Create | Ð | | Test |
| Live events | | | - |
| Showcases | \oplus | | testing |
| | | | test wef |
| | | | - |
| | | | + Create live event |

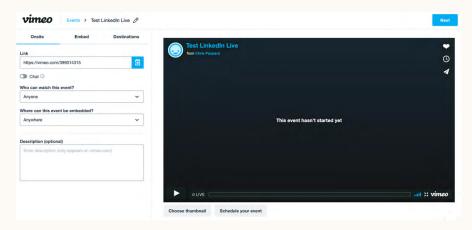
Step 2 — Enter α live event title (note: this is the Vimeo event and not the LinkedIn Live event title). Then select Next.

| Event title Test LinkedIn Live | | |
|-----------------------------------|-----------|---|
| One Time | Recurring | |
| Start date (optional) | Time | ~ |
| Privacy | | |
| Anyone can see this event | | ~ |

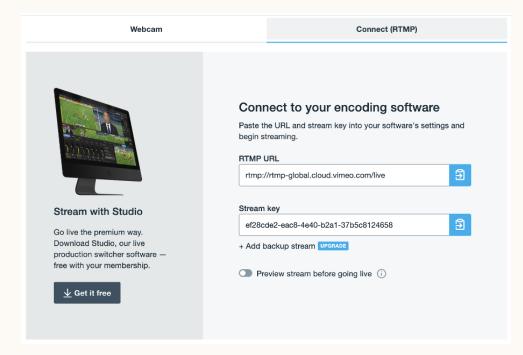
Step 3 — Enter the title/description for the LinkedIn Live Event

| Onsite | Embed | Destinations |
|----------------------------------|----------------------|--------------|
| Link | | |
| https://vimeo.com/3 | 99038577 | Ð |
| Chat 🛈 | | |
| Who can watch this e | event? | |
| Anyone | | ~ |
| Where can this event Anywhere | be embedded. | ~ |
| Description (optional) |) | |
| This is the descriptio | n on the LinkedIn Li | ve Post |
| | | © |

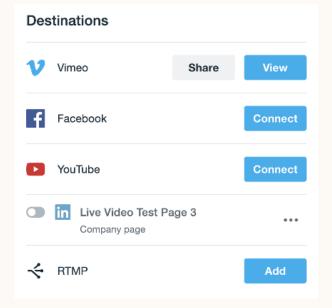
Step 4 — Select "Next" to get RTMP Ingest URL



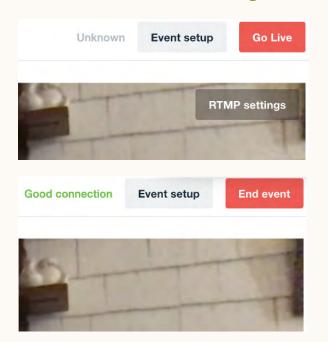
Step 5 — Select Connect RTMP Tab, then pull RTMP URL and Stream Key for Encoder



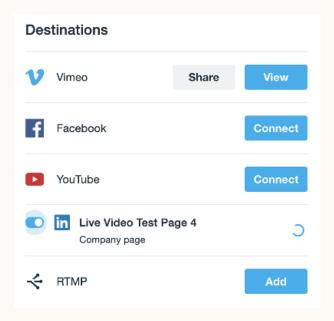
Step 6 — Make sure Company Page toggle is set to "off"



Step 7 — Send Stream from your encoder. The "Go Live" button will change to live with "End event" showing. Ensure you have a "good connection."



Step 8 — Toggle Company Page "on" to go live to LinkedIn. You will see the wheel spinning when you are live to LinkedIn.



Thank you!

Visit the LinkedIn Live Resource Hub for more information

Get started

Linked in Marketing Solutions