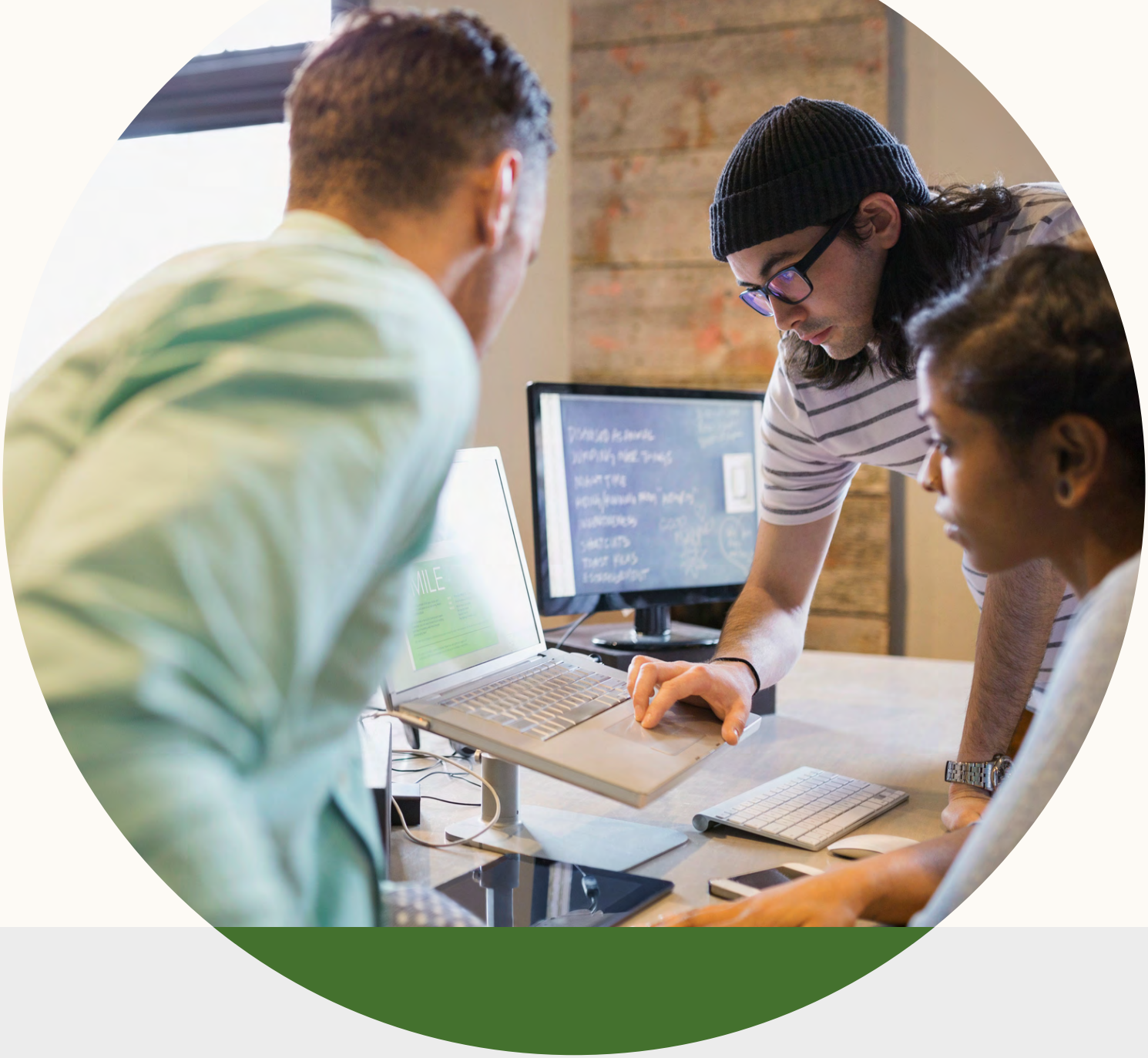


# The Broadcast Producer's Guide to LinkedIn Live

LinkedIn 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 in-person 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 resource hub and best practices site to learn more.

## In this guide:


1 Overview

2 Getting Access

3 Broadcast Tools

4 Videos Specs

5 Captions


## Appendix

Step-by-Step Instructions


- Restream
- Wirecast
- Teradek Core
- Live U Solo
- Wowza Cloud
- Easy Live
- Vimeo Live


## Quick Links


- LinkedIn Live Resource Hub
- Applying to become a LinkedIn Live Broadcaster

# 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 link. 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: Switcher Studio and Wirecast. 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

**Hardware Encoder Options:**

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

**Software Encoder Options:**

- Wirecast

[See our full guide to Broadcasting Tools here]

# 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, please visit our online resources.

# Appendix

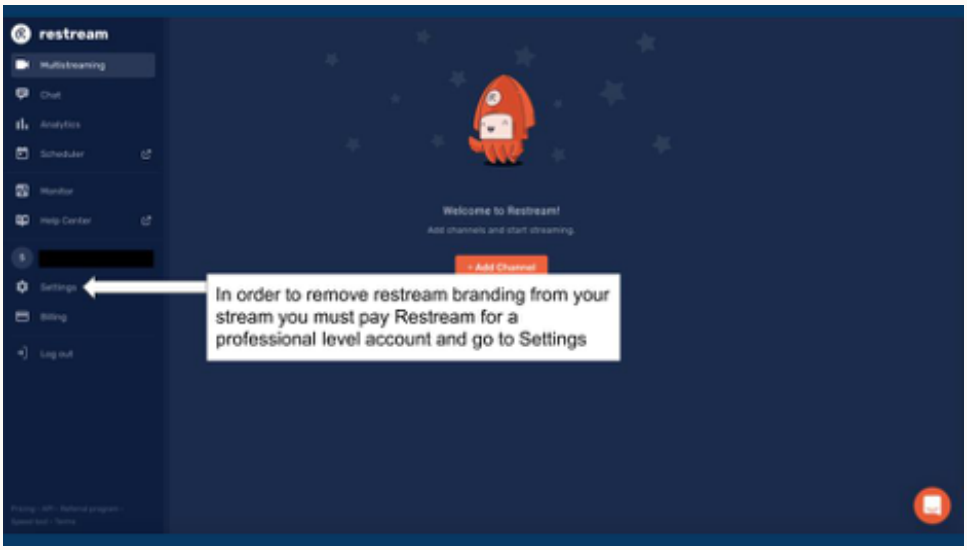
Step-by-step guides

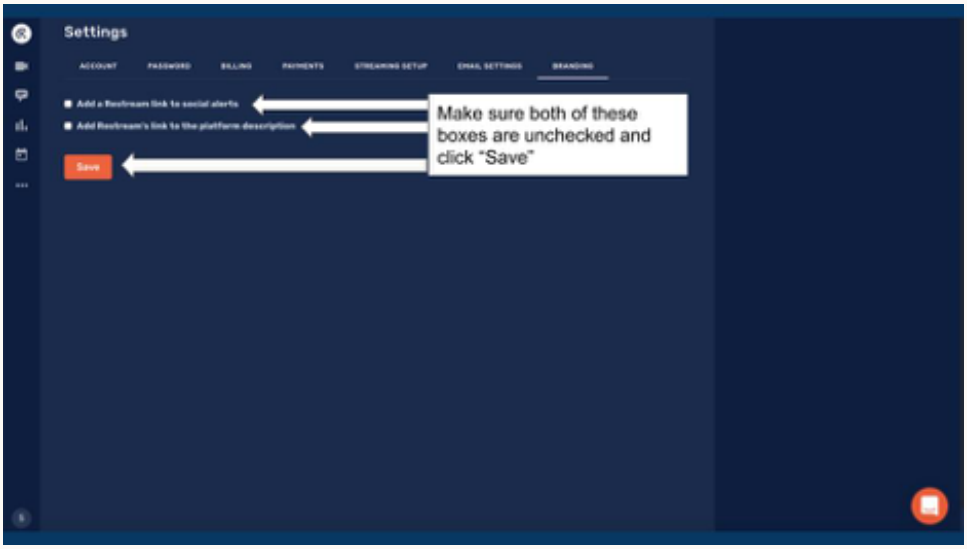
## Restream

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

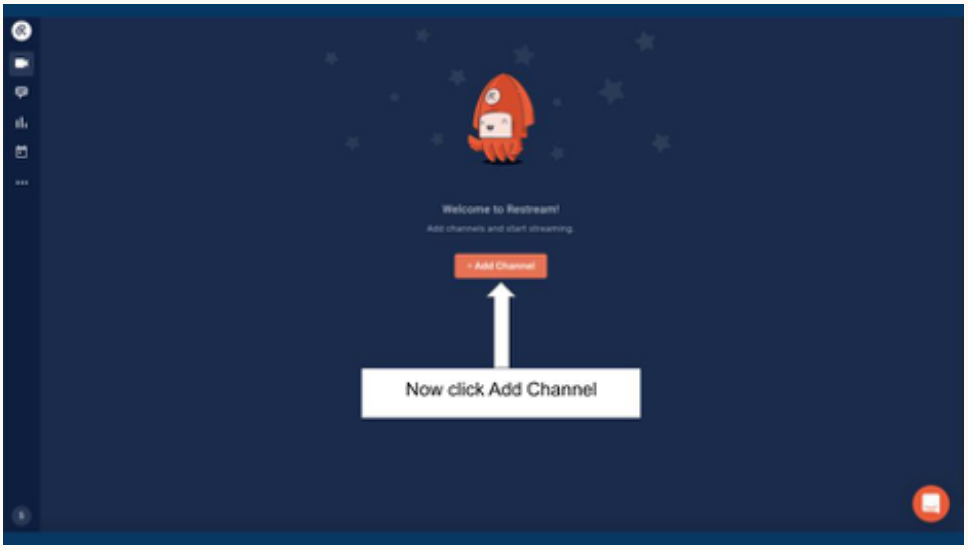
See our step by step guide below or watch this instructional video.
Supports Captions passthrough via 608/708

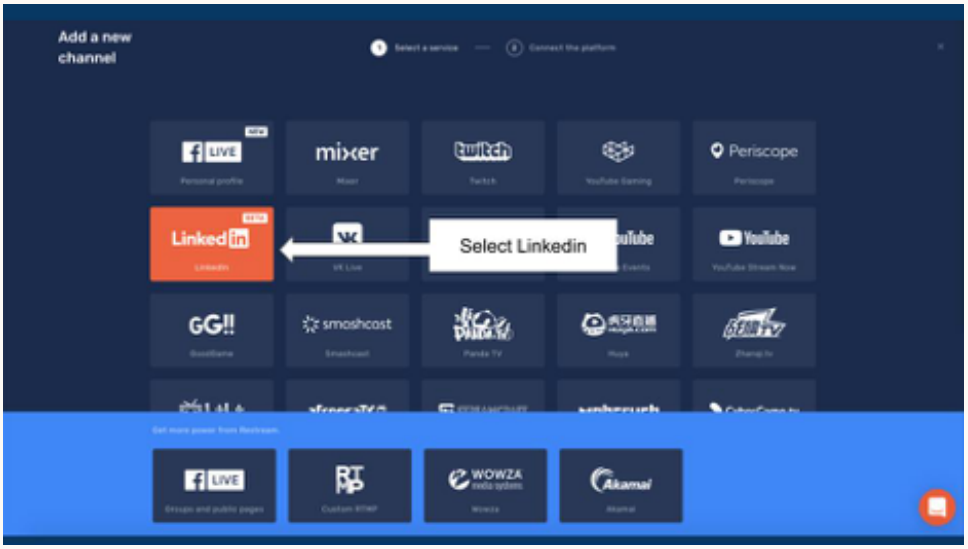
### Step 1 — When setting up Restream for the first time, first remove the branding

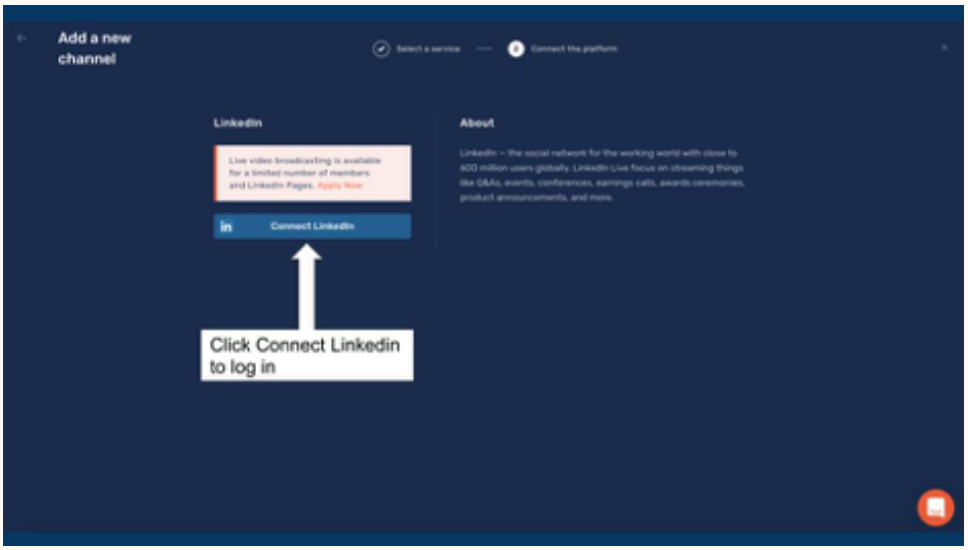


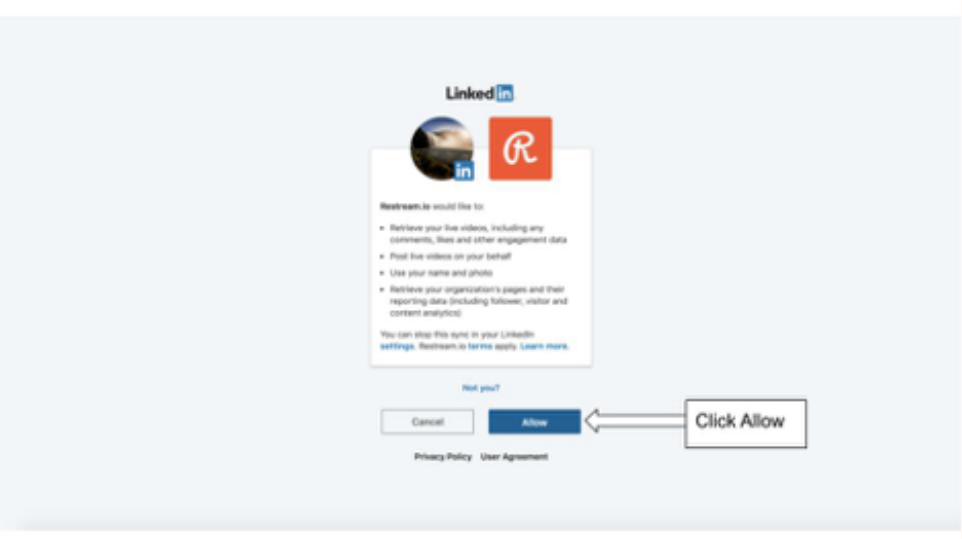
## Step 2 — Now set up your channel to connect to LinkedIn Live

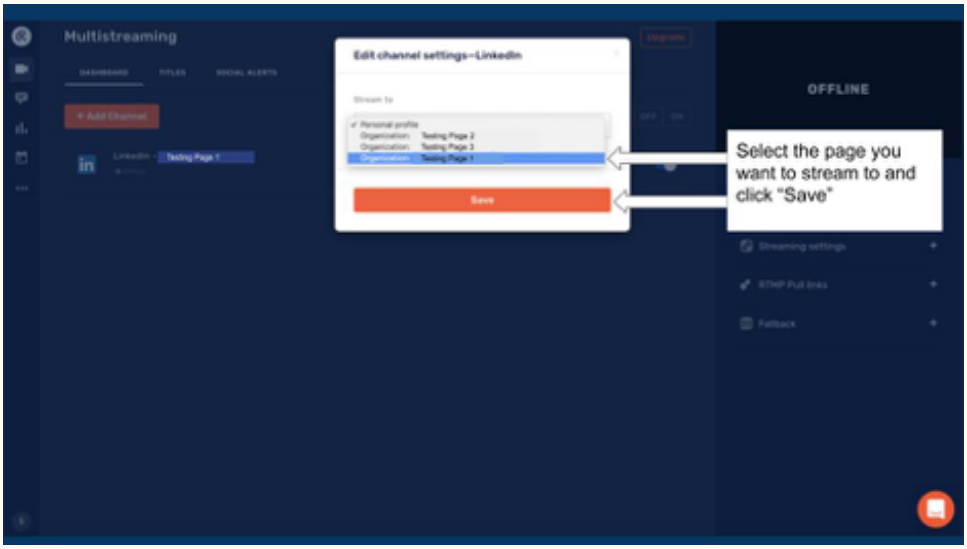


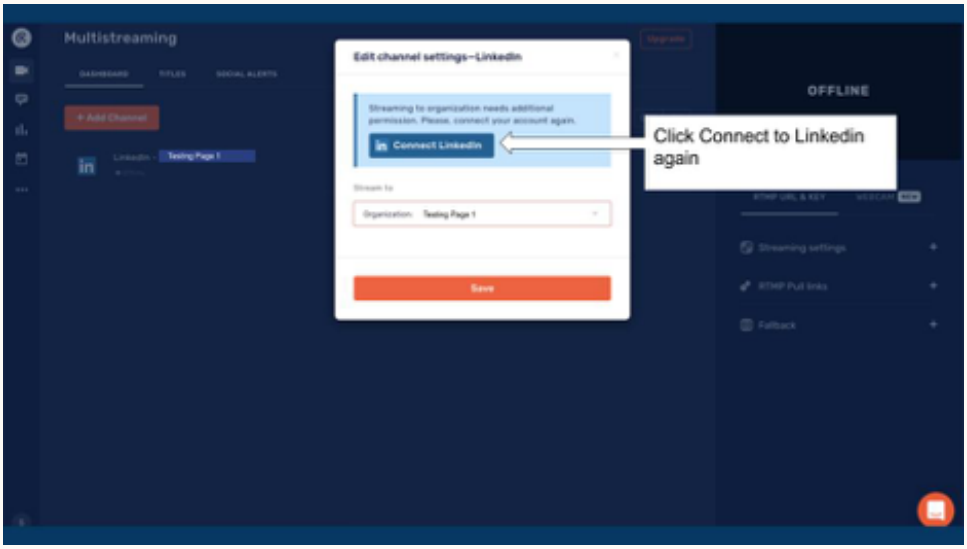



## Step 2 — Now set up your channel to connect to LinkedIn Live (continued)

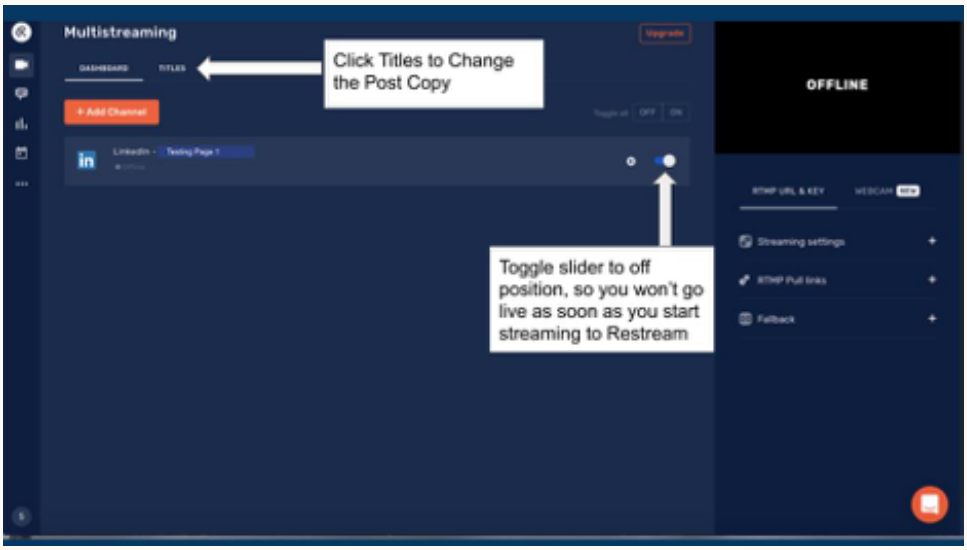


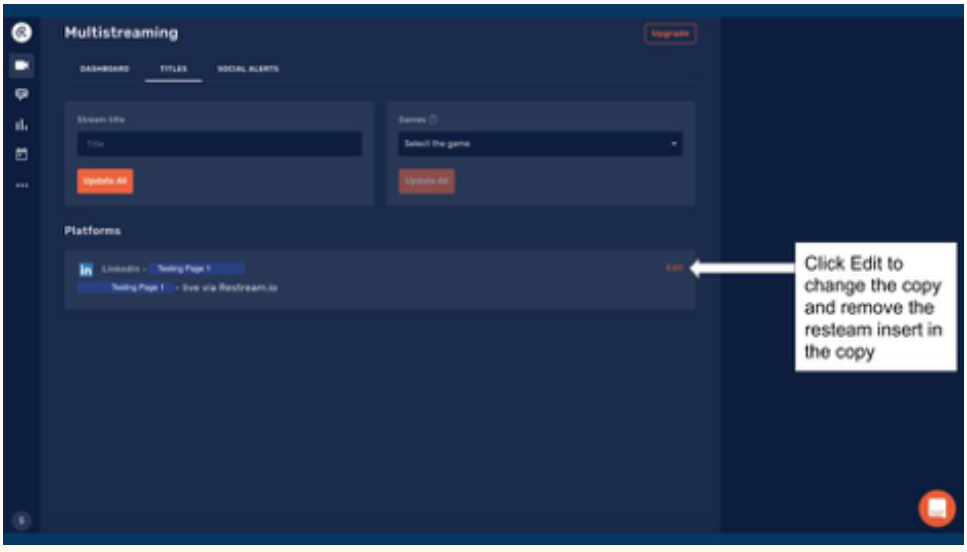



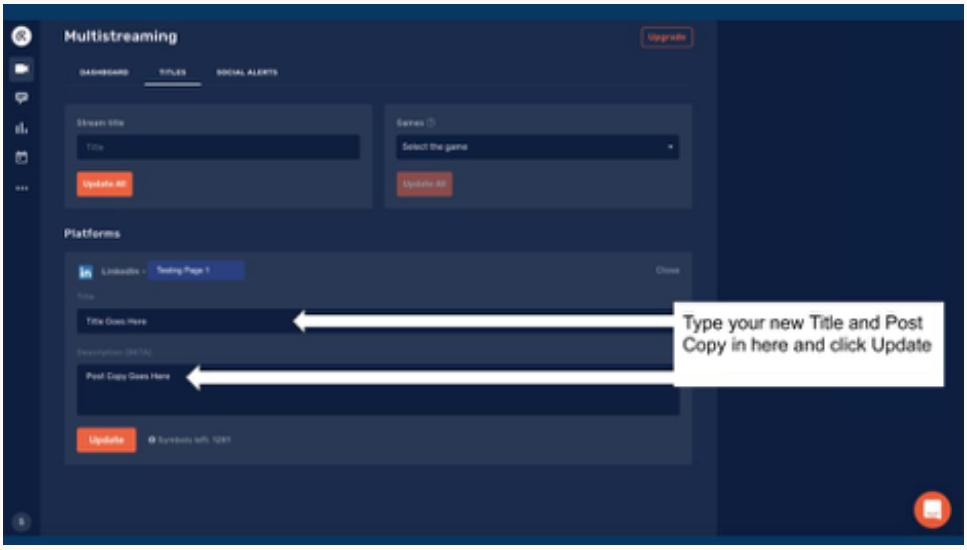
## Step 2 — Now set up your channel to connect to LinkedIn Live (continued)

## Step 3 — Toggle off slider and change title and post copy information

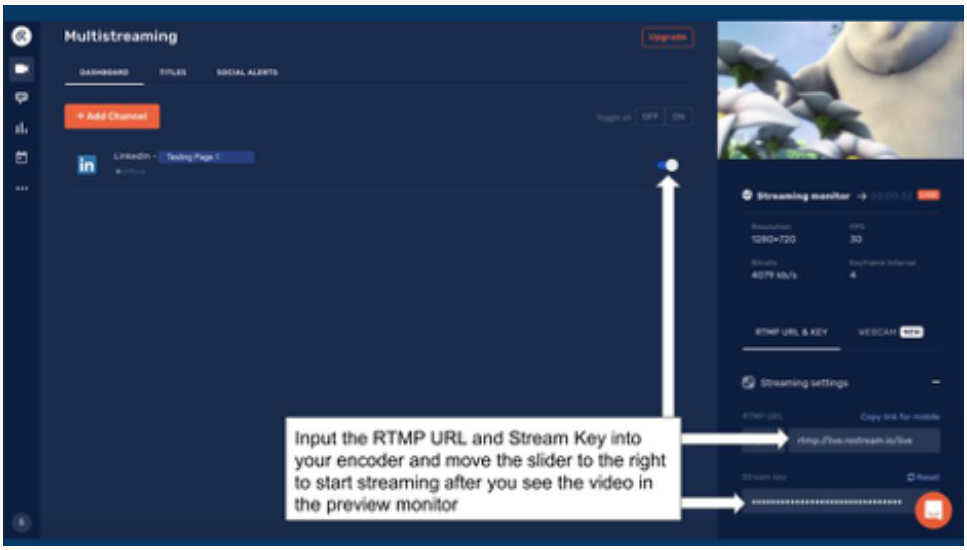


## Step 3 — Toggle off slider and change title and post copy information (continued)

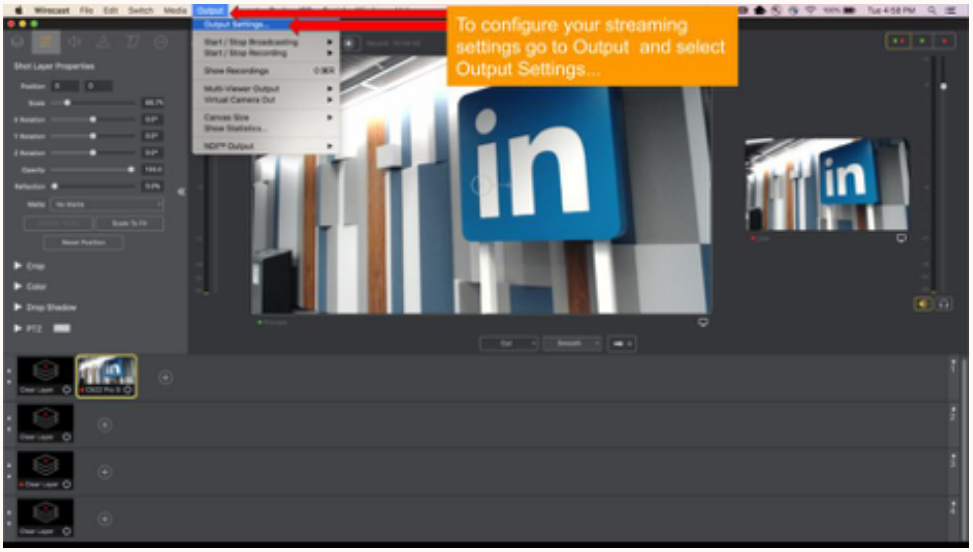


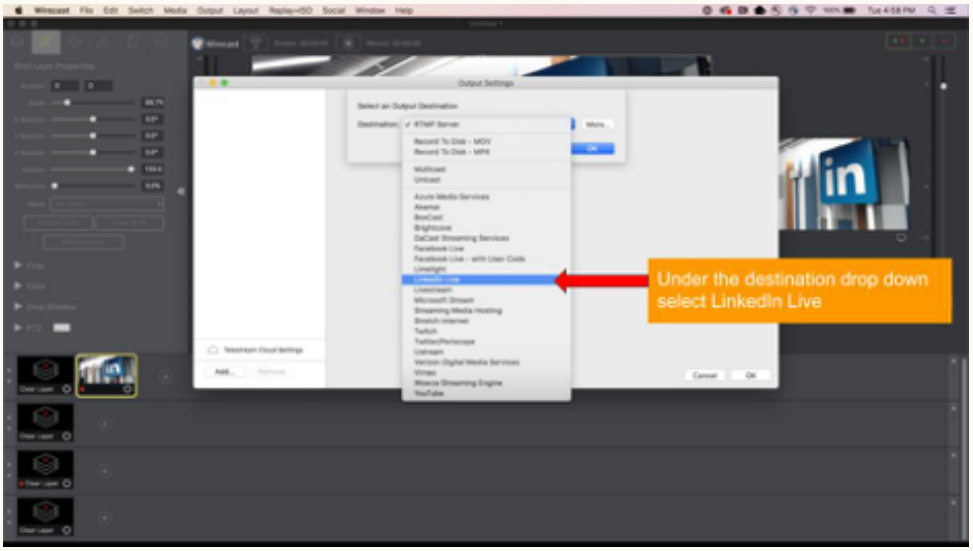

## Step 4 — Grab the RTMP URL and Stream Key and input them into your encoder. Begin streaming to Restream to preview the audio and video in the preview window. Toggle the slider to the On position to begin streaming to LinkedIn Live.

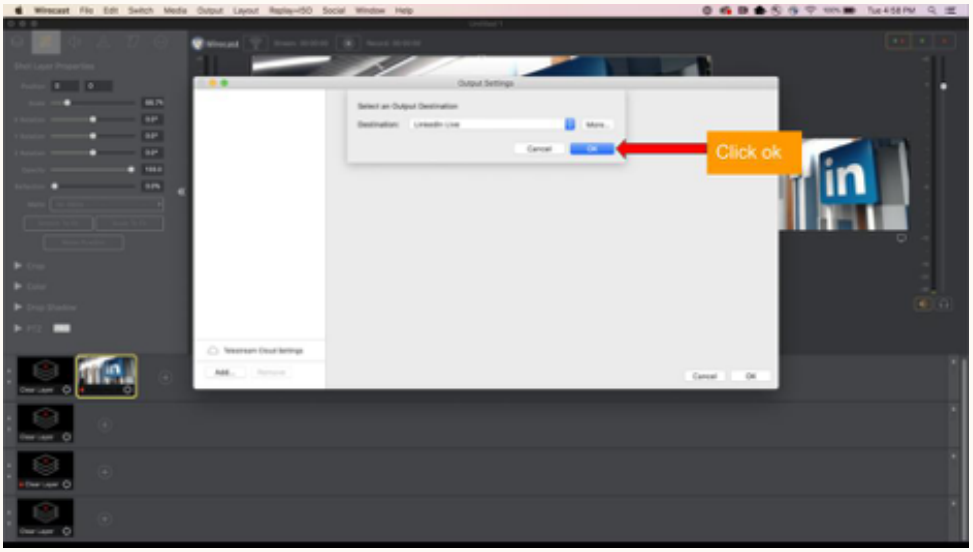


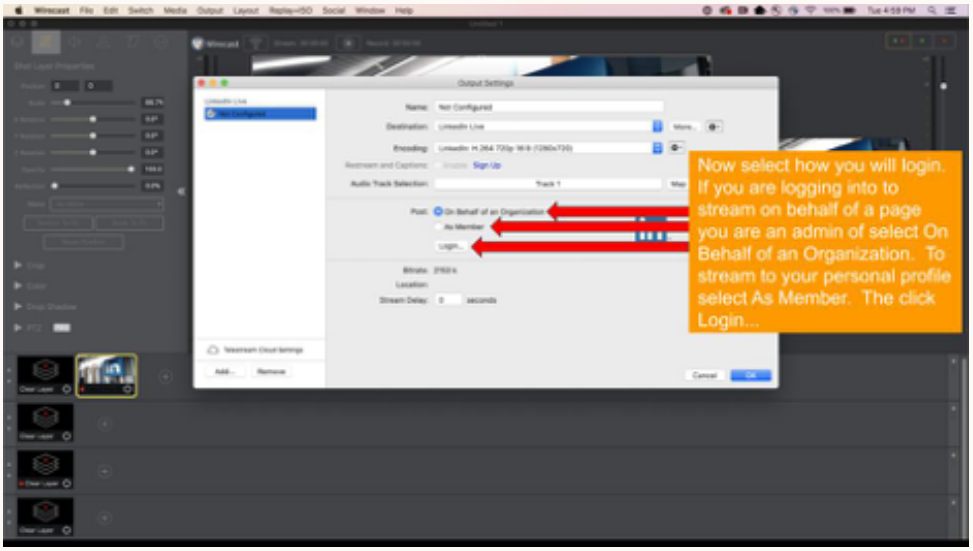
# Wirecast

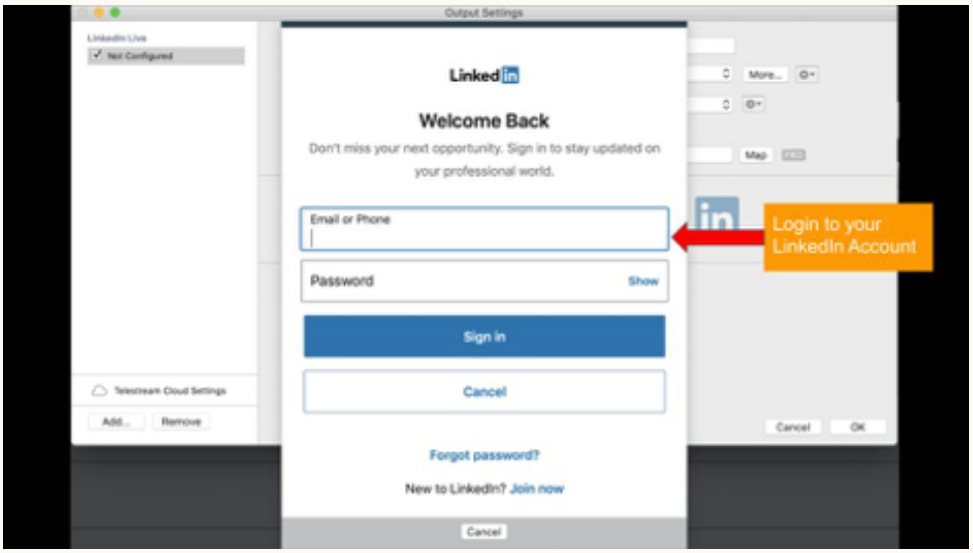
See our step-by-step guide below.

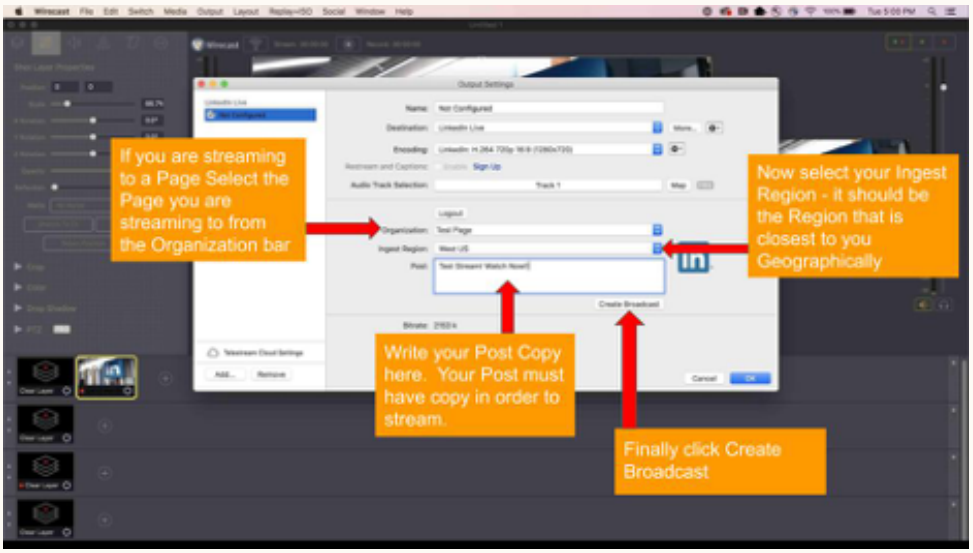


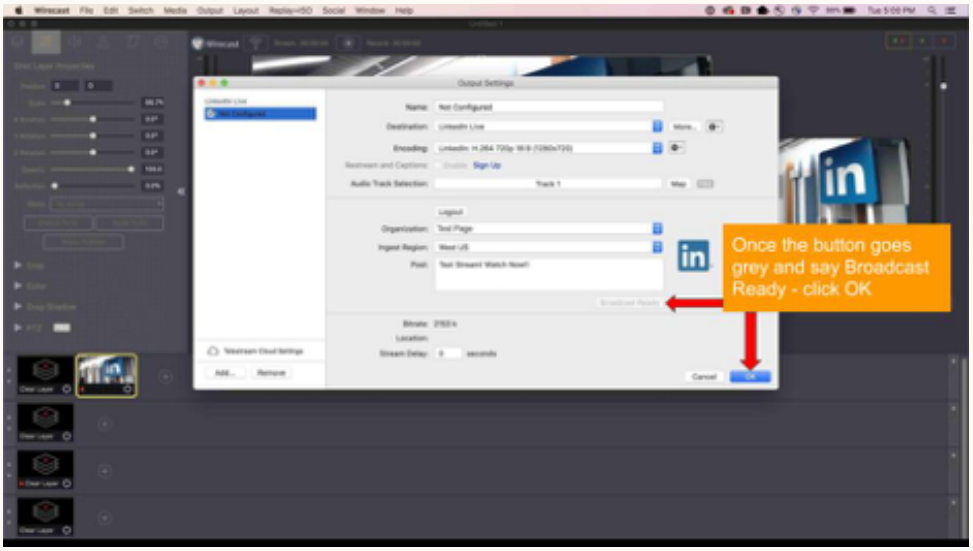



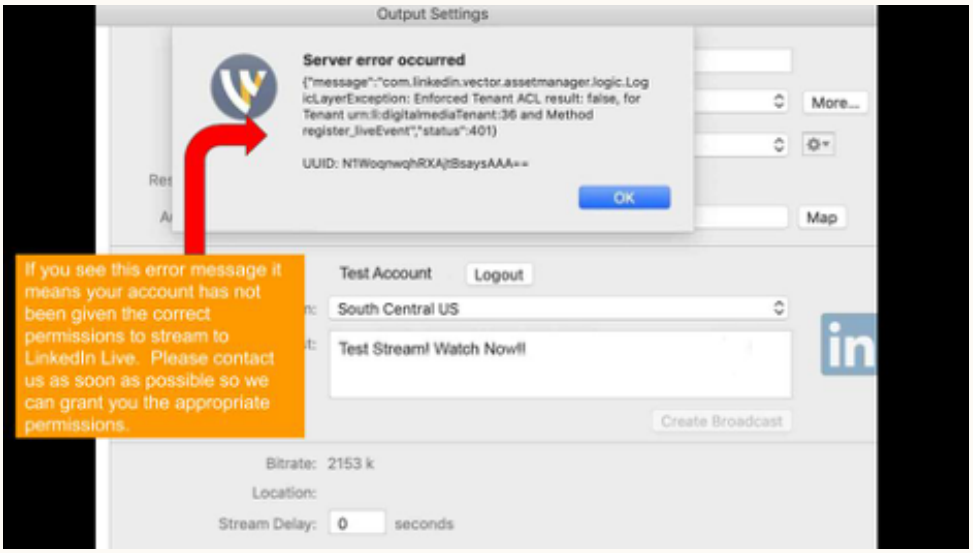



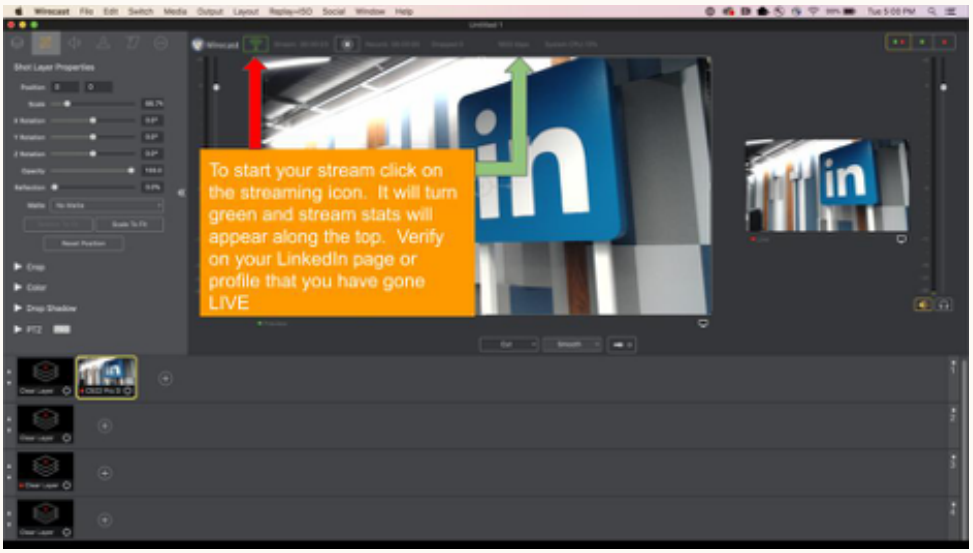

Now select how you will login. If you are logging into to stream on behalf of a page you are an admin of select On Behalf of an Organization. To stream to your personal profile select As Member. The click Login...

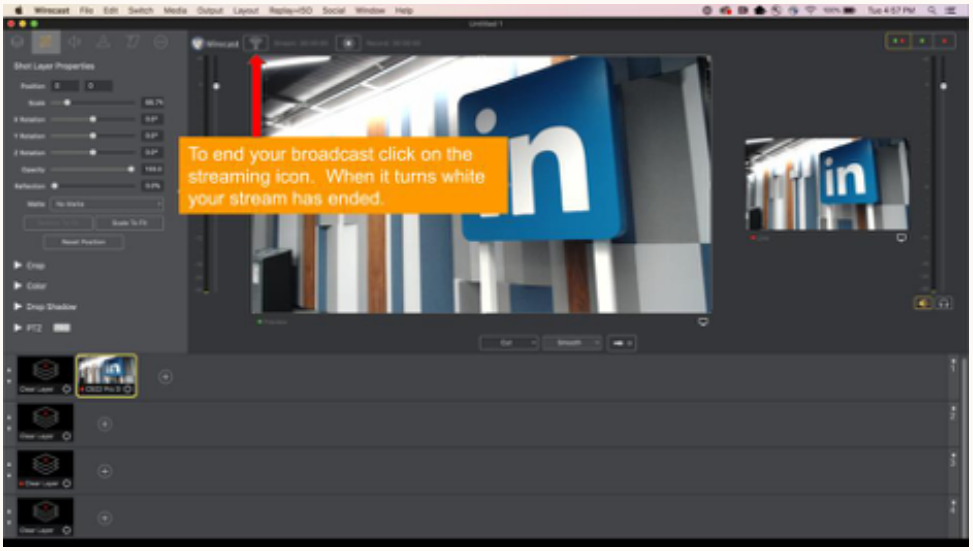

Output Settings
Linked in
Welcome Back
Don't miss your next opportunity. Sign in to stay updated on your professional world.
Email or Phone
Password
Show
Sign in
Cancel
Forgot password?
New to LinkedIn? Join now
Cancel
Login to your LinkedIn Account


If you are streaming to a Page Select the Page you are streaming to from the Organization bar
Now select your Ingest Region - it should be the Region that is closest to you Geographically
Write your Post Copy here. Your Post must have copy in order to stream.
Finally click Create Broadcast


Once the button goes grey and say Broadcast Ready - click OK


Output Settings
Server error occurred
{"message":"com.linkedin.vector.assetmanager.logic.LogicLayerException: Enforced Tenant ACL result: false, for Tenant urn:li:digitalmediaTenant:36 and Method register_liveEvent","status":401}
UUID: NTWoqnwqhRXAjtBsaysAAA==
OK
More...
Map
If you see this error message it means your account has not been given the correct permissions to stream to LinkedIn Live. Please contact us as soon as possible so we can grant you the appropriate permissions.
Test Account
Logout
South Central US
Test Stream! Watch Now!!
Create Broadcast
Bitrate: 2153 k
Location:
Stream Delay: 0 seconds


To start your stream click on the streaming icon. It will turn green and stream stats will appear along the top. Verify on your LinkedIn page or profile that you have gone LIVE


To end your broadcast click on the streaming icon. When it turns white your stream has ended.

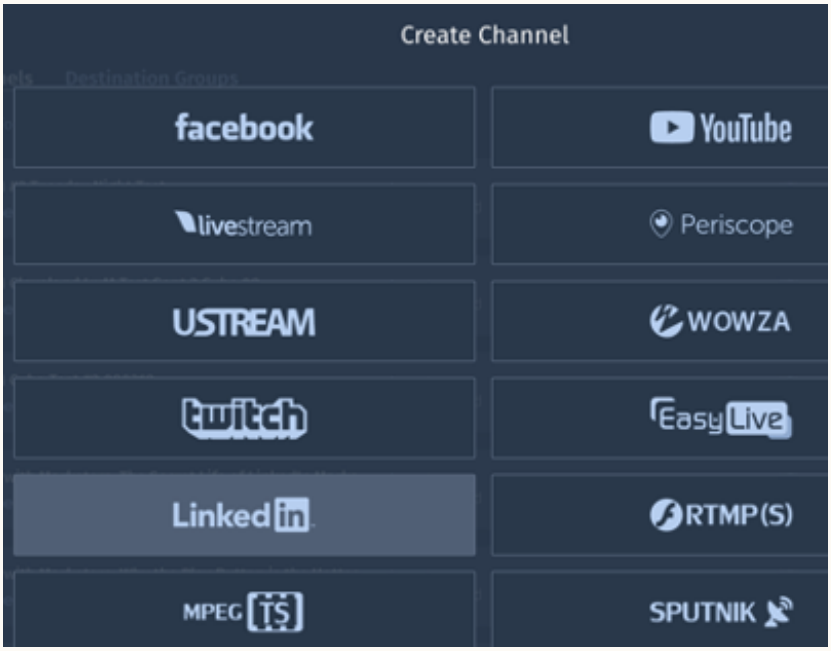
# Teradek Core

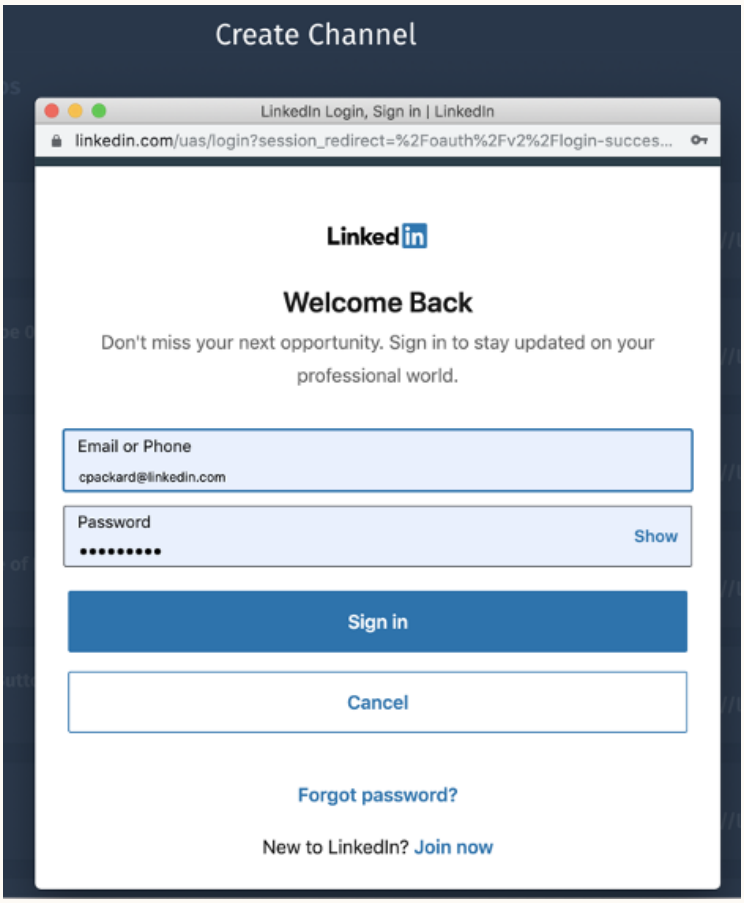
See our step-by-step guide below.

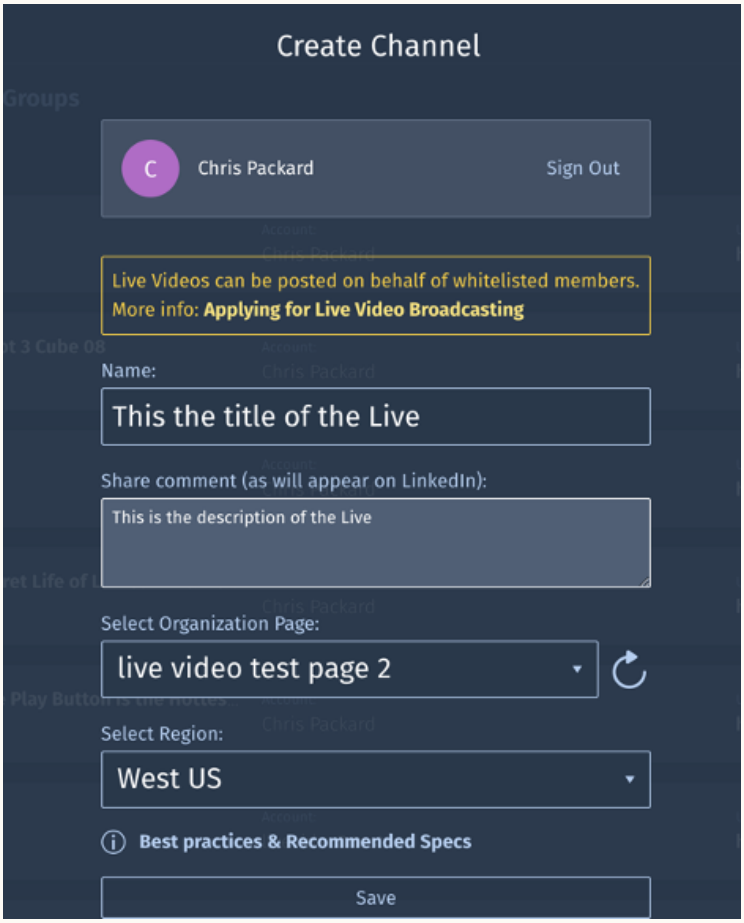
## Step 1 — Pair Teradek Cube with Core

## Step 2 — Find Cube in Core and select

## Step 3 — “Create Channel”






(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 U is hooked up

LIVE U SOLO (with screenshots)

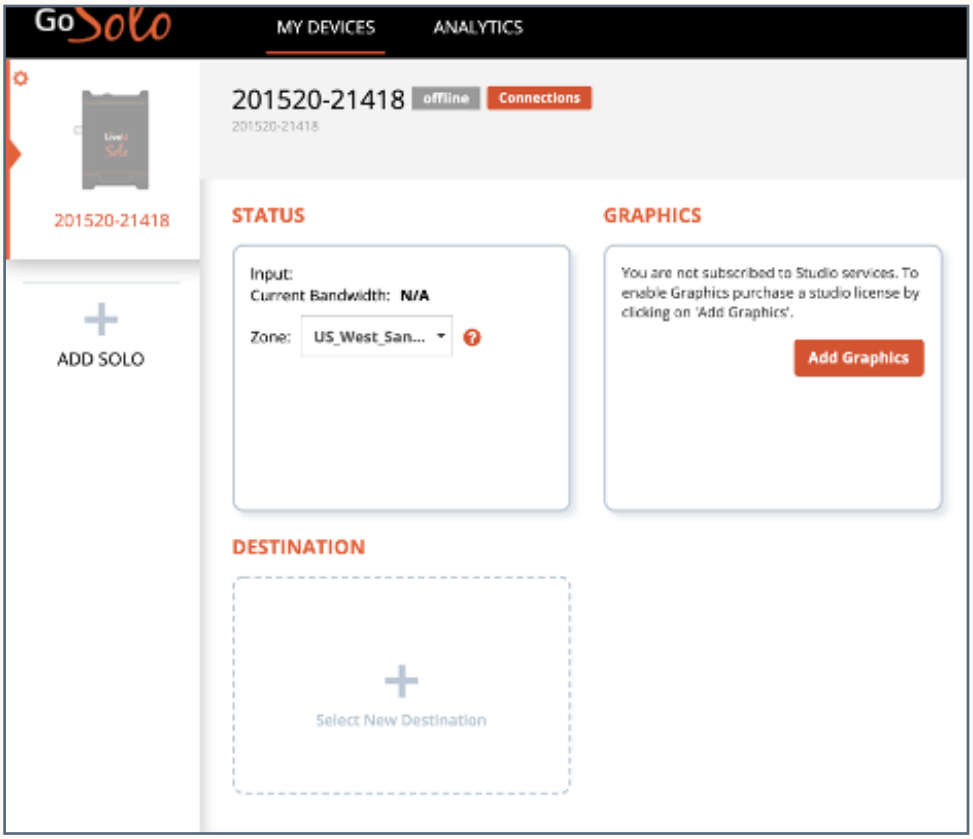
## Step 1 — Pair with Live U

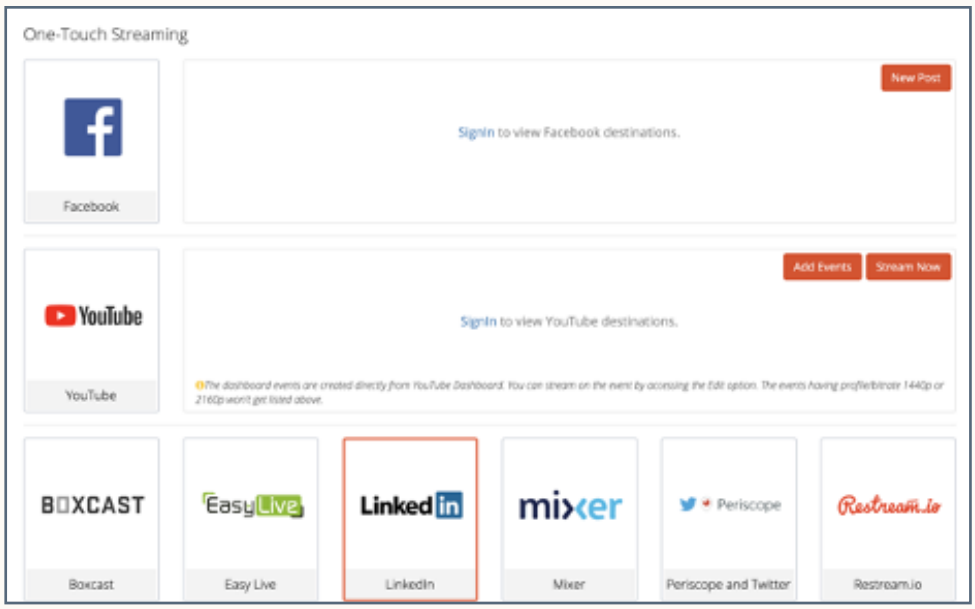
## Step 2 — Select LinkedIn as a destination

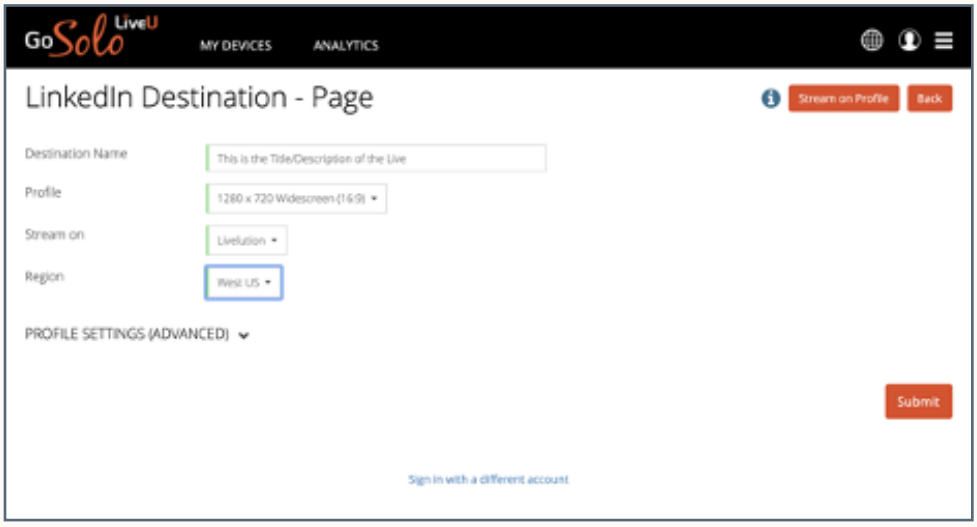
## Step 3 — Put in metadata for link

## Step 4 — Send Live

## Step 5 — To find the livestream, click “Active Broadcast”




One-Touch Streaming
New Post
Facebook
Sign In to view Facebook destinations.
Add Events
Stream Now
YouTube
Sign In to view YouTube destinations.
YouTube
BOXCAST
EasyLive
LinkedIn
mixer
Periscope
Restream.io
Boxcast
Easy Live
LinkedIn
Mixer
Periscope and Twitter
Restream.io


GoSolo LiveU
MY DEVICES
ANALYTICS
LinkedIn Destination - Page
Stream on Profile
Back
Destination Name
This is the Title/Description of the Live
Profile
1280 x 720 Widescreen (16:9)
Stream on
Livelution
Region
West US
PROFILE SETTINGS (ADVANCED)
Submit
Sign in with a different account

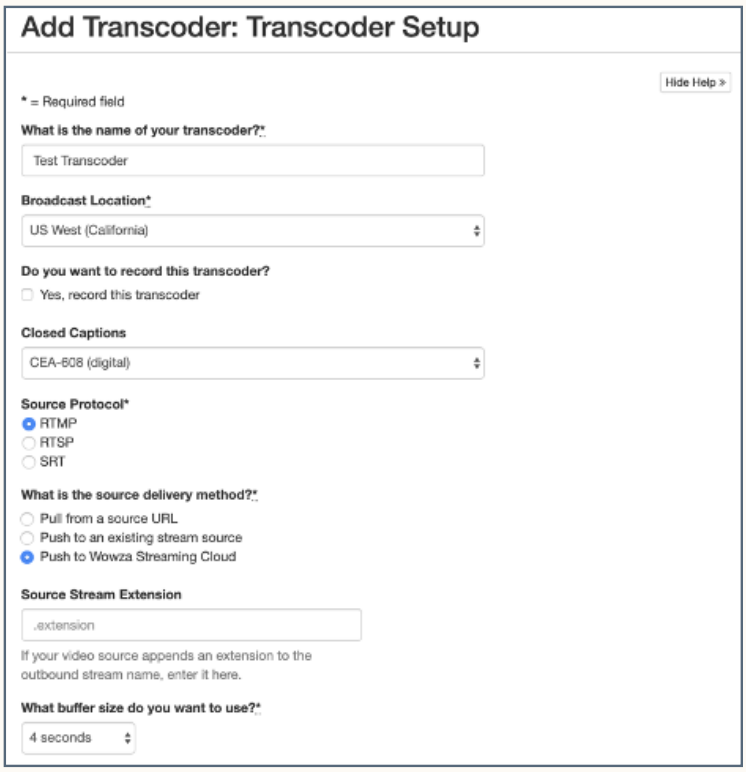
# Wowza Cloud

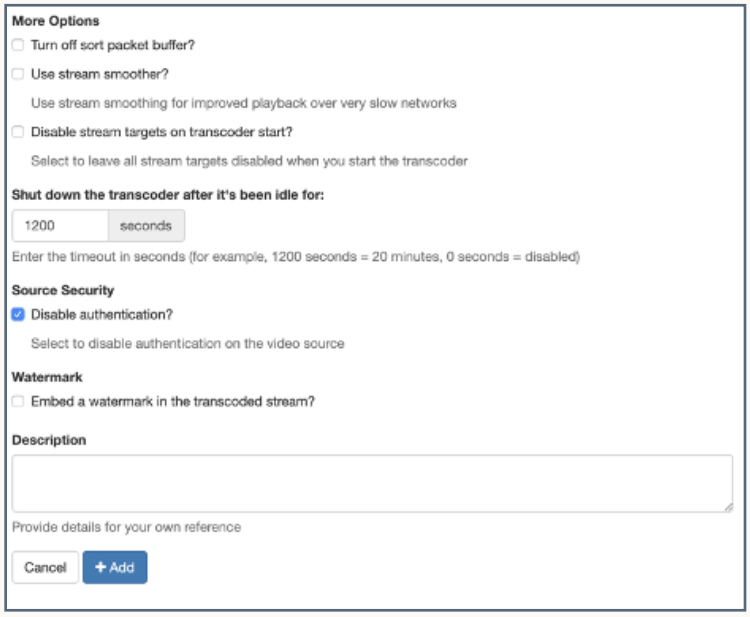
See our step-by-step guide below.

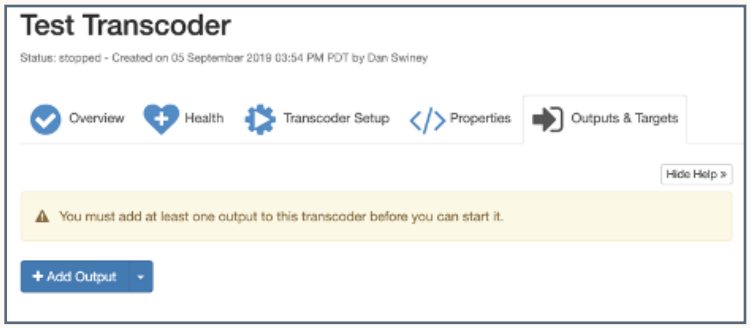
## Step 1 — Create Transcoder

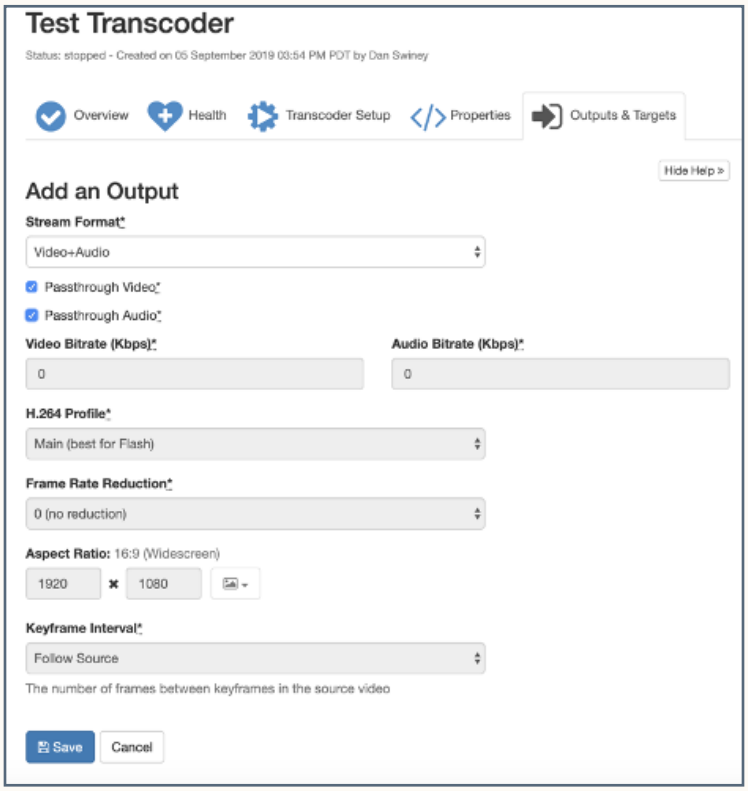
## Step 2 — Create Target

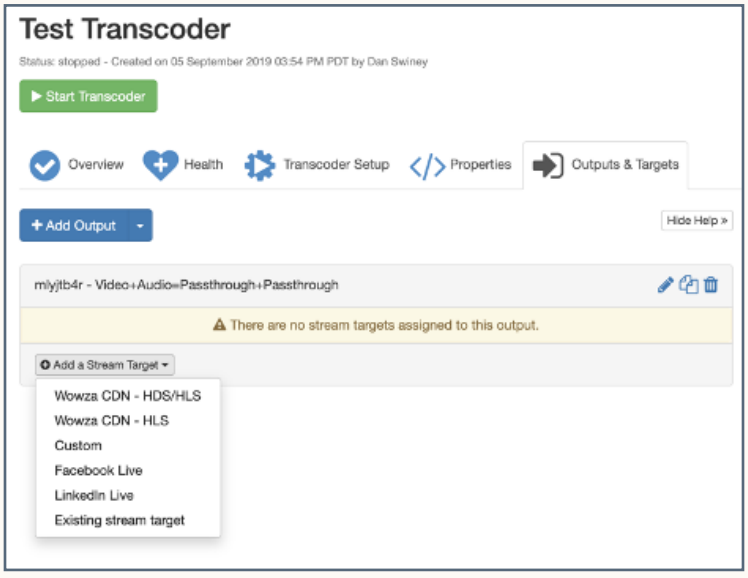
## Step 3 — Start Transcoder — Target will go live automatically



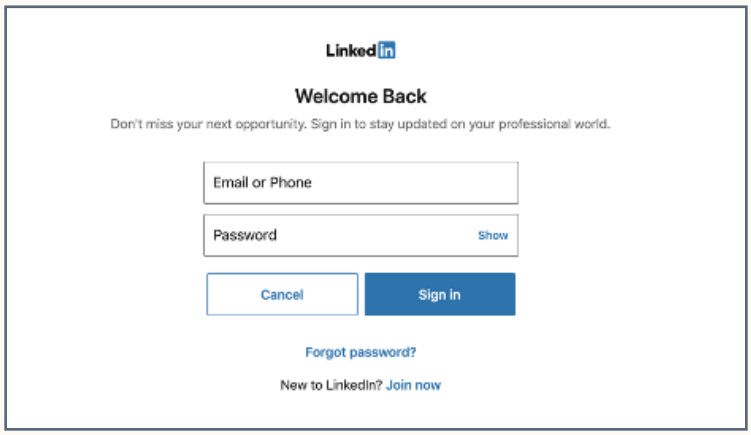



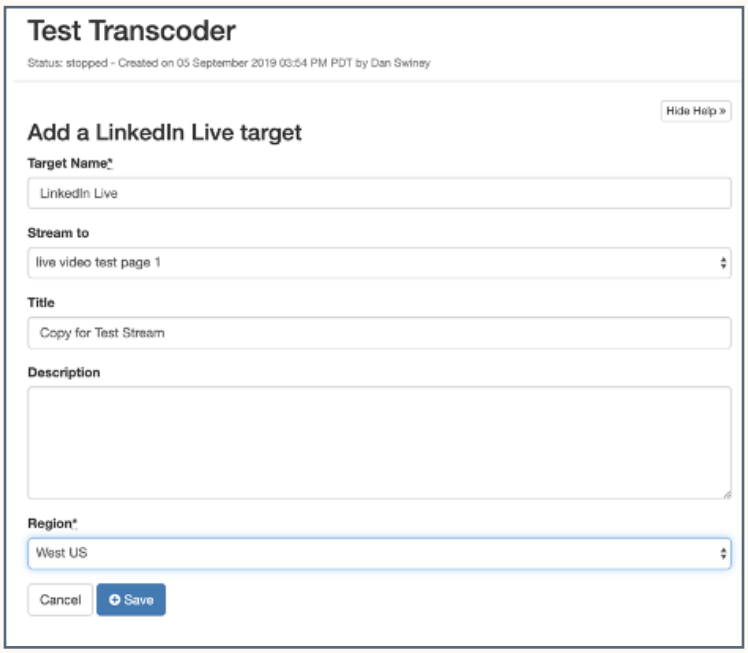

Test Transcoder
Status: stopped - Created on 05 September 2019 03:54 PM PDT by Dan Swiney
Overview
Health
Transcoder Setup
Properties
Outputs & Targets
Hide Help »
You must add at least one output to this transcoder before you can start it.
+ Add Output

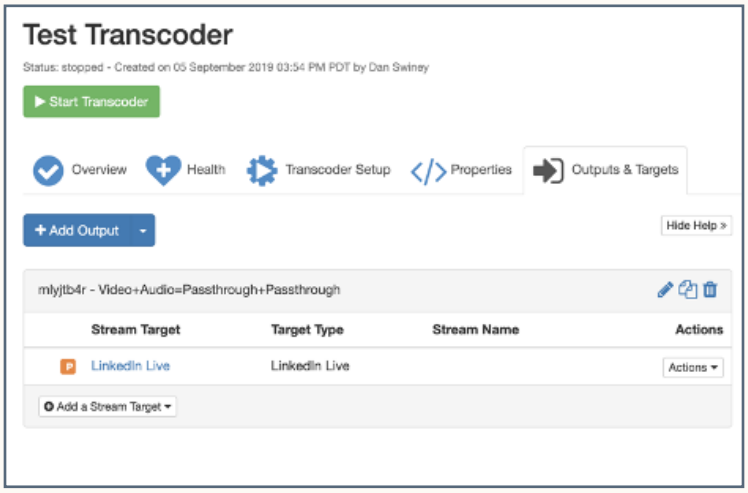

Test Transcoder
Status: stopped - Created on 05 September 2019 03:54 PM PDT by Dan Swiney
Overview
Health
Transcoder Setup
Properties
Outputs & Targets
Hide Help »
Add an Output
Stream Format*
Video+Audio
Passthrough Video*
Passthrough Audio*
Video Bitrate (Kbps)*
0
Audio Bitrate (Kbps)*
0
H.264 Profile*
Main (best for Flash)
Frame Rate Reduction*
0 (no reduction)
Aspect Ratio: 16:9 (Widescreen)
1920
1080
Keyframe Interval*
Follow Source
The number of frames between keyframes in the source video
Save
Cancel

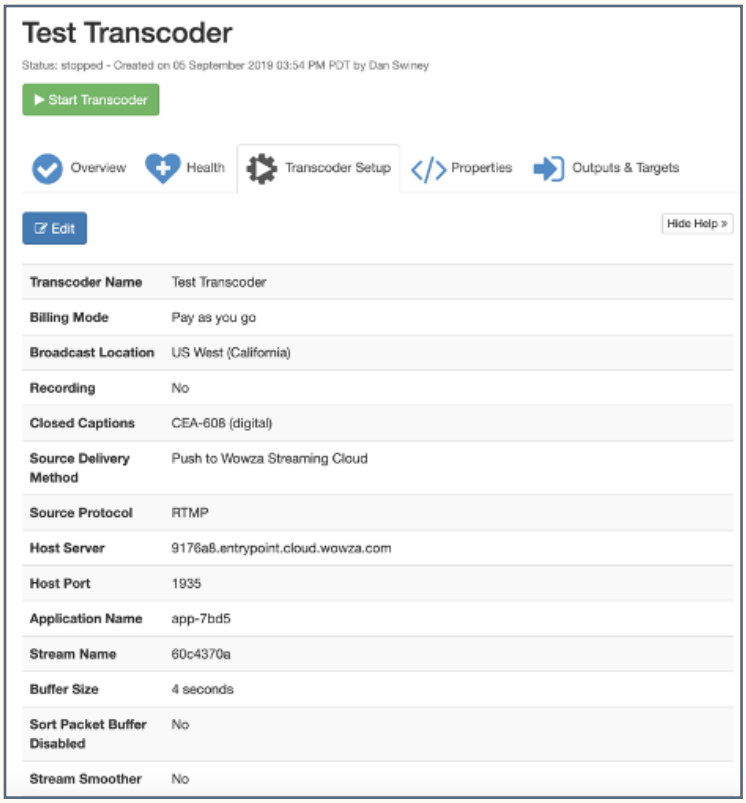

Test Transcoder
Status: stopped - Created on 05 September 2019 03:54 PM PDT by Dan Swiney
Start Transcoder
Overview
Health
Transcoder Setup
Properties
Outputs & Targets
+ Add Output
Hide Help »
mlyjtb4r - Video+Audio=Passthrough+Passthrough
There are no stream targets assigned to this output.
Add a Stream Target
Wowza CDN - HDS/HLS
Wowza CDN - HLS
Custom
Facebook Live
LinkedIn Live
Existing stream target

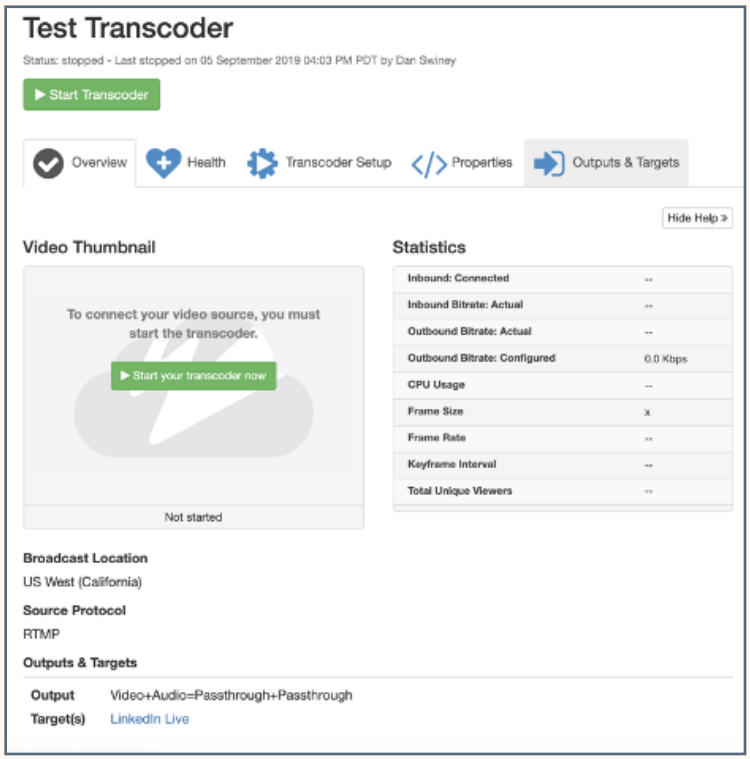
Test Transcoder
Status: stopped - Created on 05 September 2019 03:54 PM PDT by Dan Swiney
Hide Help »
Stream to LinkedIn as a:
Person
Organization
Next

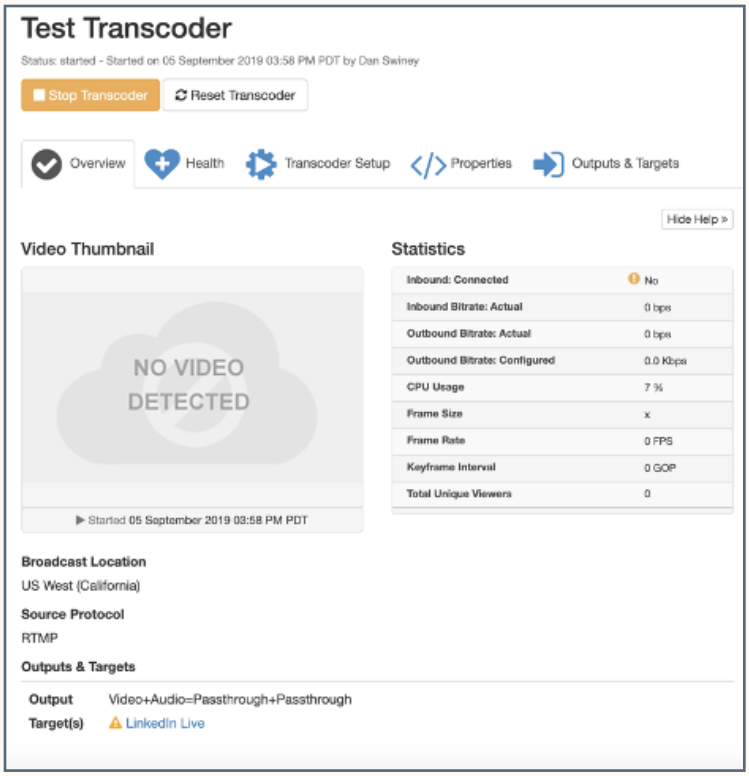

LinkedIn
Welcome Back
Don't miss your next opportunity. Sign in to stay updated on your professional world.
Email or Phone
Password
Show
Cancel
Sign in
Forgot password?
New to LinkedIn? Join now


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
Title
Copy for Test Stream
Description
Region*
West US
Cancel
Save


Test Transcoder
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
Hide Help »
mlyjtb4r - Video+Audio=Passthrough+Passthrough
Stream Target
Target Type
Stream Name
Actions
LinkedIn Live
LinkedIn Live
Actions
Add a Stream Target


Test Transcoder
Status: stopped - Created on 05 September 2019 03:54 PM PDT by Dan Swiney
Start Transcoder
Overview
Health
Transcoder Setup
Properties
Outputs & Targets
Edit
Hide Help »
Transcoder Name
Test Transcoder
Billing Mode
Pay as you go
Broadcast Location
US West (California)
Recording
No
Closed Captions
CEA-608 (digital)
Source Delivery Method
Push to Wowza Streaming Cloud
Source Protocol
RTMP
Host Server
9176a8.entrypoint.cloud.wowza.com
Host Port
1935
Application Name
app-7bd5
Stream Name
60c4370a
Buffer Size
4 seconds
Sort Packet Buffer Disabled
No
Stream Smoother
No

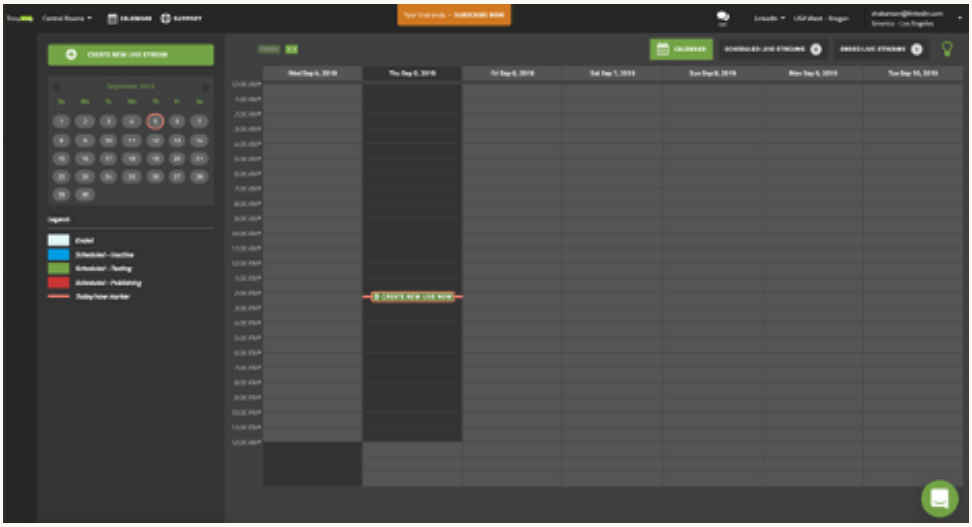

Test Transcoder
Status: stopped - Last stopped on 05 September 2019 04:03 PM PDT by Dan Swiney
Start Transcoder
Overview
Health
Transcoder Setup
Properties
Outputs & Targets
Hide Help »
Video Thumbnail
To connect your video source, you must start the transcoder.
Start your transcoder now
Not started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


Test Transcoder
Status: started - Started on 05 September 2019 03:58 PM PDT by Dan Swiney
Stop Transcoder
Reset Transcoder
Overview
Health
Transcoder Setup
Properties
Outputs & Targets
Hide Help »
Video Thumbnail
NO VIDEO DETECTED
Started 05 September 2019 03:58 PM PDT
Statistics
Inbound: Connected
No
Inbound Bitrate: Actual
0 bps
Outbound Bitrate: Actual
0 bps
Outbound Bitrate: Configured
0.0 Kbps
CPU Usage
7 %
Frame Size
x
Frame Rate
0 FPS
Keyframe Interval
0 GOP
Total Unique Viewers
0
Broadcast Location
US West (California)
Source Protocol
RTMP
Outputs & Targets
Output
Video+Audio=Passthrough+Passthrough
Target(s)
LinkedIn Live

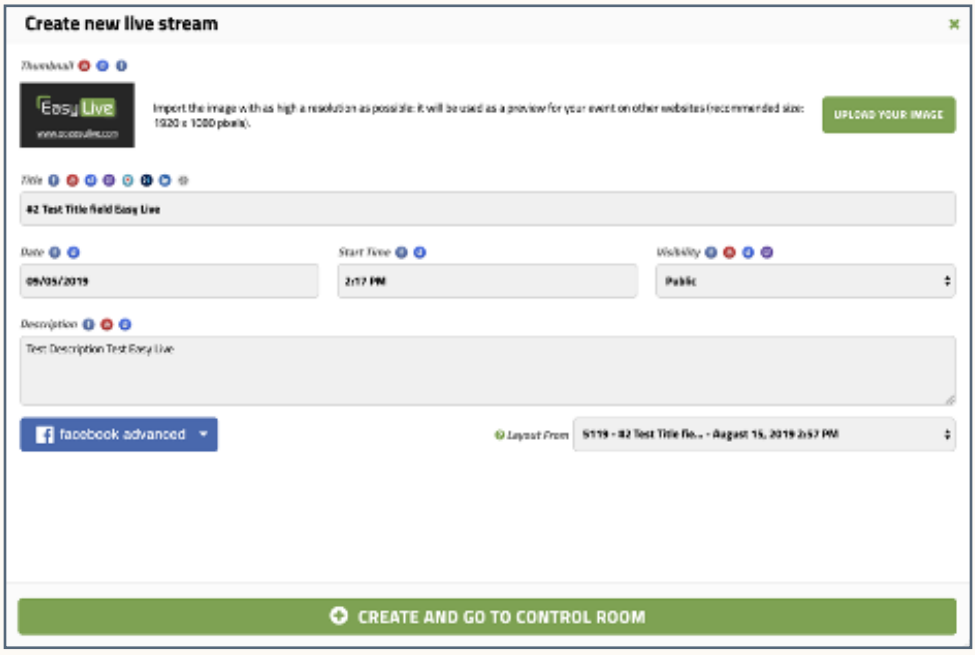
# Easy Live

See our step-by-step guide below.

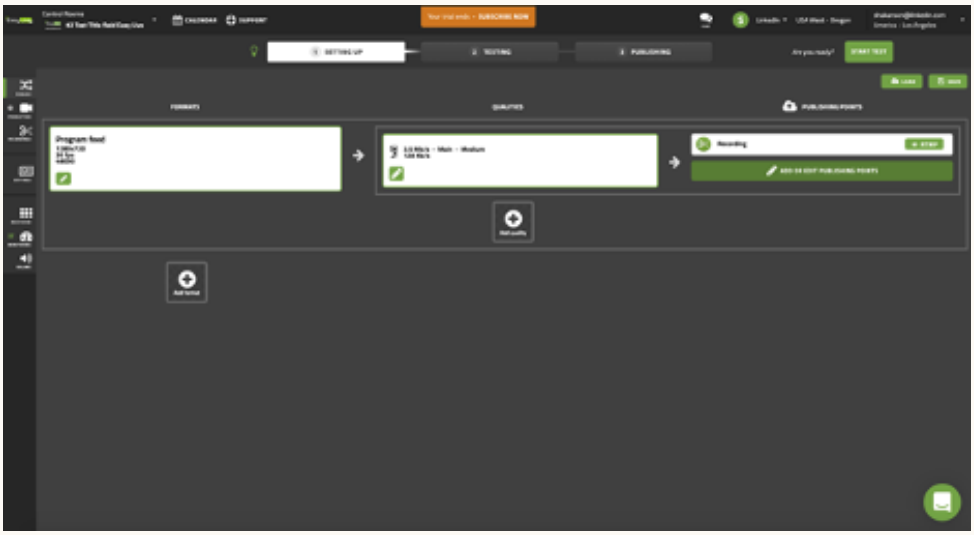
## Step 1 — Use the calendar to select a date and time and click “create a new live-stream”



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



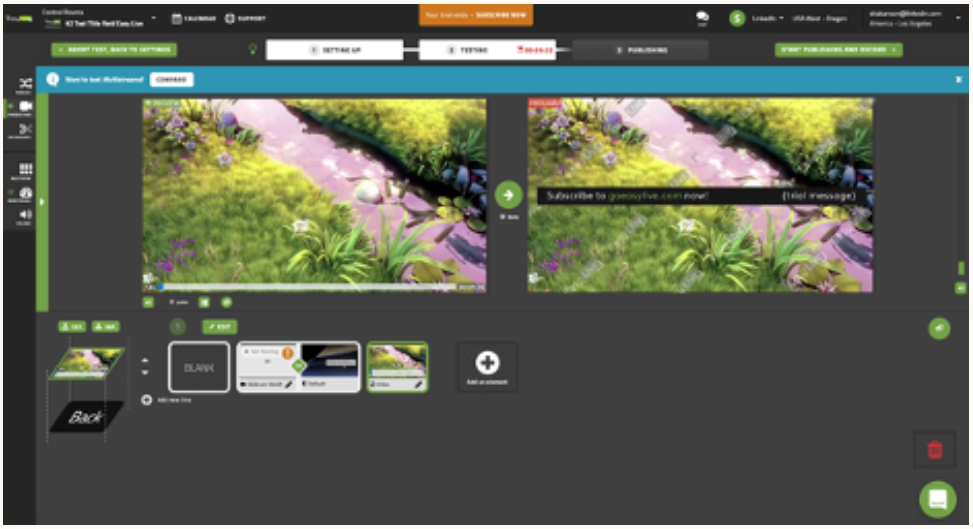
## Step 3 — Once you reach the control room view, select add or edit publishing points



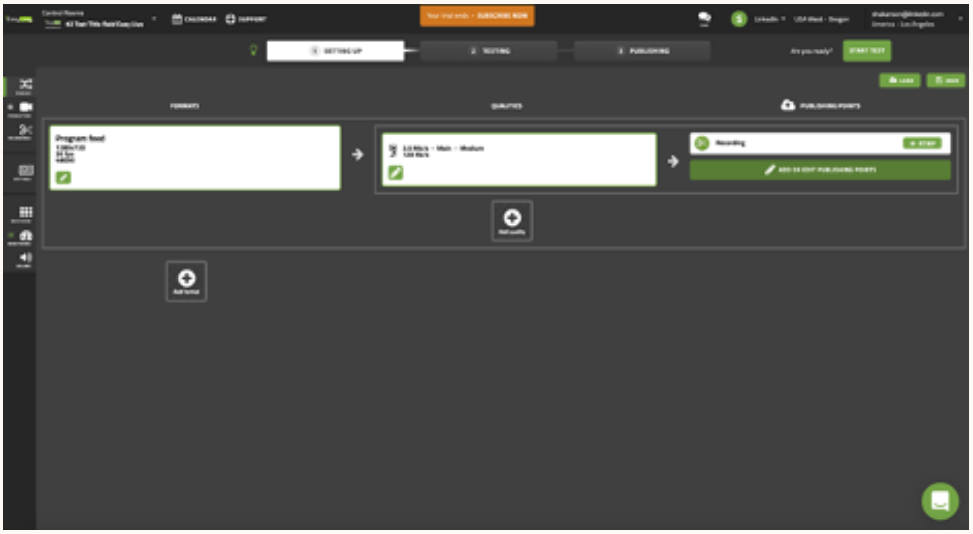
## Step 4 — Log in to your LinkedIn account and select your page or profile

## Step 5 — Add or change the post copy

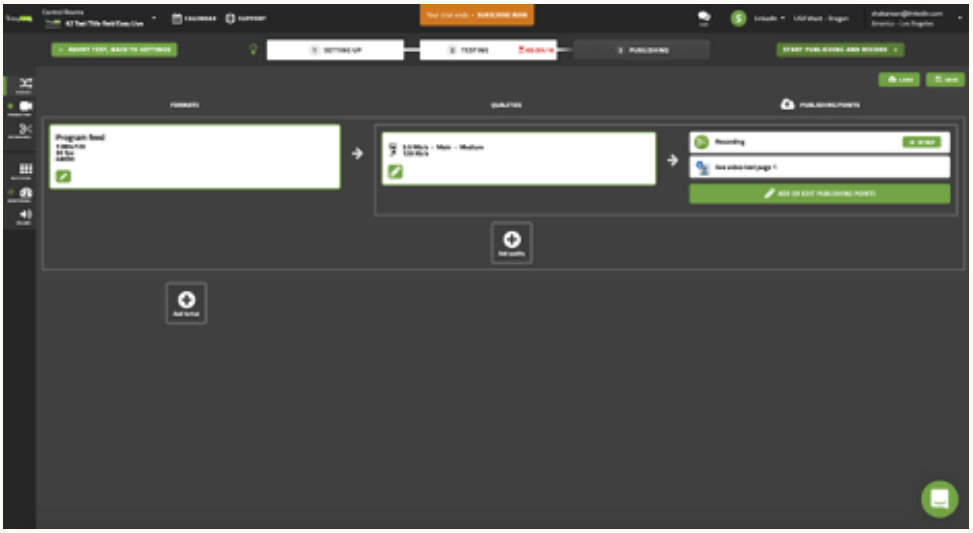
## Step 6 — Select the Production Icon to add and control video/audio production elements for your stream



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



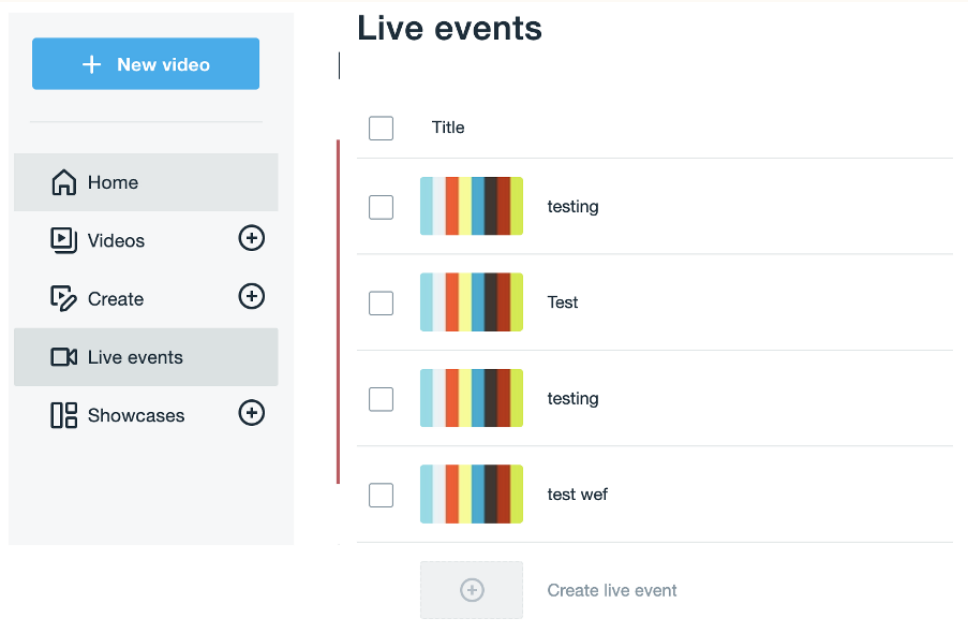
## Step 8 — Finally, click Start Publishing and Record to start streaming to LinkedIn Live



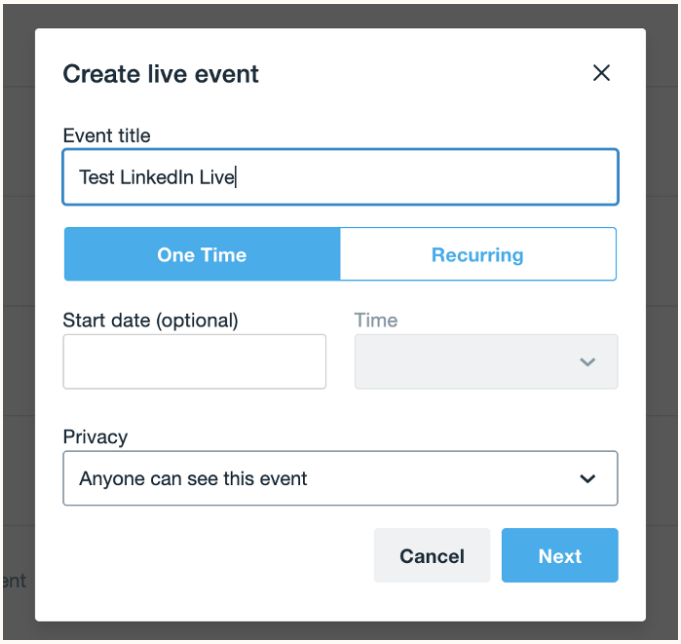
# Vimeo Live

See our step-by-step guide below.

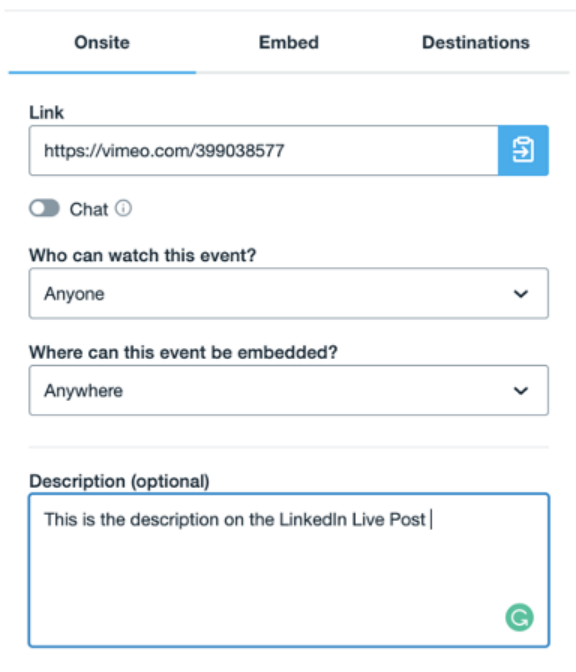
## Step 1 — Create live event in Vimeo



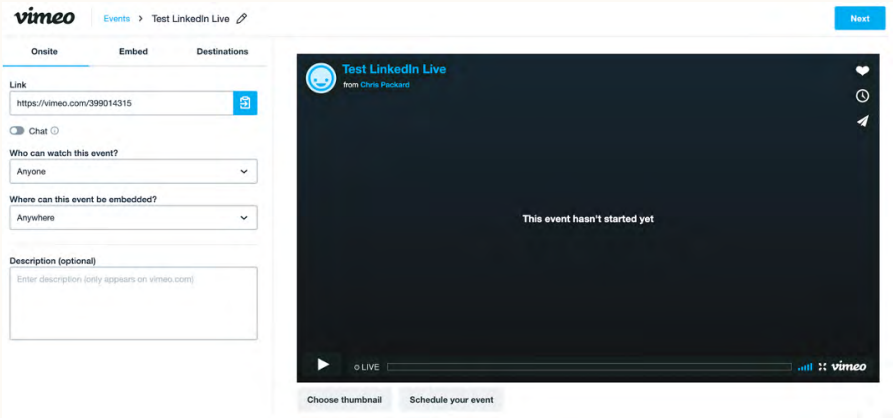

## Step 2 — Enter a live event title (note: this is the Vimeo event and not the LinkedIn Live event title). Then select Next.



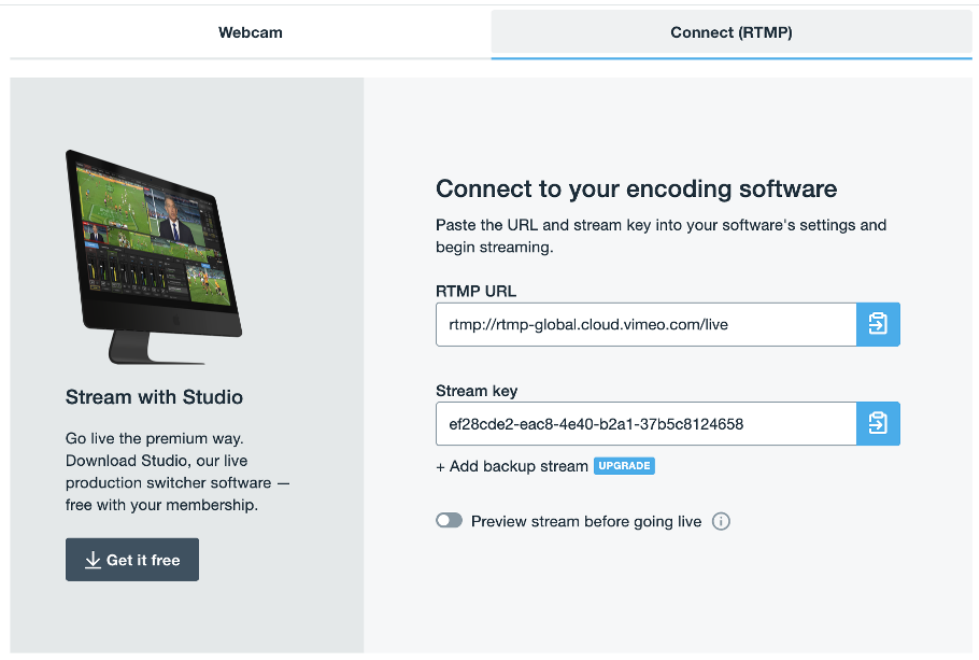
## Step 3 — Enter the title/description for the LinkedIn Live Event



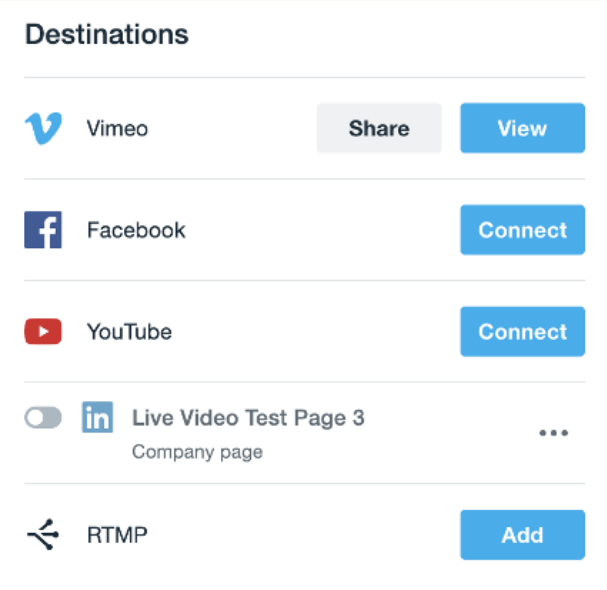

## Step 4 — Select “Next” to get RTMP Ingest URL



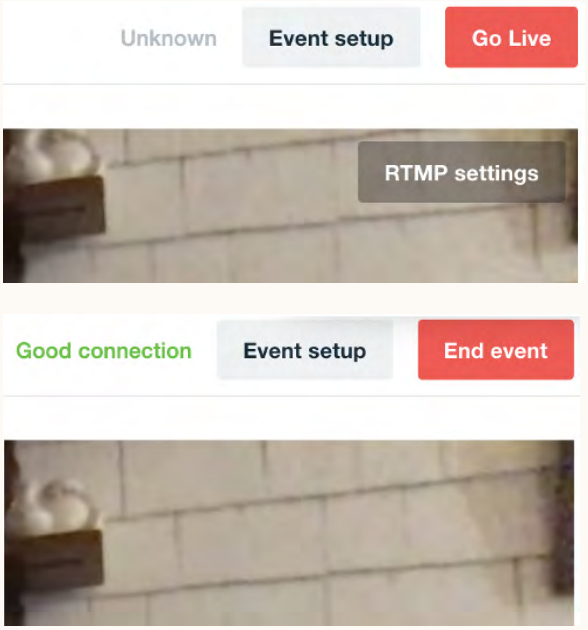
## Step 5 — Select Connect RTMP Tab, then pull RTMP URL and Stream Key for Encoder



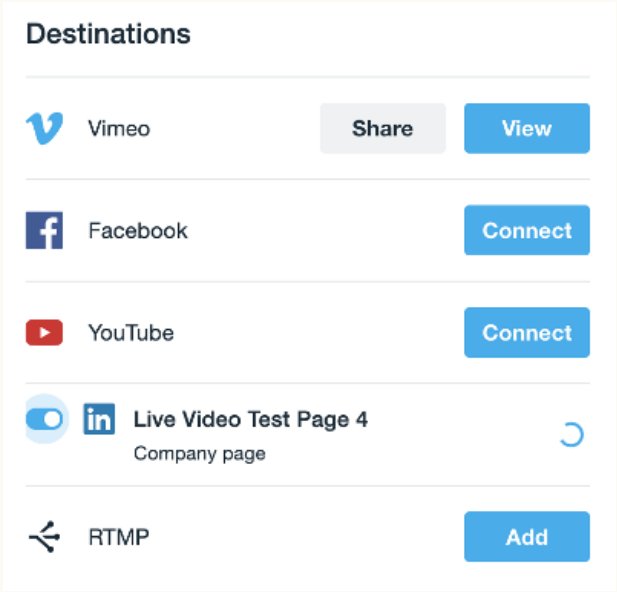

## Step 6 — Make sure Company Page toggle is set to "off"



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

LinkedIn Marketing Solutions