The Broadcast Producer’s Guide to LinkedIn Live
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):

<table>
<thead>
<tr>
<th>Aspect Ratio</th>
<th>16:9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolution</td>
<td>Up to 1080p</td>
</tr>
<tr>
<td>Frame Rate</td>
<td>Up to 30 fps</td>
</tr>
<tr>
<td>Key Frame</td>
<td>every 2 seconds (60 frames)</td>
</tr>
<tr>
<td>Bitrate</td>
<td>max 6 mbps video; max 128 kbps audio, 48 KHz sample rate</td>
</tr>
<tr>
<td>Encoding</td>
<td>H264 video, AAC audio</td>
</tr>
</tbody>
</table>

## LinkedIn Live Player (egress):

<table>
<thead>
<tr>
<th>Aspect Ratio</th>
<th>16:9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolution</td>
<td>max 720p</td>
</tr>
<tr>
<td>Frame Rate</td>
<td>max 30 fps</td>
</tr>
<tr>
<td>Key Frame</td>
<td>every 2 seconds (60 frames)</td>
</tr>
<tr>
<td>Bitrate</td>
<td>3.5 mbps</td>
</tr>
<tr>
<td>Encoding</td>
<td>H264 video, AAC audio</td>
</tr>
</tbody>
</table>
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)

- Click Allow

Select the page you want to stream to and click “Save”

Click Connect to LinkedIn again
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.

To configure your streaming settings go to Output and select Output Settings.

Under the destination drop down, select LinkedIn Live.

Click ok.
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.

Login to your LinkedIn Account

If you are streaming to a Page Select the Page you are streaming to from the Organization bar

Write your Post Copy here. Your Post must have copy in order to stream.

Finally click Create Broadcast

Now select your Ingest Region - it should be the Region that is closest to you Geographically
Once the button goes grey and say Broadcast Ready - click OK.

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.

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”**

<table>
<thead>
<tr>
<th>Channels</th>
<th>Destination Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook</td>
<td>![ YouTube ]</td>
</tr>
<tr>
<td>livestream</td>
<td>![ Periscope ]</td>
</tr>
<tr>
<td>USTREAM</td>
<td>![ WOWZA ]</td>
</tr>
<tr>
<td>twitch</td>
<td>![ EasyLive ]</td>
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<tr>
<td>LinkedIn</td>
<td>![ RTMP(S) ]</td>
</tr>
<tr>
<td>MPEG</td>
<td>![ SPUTNIK ]</td>
</tr>
</tbody>
</table>
(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”**
LinkedIn Destination - Page

Destination Name: This is the Title/Description of the Live
Profile: 1280 x 720 Widescreen (16:9)
Stream on: Livestream
Region: Rest of US

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 25 September 2016 02:54 PM PST by Dan Silverman

Overview  Health  Transcoder Setup  Properties  Outputs & Targets

Add an Output

Stream Format:
- Video + Audio
- Pass through Video
- Pass through Audio

Video Bitrate (Kbps):
0

Audio Bitrate (Kbps):
0

H.264 Profile:
- Main (best for Flash)
- Variable bitrate

Frame Rate Recursion:
0 (no recursion)

Aspect Ratio: 16:9 (Widescreen)
- 16:9
- 1:1
- 4:3

Keyframe Interval:
Follow source

The number of frames between keyframes in the source video

Save  Cancel

Test Transcoder

Status: stopped - Created on 25 September 2016 02:54 PM PST by Dan Silverman

Overview  Health  Transcoder Setup  Properties  Outputs & Targets

Add an Output

Output #: Video + Audio + Pass through + Pass through

There are no stream targets assigned to this output.

Add a Stream Target:
- YouTube, YouTube + H.264, YouTube + HLS
- Custom
- Facebook Live
- LinkedIn Live
- Existing stream target
Test Transcoder
Status: running - Started on 02 September 2019 03:38 PM PDT by Dan Duklew

Video Thumbnail
NO VIDEO DETECTED

Statistics
- Inbound Connections: 0
- Inbound Total: 0 sec
- Outbound Bits/Sec: 0 sec
- Outbound Bytes/Sec: 0 sec
- Outbound Total: 0 sec
- CPU Usage: 0%
- Frame Size: 0
- Frame Rate: 0
- Keyframes Rendered: 0
- Total Instant Views: 0

Broadcast Location
US West (California)
Source Protocol
REMP

Outputs & Targets
- Output: Video + Audio + Pass-through + Pass-through
- Target: 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”**

![Calendar interface](image1)

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

![Live-stream scheduling interface](image2)
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

- Link: https://vimeo.com/399038577
- Chat
- Who can watch this event?: Anyone
- Where can this event be embedded?: Anywhere
- Description (optional): This is the description on the LinkedIn Live 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

Connect to your encoding software
Paste the URL and stream key into your software’s settings and begin streaming.

RTMP URL
rtmp://rtmp-global.cloud.vimeo.com/live

Stream key
e0df3cde5-ead9-4f4d-82a1-37b5c0124555

+ Add backup stream

☑ Preview stream before going live

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