



# 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):

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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

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## LinkedIn Live Player (egress):

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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

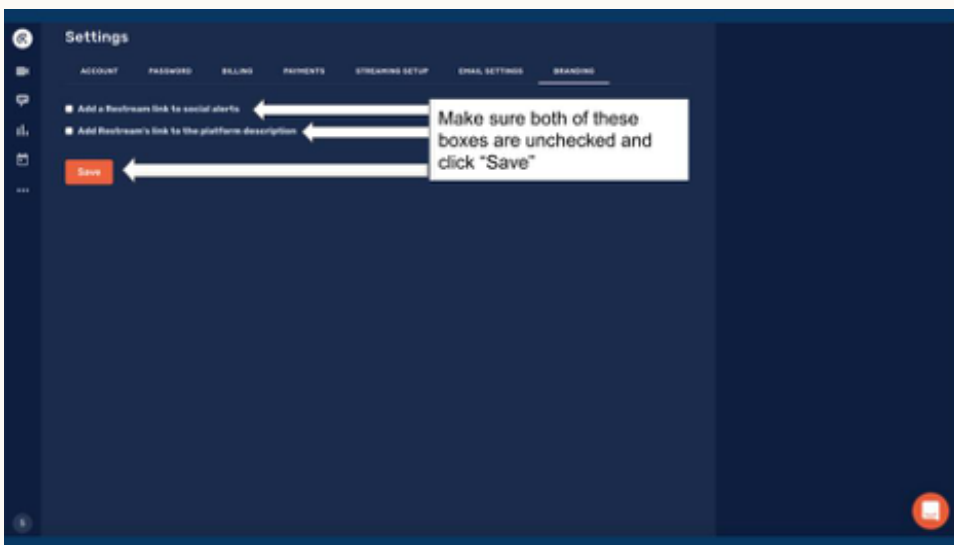
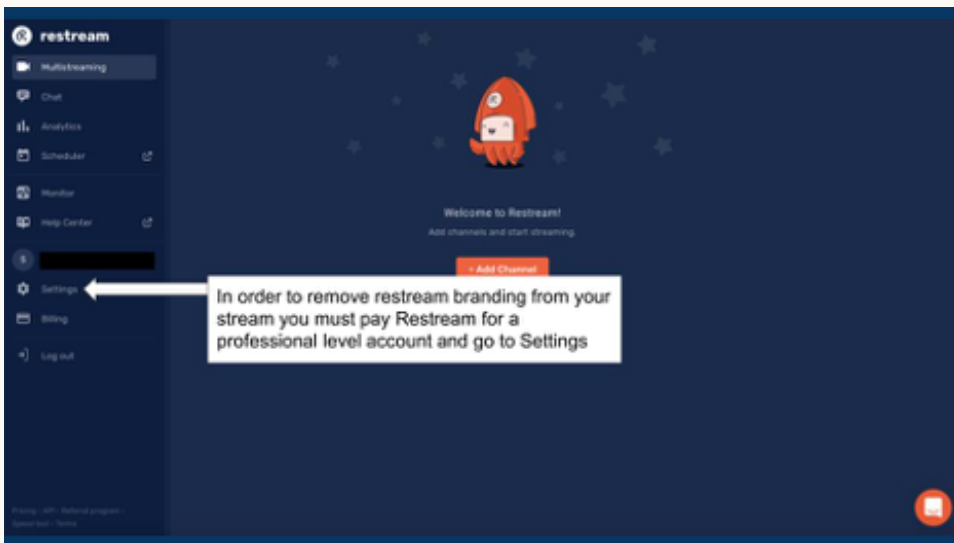
## Restream

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](#).

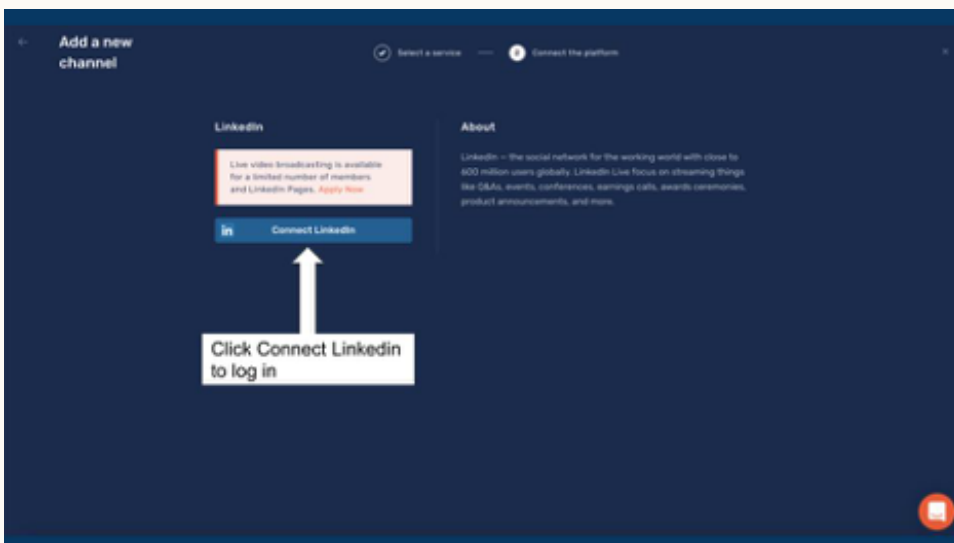
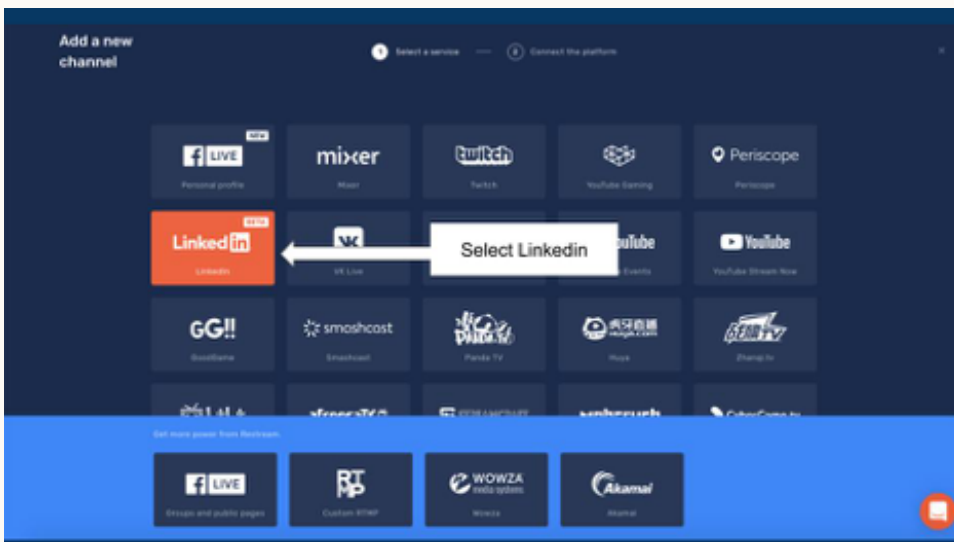
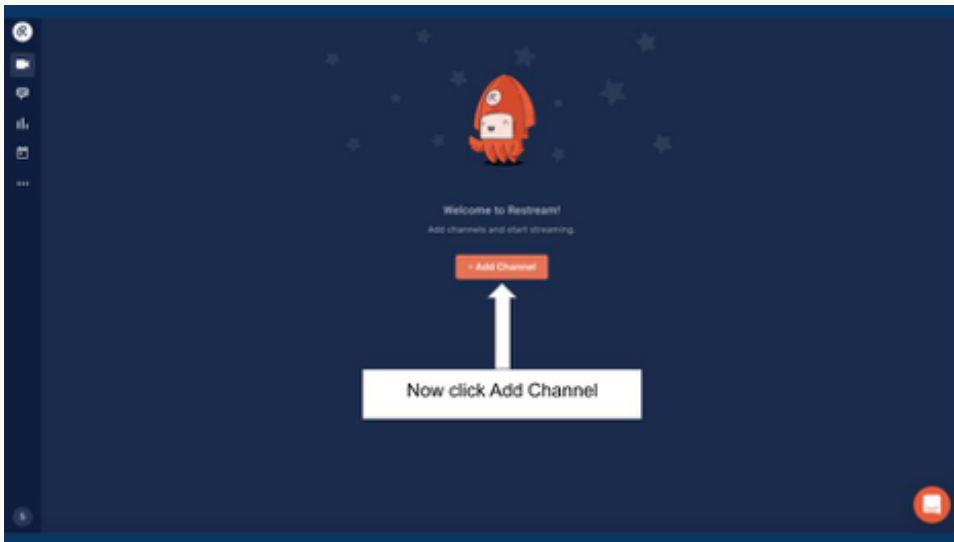
Supports Captions passthrough via 608/708

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

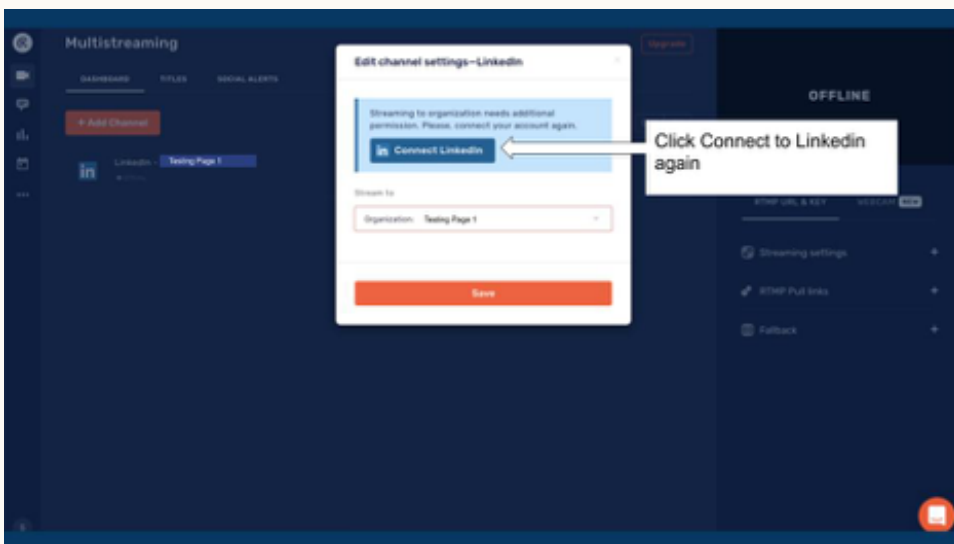
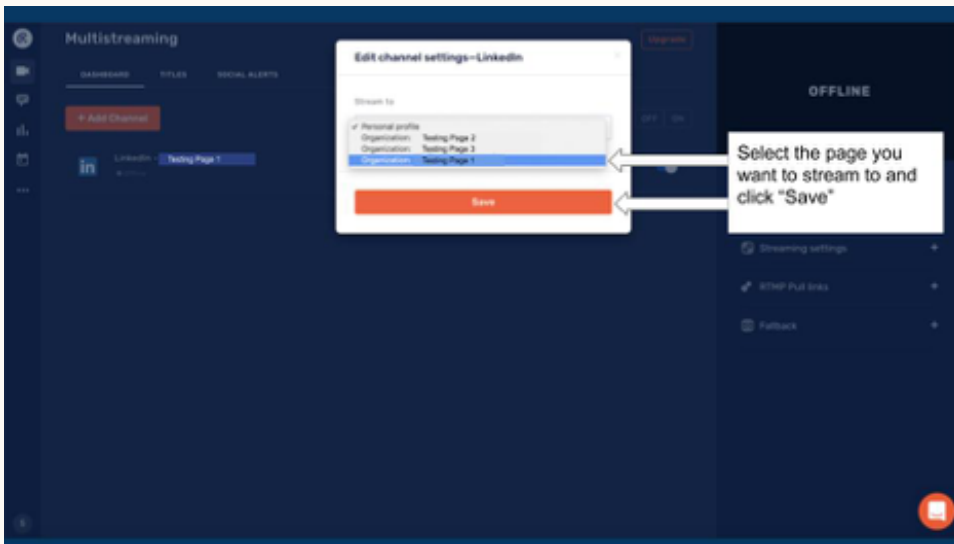
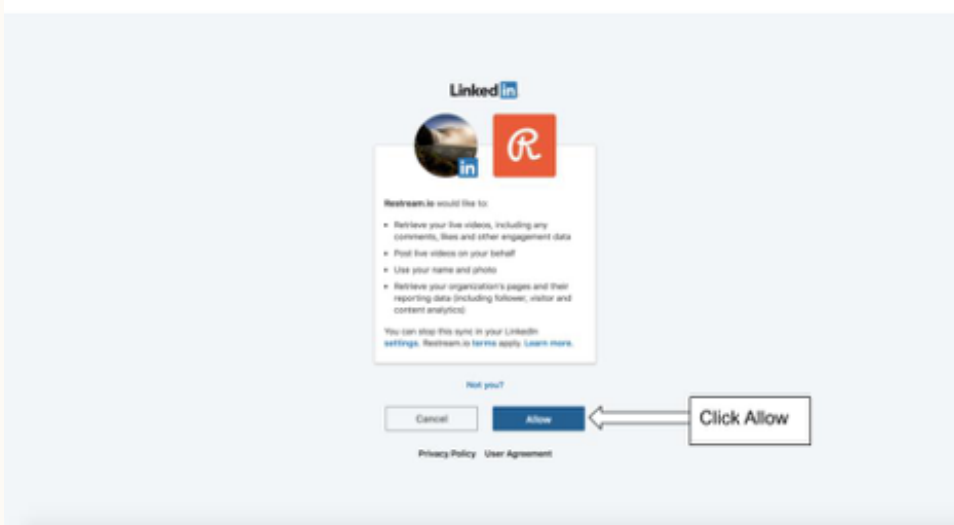




## Step 2 — Now set up your channel to connect to LinkedIn Live



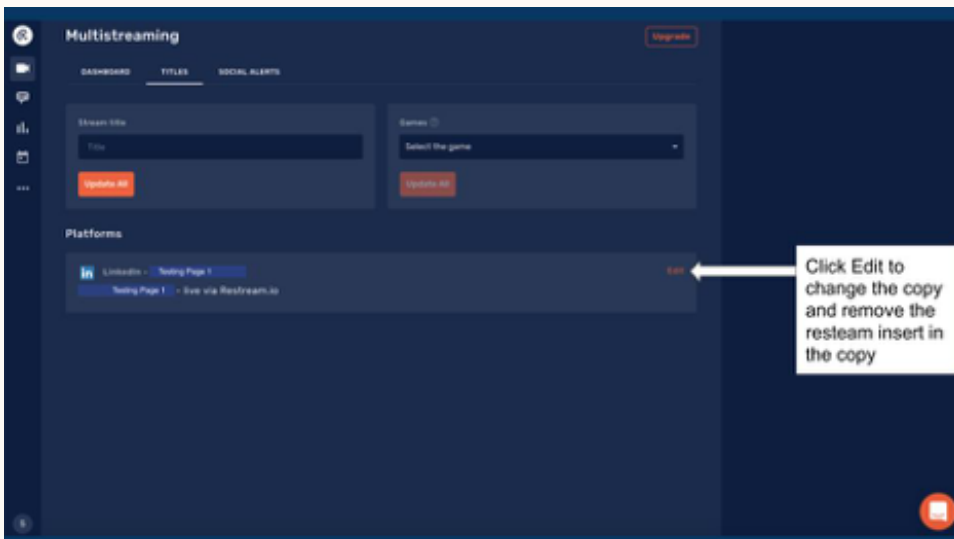
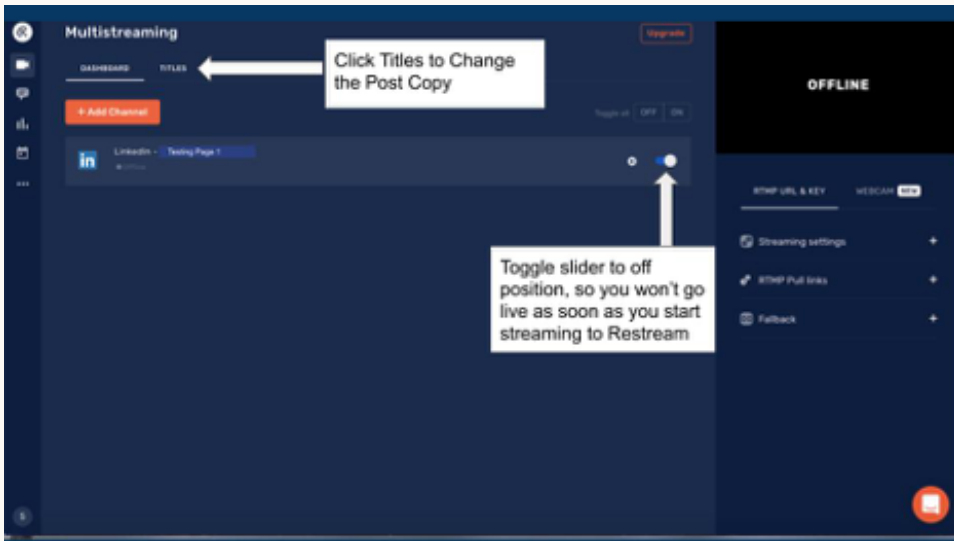
## Step 2 — Now set up your channel to connect to LinkedIn Live (continued)



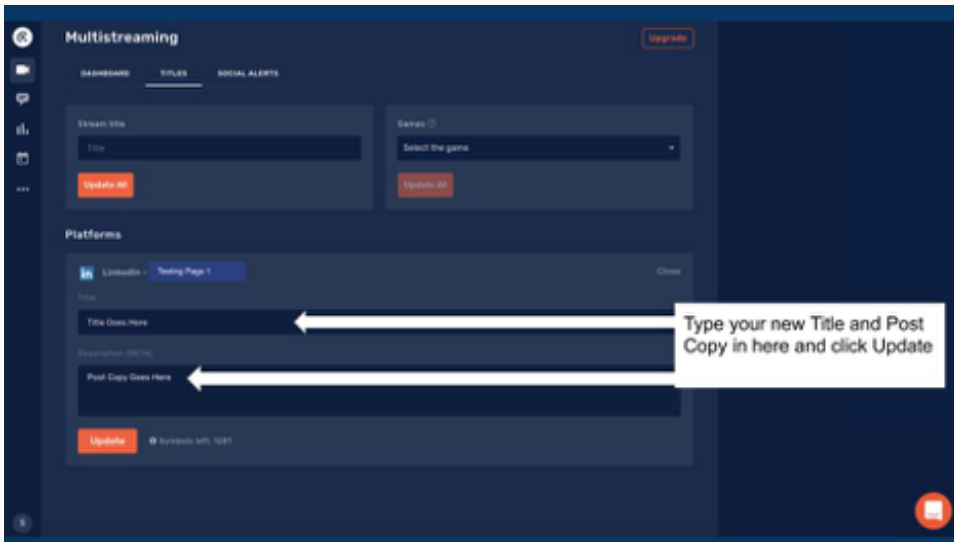
## Step 2 — Now set up your channel to connect to LinkedIn Live (continued)



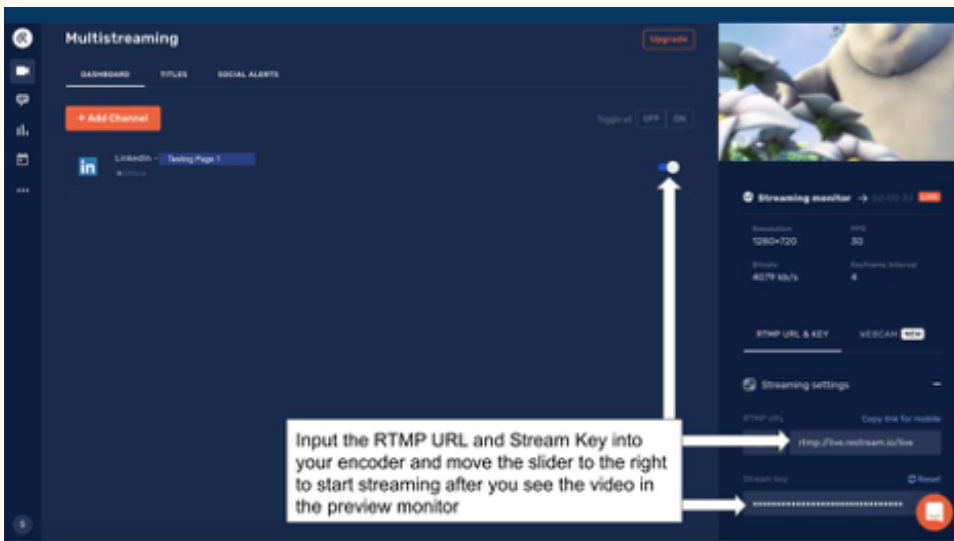
## Step 3 — Toggle off slider and change title and post copy information



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

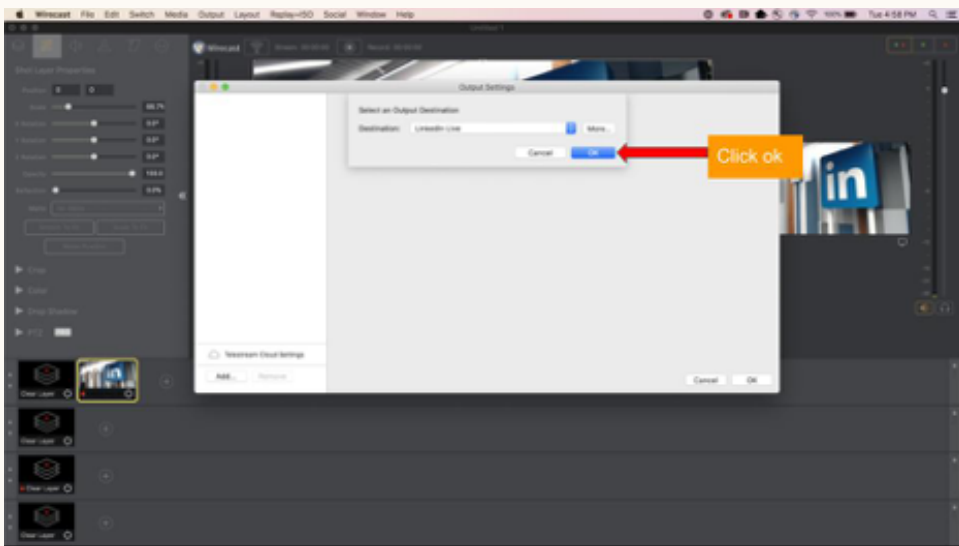
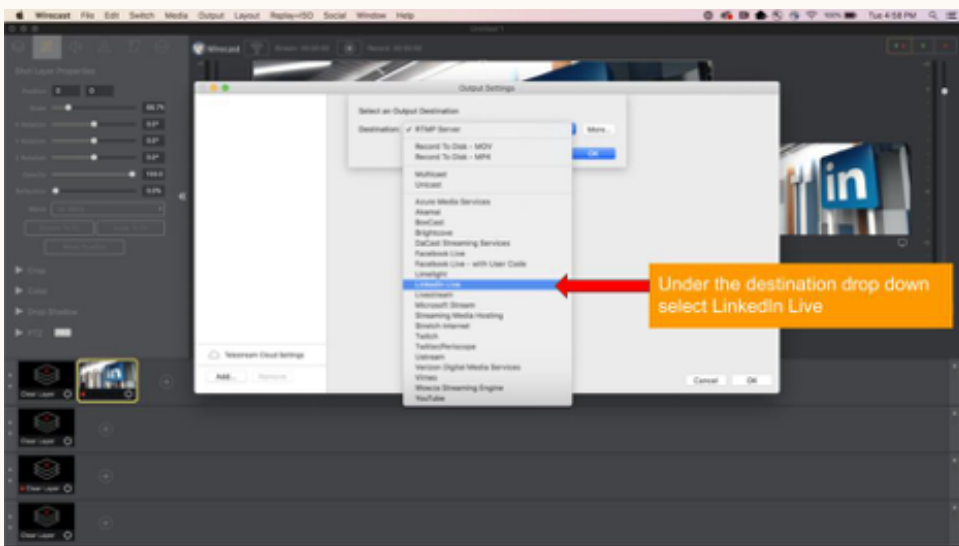


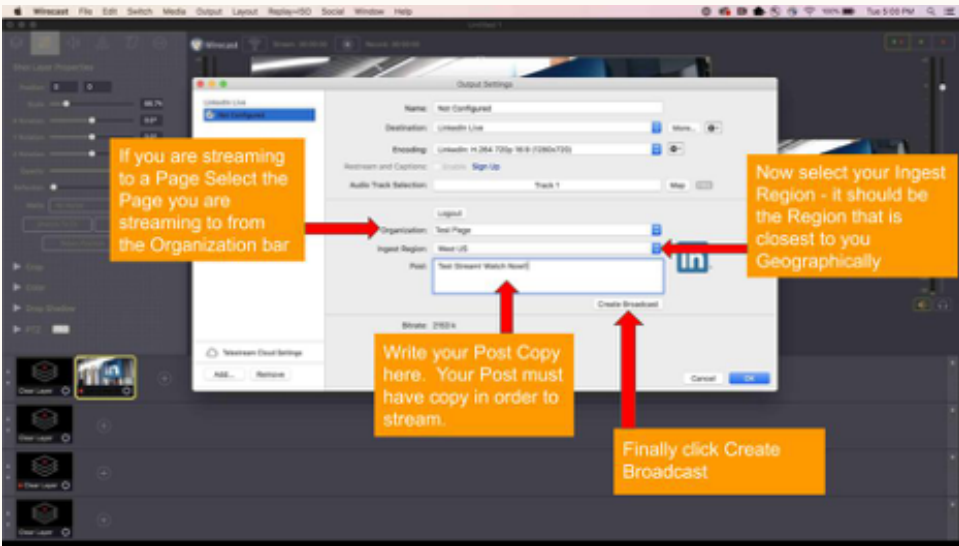
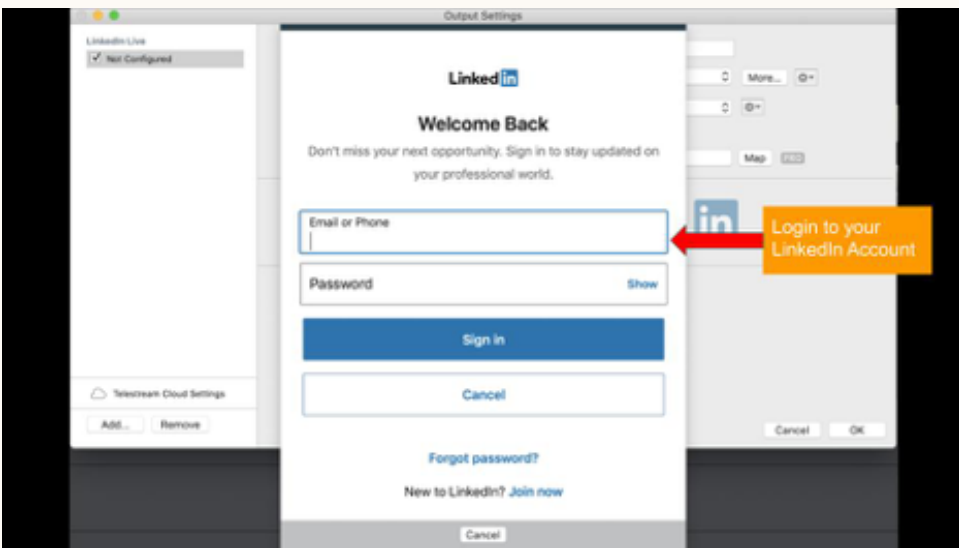
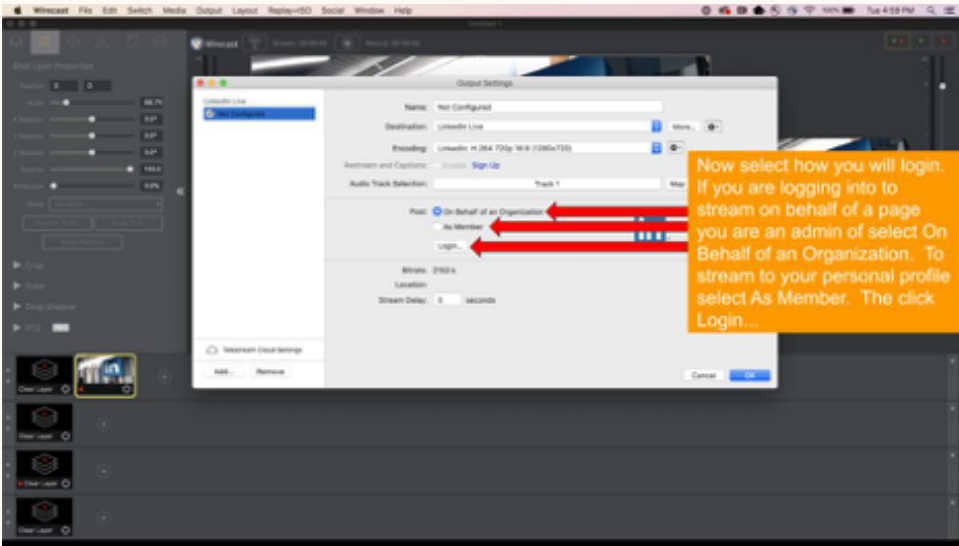
Step 4 — Grab the RTMP URL and Stream Key and input them into your encoder. Begin streaming to Restream to preview the audio and video in the preview window. Toggle the slider to the On position to begin streaming to LinkedIn Live.

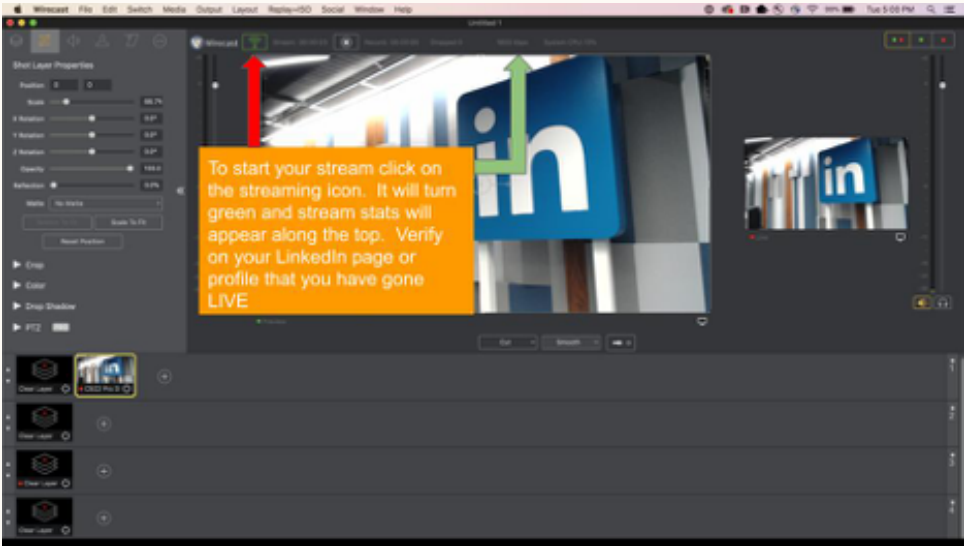
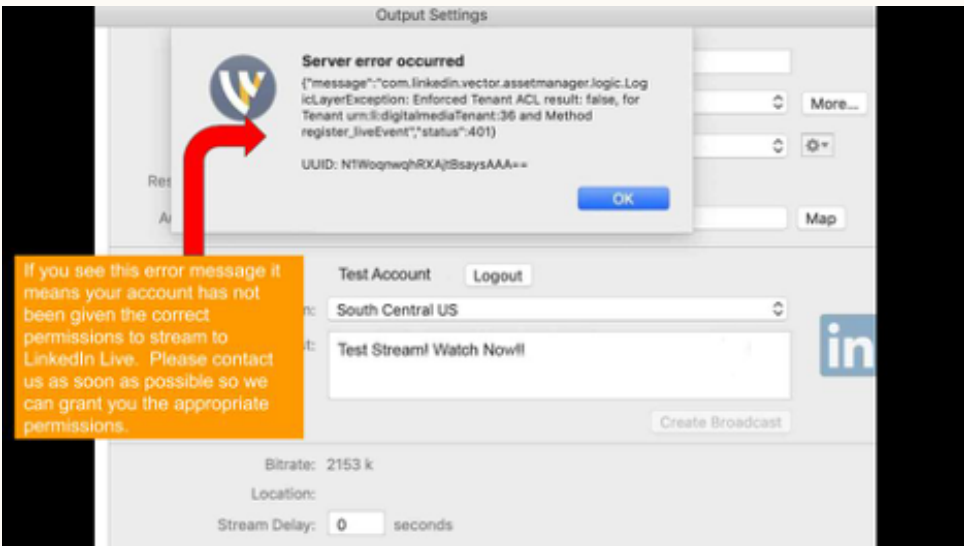
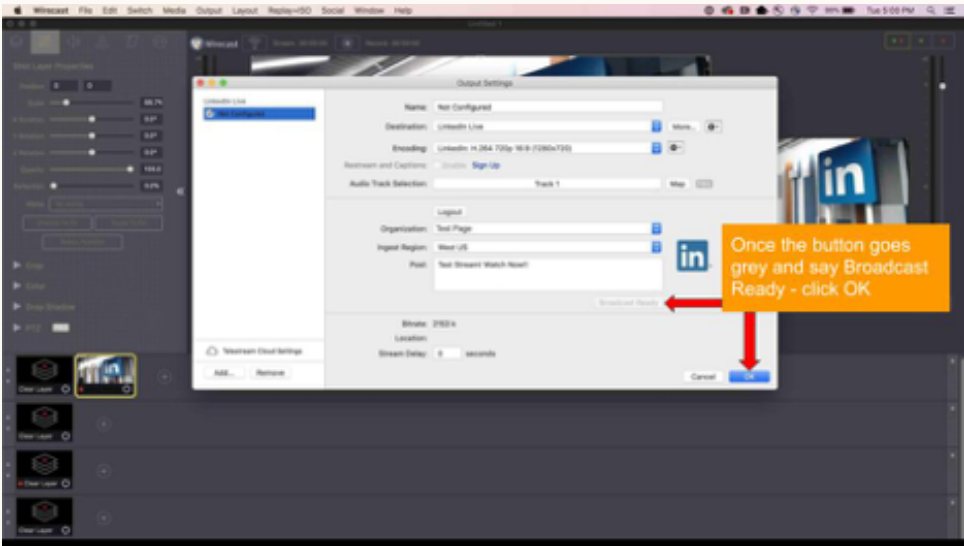


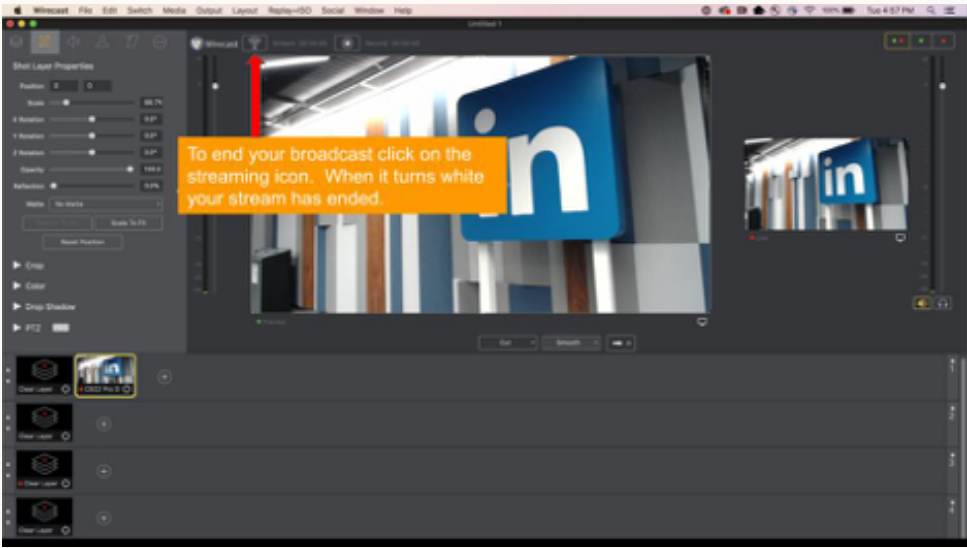
# Wirecast

See our step-by-step guide below.











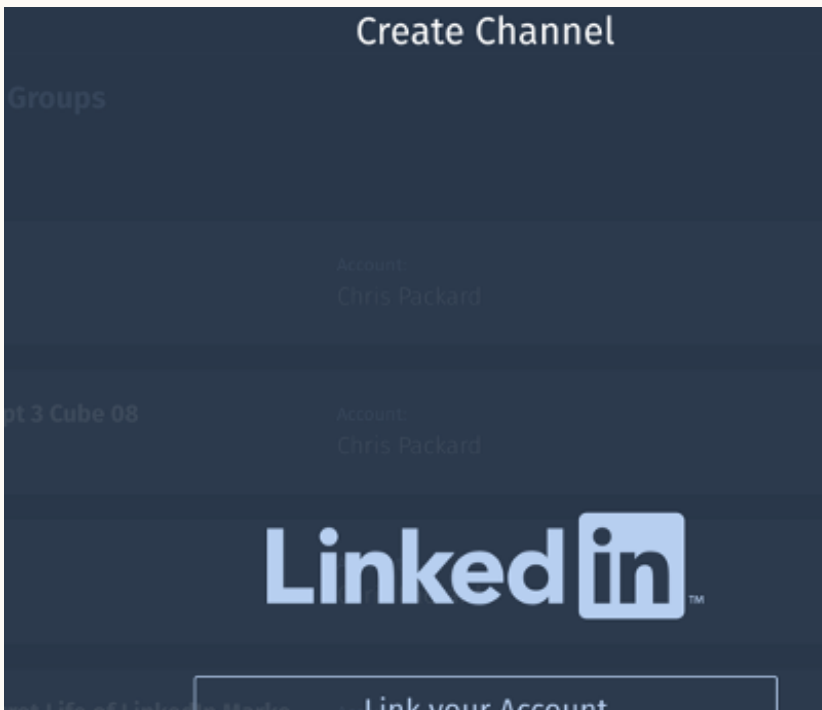
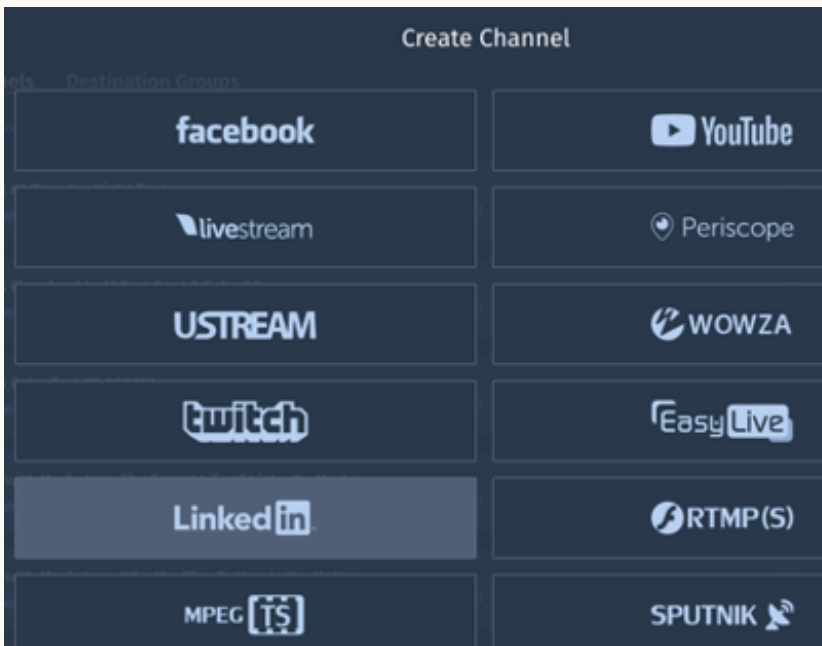
# Teradek Core

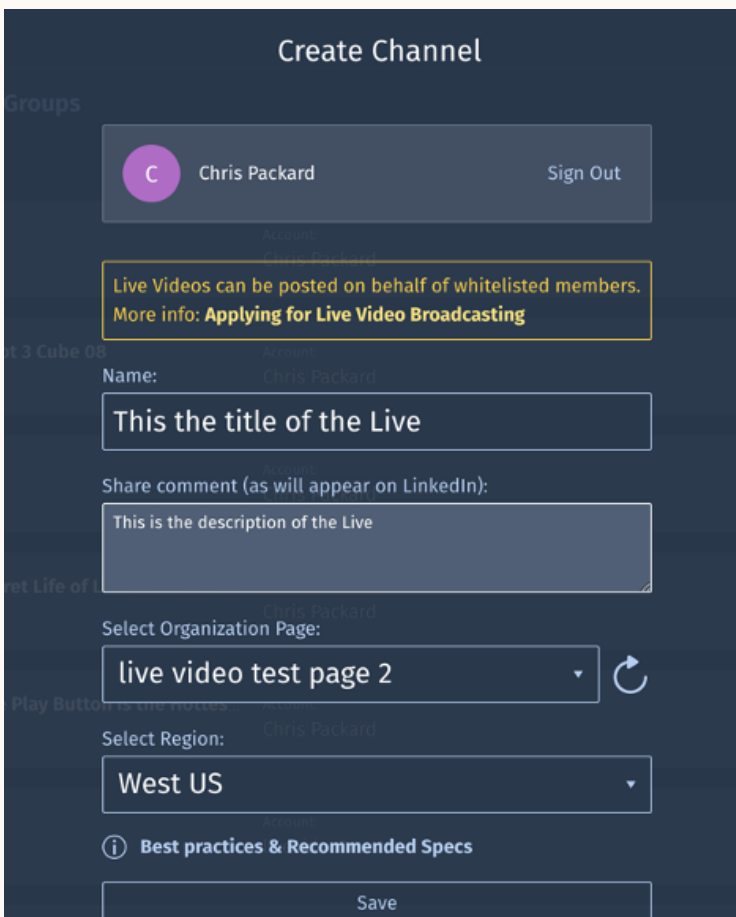
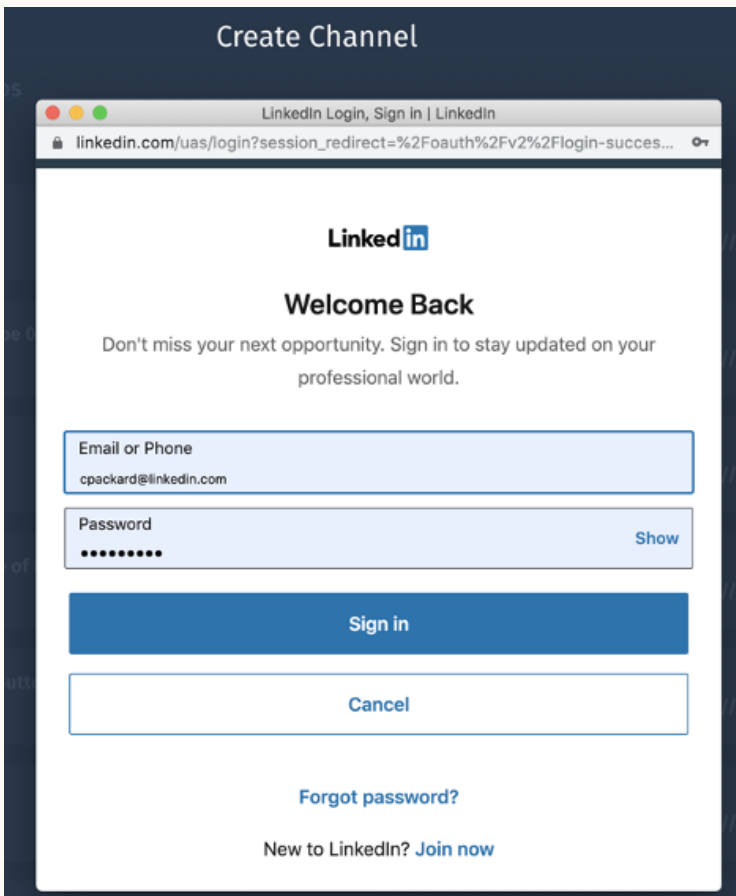
See our step-by-step guide below.

**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)

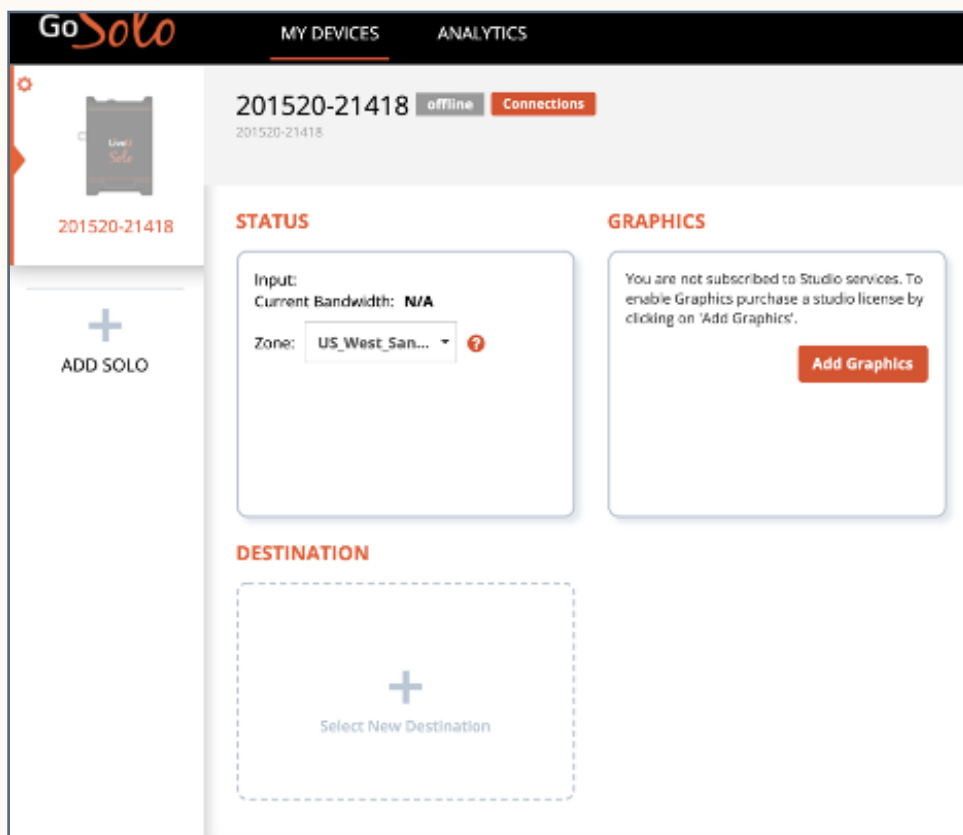
**Step 1 — Pair with Live U**

**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



Facebook

[New Post](#)

[Sign in to view Facebook destinations.](#)




YouTube


[Add Events](#) [Stream Now](#)

[Sign in to view YouTube destinations.](#)


The dashboard events are created directly from YouTube Dashboard. You can stream on the event by accessing the Edit option. The events having profile bitrate 1440p or 2160p won't get listed above.




Boxcast




Easy Live




LinkedIn






Mixer



Periscope and Twitter



Restream.io

GoSolo LiveU MY DEVICES ANALYTICS   


## LinkedIn Destination - Page [Stream on Profile](#) [Back](#)

Destination Name

Profile

Stream on

Region

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

### Add Transcoder: Transcoder Setup

\* = Required field Hide Help >

**What is the name of your transcoder?\***

**Broadcast Location\***

**Do you want to record this transcoder?**

Yes, record this transcoder

**Closed Captions**

**Source Protocol\***

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**

If your video source appends an extension to the outbound stream name, enter it here.

**What buffer size do you want to use?\***

### 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:**

 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

### 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)\*  Audio Bitrate (Kbps)\*

H.264 Profile\*  
Main (best for Flash)

Frame Rate Reduction\*  
0 (no reduction)

Aspect Ratio: 16:9 (Widescreen)  
 x  [\[icon\]](#)

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 >](#)

mijytb4r - Video+Audio+Passthrough+Passthrough [\[edit\]](#) [\[copy\]](#) [\[trash\]](#)

⚠ 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

Stream to LinkedIn as a:

[Hide Help >](#)

- Person  
 Organization

Next



## 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

## Add a LinkedIn Live target

[Hide Help >](#)

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 >](#)

<b>Transcoder Name</b>	Test Transcoder
<b>Billing Mode</b>	Pay as you go
<b>Broadcast Location</b>	US West (California)
<b>Recording</b>	No
<b>Closed Captions</b>	CEA-608 (digital)
<b>Source Delivery Method</b>	Push to Wowza Streaming Cloud
<b>Source Protocol</b>	RTMP
<b>Host Server</b>	9176a8.entrypoint.cloud.wowza.com
<b>Host Port</b>	1935
<b>Application Name</b>	app-7bd5
<b>Stream Name</b>	60c4370a
<b>Buffer Size</b>	4 seconds
<b>Sort Packet Buffer Disabled</b>	No
<b>Stream Smoother</b>	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

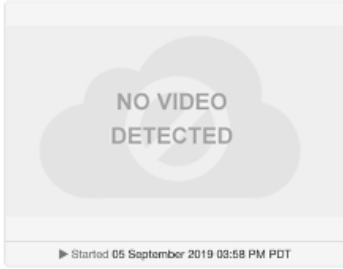
Transcoder Setup

Properties

Outputs & Targets

Hide Help >

## Video Thumbnail



## 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

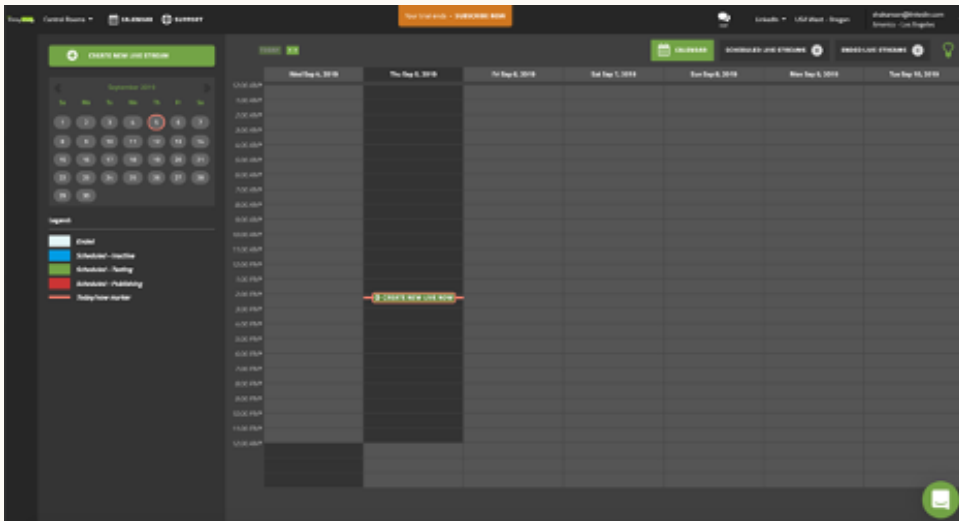
Output Video+Audio=Passthrough+Passthrough

Target(s) LinkedIn Live

# Easy Live

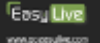
See our step-by-step guide below.

## 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

### Create new live stream

Thumbnail  Upload your image (1920 x 1080 pixels)

Title: #2 Test Title Field Easy Live

Date: 08/08/2019 Start Time: 2:17 PM Visibility: Public

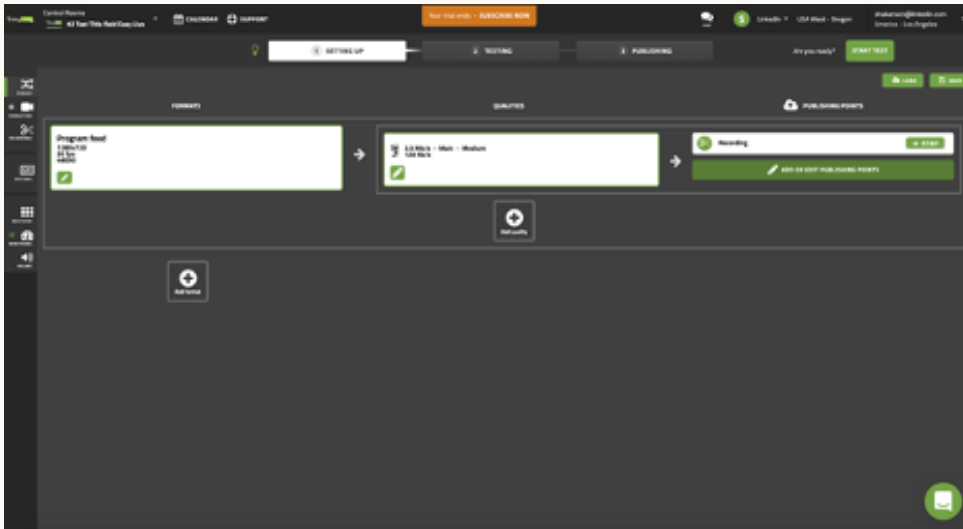
Description: Test Description Text Easy Live

Layout From: 5119 - #2 Test Title Field - August 15, 2019 2:57 PM

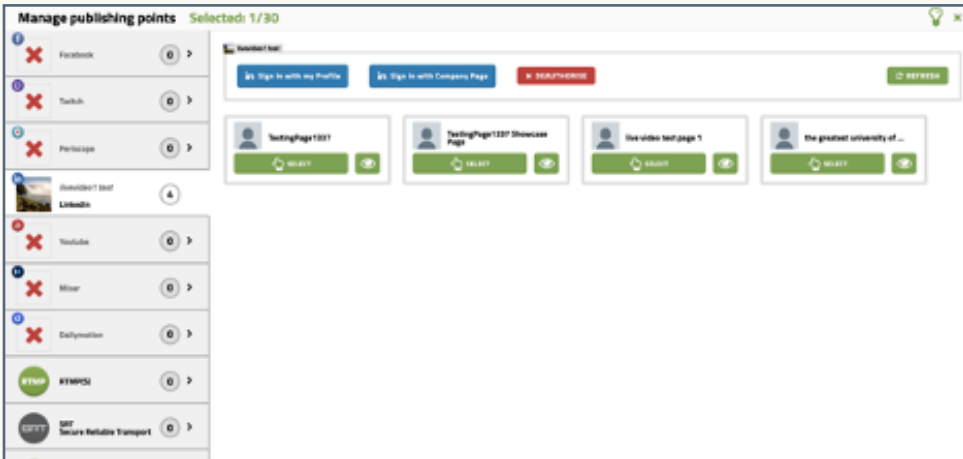
facebook advanced

**CREATE AND GO TO CONTROL ROOM**

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



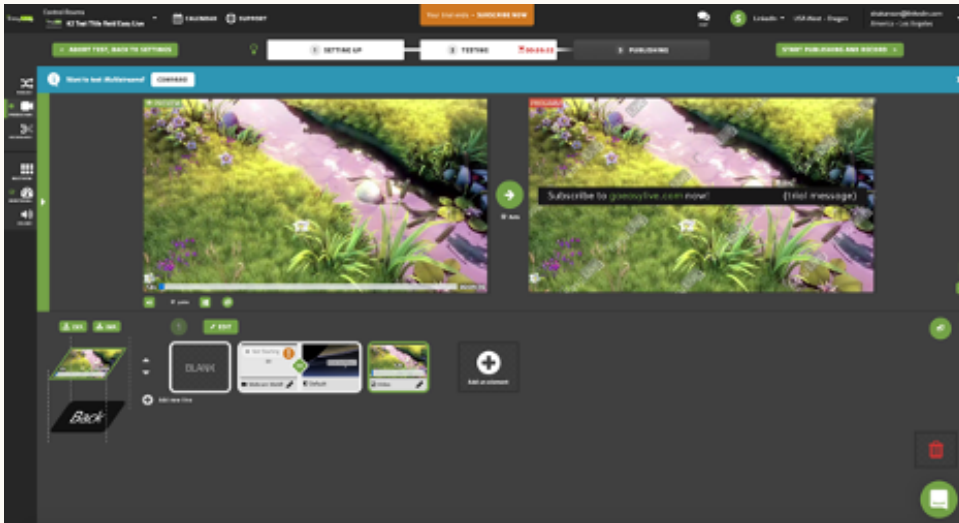
### Step 4 — Log in to your LinkedIn account and select your page or profile



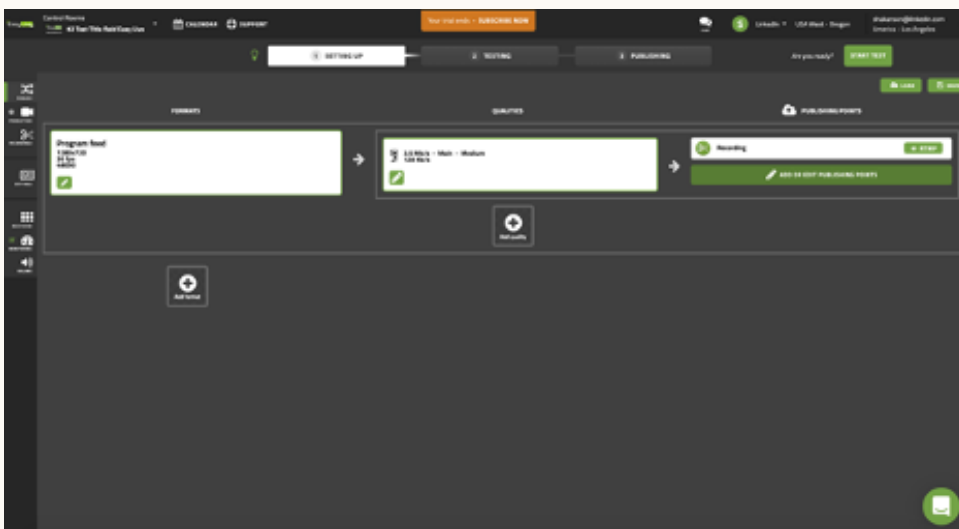
### Step 5 — Add or change the post copy



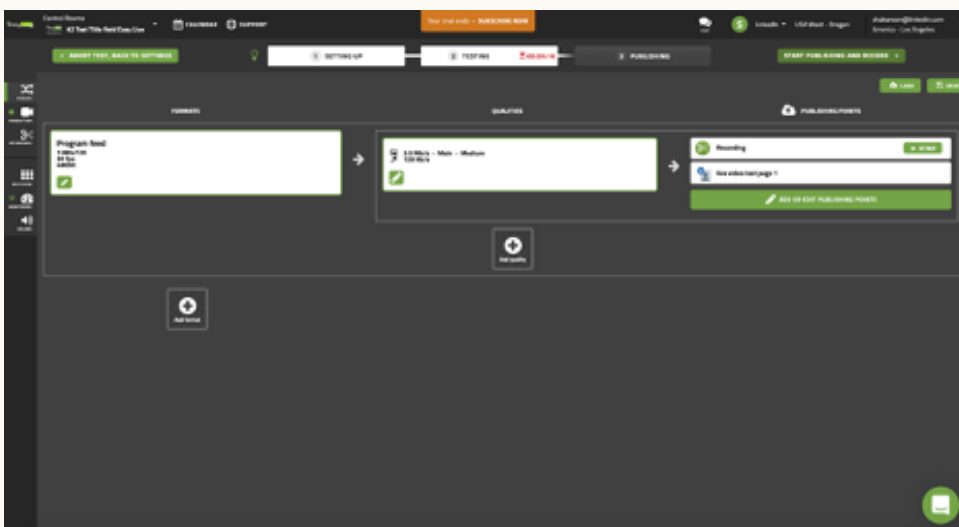
Step 6 — Select the Production Icon to add and control video/audio production elements for your stream



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



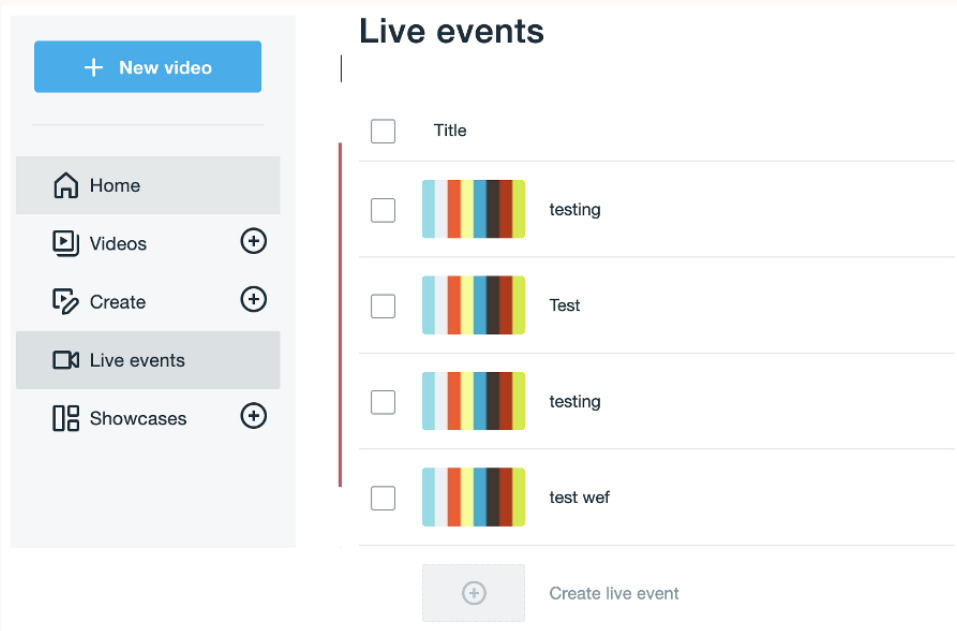
Step 8 — Finally, click Start Publishing and Record to start streaming to LinkedIn Live



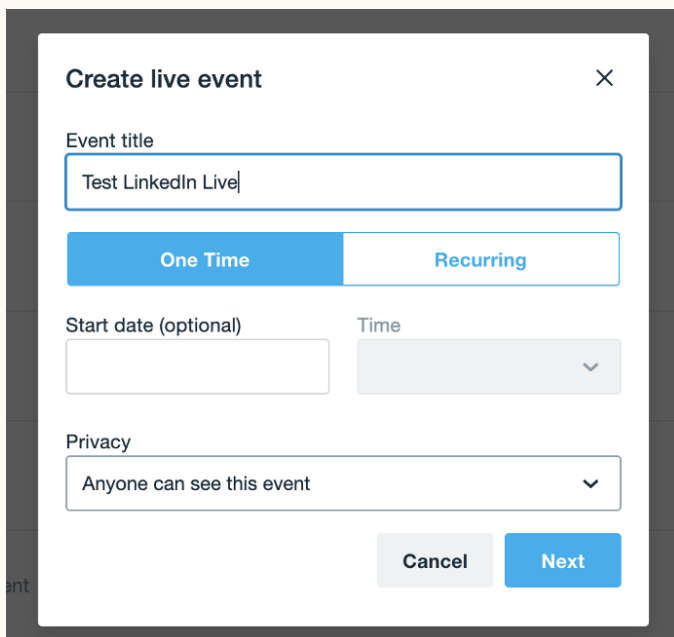
# Vimeo Live

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.**



The 'Create live event' dialog box is shown with the following fields and options:

- Event title:** A text input field containing 'Test LinkedIn Live'.
- Frequency:** Two buttons, 'One Time' (selected) and 'Recurring'.
- Start date (optional):** An empty text input field.
- Time:** A dropdown menu with a downward arrow.
- Privacy:** A dropdown menu with the selected option 'Anyone can see this event'.
- Buttons:** 'Cancel' and 'Next' buttons at the bottom right.

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

Onsite Embed Destinations

Link

Chat ⓘ

Who can watch this event?

Where can this event be embedded?

Description (optional)

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

vimeo Events > Test LinkedIn Live [Next](#)

Onsite Embed Destinations

Link

Chat ⓘ

Who can watch this event?

Where can this event be embedded?

Description (optional)  
Enter description (only appears on vimeo.com)

Test LinkedIn Live  
from Chris Packard

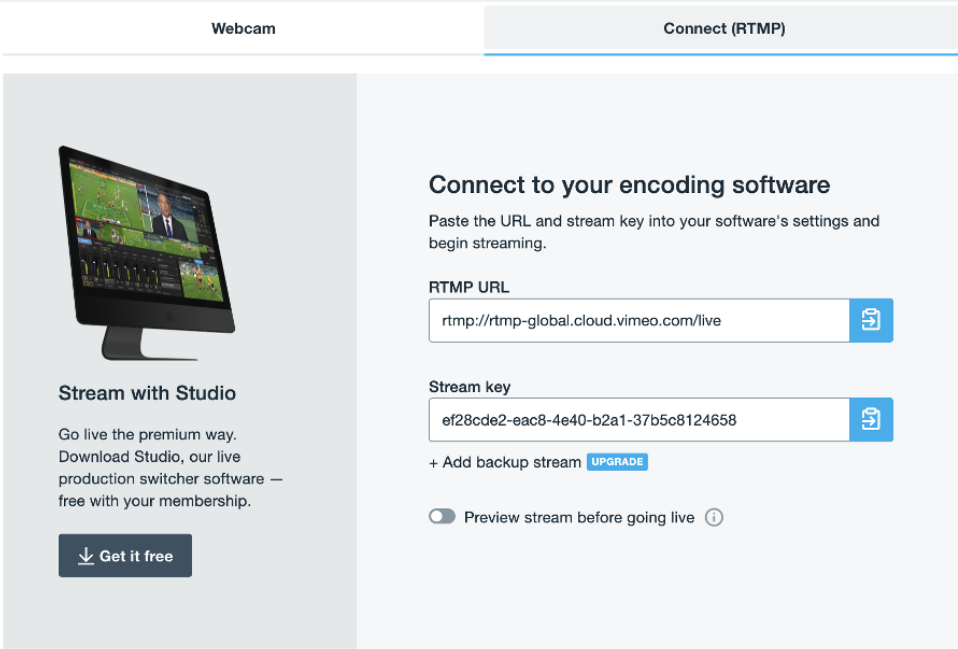
This event hasn't started yet

0 LIVE   :: vimeo

Choose thumbnail Schedule your event

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

Webcam **Connect (RTMP)**



**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**

ef28cde2-eac8-4e40-b2a1-37b5c8124658

+ Add backup stream **UPGRADE**

Preview stream before going live ⓘ






**Stream with Studio**

Go live the premium way. Download Studio, our live production switcher software — free with your membership.

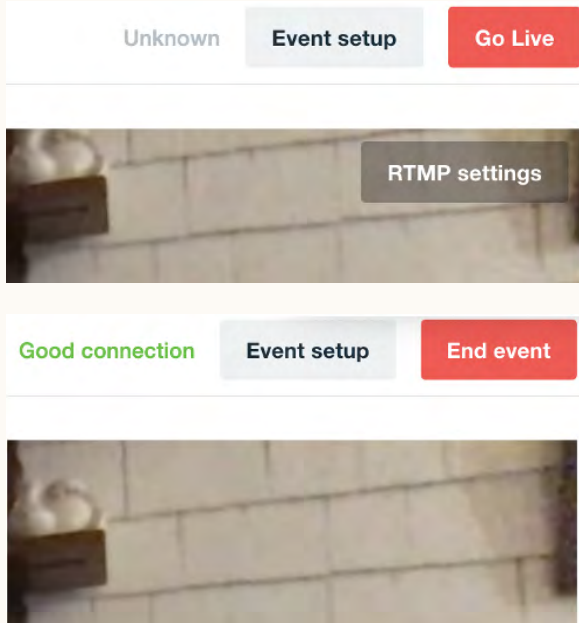
↓ Get it free

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

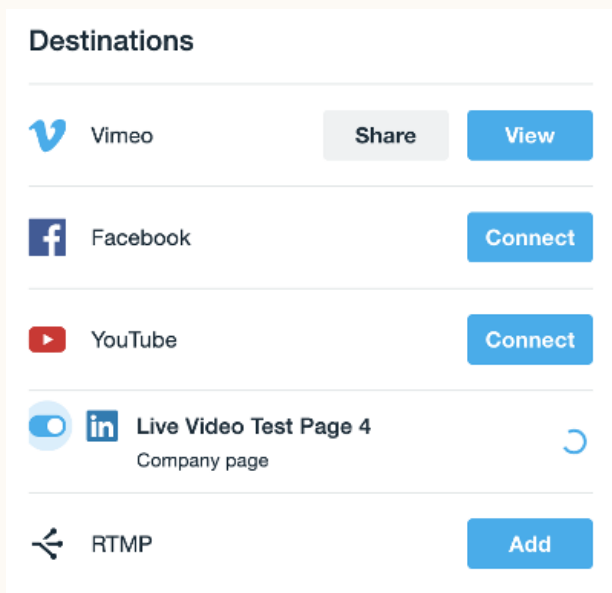
### Destinations

-  Vimeo
-  Facebook
-  YouTube
-  Live Video Test Page 3  
Company page
-  RTMP

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