



With 14
best-in-class
content
examples

LinkedIn Live

Best Practices Guide

LinkedIn Marketing Solutions

Welcome to LinkedIn Live

Hi there! We're so excited that you're interested in producing live video content on LinkedIn. We created this guide to help you get started quickly and inspire you with examples of organizations that are already seeing strong engagement with LinkedIn Live.



“ ”

Live video feels bold. Very few things seem to be live, so it shows that you're confident and willing to take risks.



Sarah Staley

Head of Employer Brand, Realtor.com

Through its unfiltered nature, live video presents a unique and exciting opportunity to create authenticity, give exclusive access to a private event, celebrate a moment or establish a brand as bold and innovative. Powerful for both corporate marketers and talent brand marketers, we believe this is the ultimate channel to drive deep engagement with your followers on LinkedIn.

In this guide:

1 Why live video?

3 Content ideas

5 Best practices

2 Getting started

4 Examples

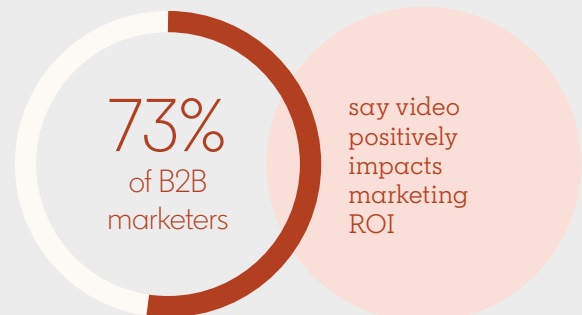
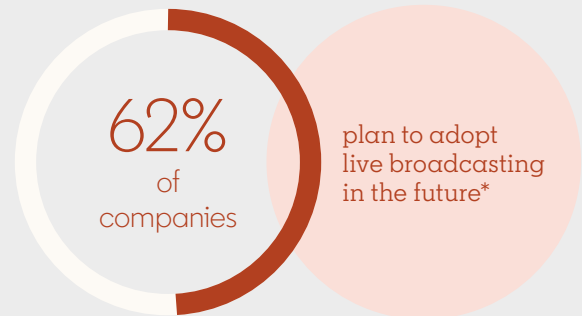
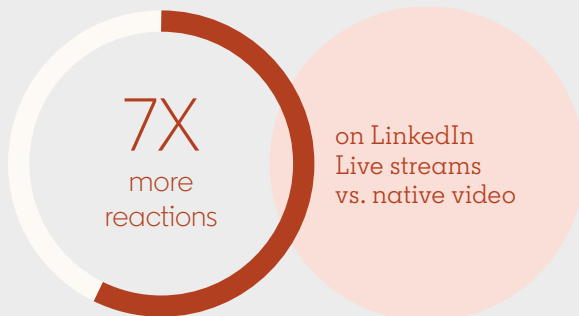
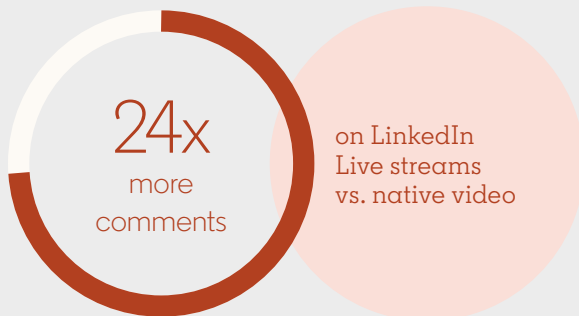
6 Proving the value

Why invest in a live video strategy?

Savvy brands recognize the huge opportunity of live video to shape brand perception and insert themselves in real time action or conversations, thus winning them coveted engagement. And we can back their intuition with facts.



Live video by the numbers



* Hootsuite's "Social Media Trends 2019" report

Getting started



Choosing your broadcaster tool

Your first step to getting started with LinkedIn Live is to choose a third-party broadcaster tool; some popular options include Socialive, Switcher Studio and Restream. For the full list of partner tools, visit the [LinkedIn Live Getting Started page](#) or reach out to your LinkedIn account representative.

We encourage you to take advantage of the free trial period included with each tool, and to test multiple tools before committing to a purchase. Please keep in mind that any fees incurred are not reimbursable by LinkedIn.

Integrating your broadcaster tool

Once you've selected the broadcaster tool that works best for your budget and streaming needs, you'll need to integrate that tool with LinkedIn. You can find a "Getting Started Guide" on our [Resources Hub](#) for each partner tool, detailing step-by-step instructions for authenticating your new tool with the LinkedIn Page you want to stream from.

If you need additional help getting set up, we recommend visiting your tool's website for extensive documentation and support options.

Troubleshooting

You'll find the most up-to-date troubleshooting information for each broadcaster tool in the [LinkedIn Live Resources Hub](#). For any persistent issues, you may reach out to the LinkedIn team via the link in the Resources Hub.

Content ideas for LinkedIn Live

Now that you've got your tech properly set up, it's time to build out your live streaming strategy. You can use live video to accomplish many goals, but we've outlined the top content ideas broadcasters are seeing success with on our platform here.



Interactivity

More than anything else, live video is powerful in its ability to foster real-time conversations with your professional audience. We highly encourage LinkedIn Live broadcasters to interact with their viewers both during and after their streams to take full advantage of this capability. Some of the best ways to interact with your viewers include:

- Host an “Ask Me Anything” session with a key executive
- Interview an influencer to learn about their “day-in-the-life” experience
- Host office hours for incoming students
- Run a monthly book club

Events

Events are a major pillar of any content strategy. Events happen at a moment in time and can create incredibly powerful brand associations for live audiences. With Live, target audiences anywhere in the world can now be transported to your events and participate in real-time.

- Stream a keynote or panel
- Go behind the scenes to show the attendee experience

- Give a live overview of your organization’s event activation
- Interview a key speaker to elicit in-the-moment insights
- Talk with attendees to get their take and allow your viewers to ask questions

Showcase innovation

Live streaming can be an effective and authentic way to showcase your brand’s innovation and creativity due to its association with forward-thinking technology. Here are some of the top ways we’ve seen organizations showcase their innovation:

- Unveil a new, innovative product
- Highlight partnerships with other innovative companies
- Demo a high-tech product
- Talk to a member of the R&D team about their development process

Talent branding

Candidates want to see more than a job description; they want to understand what it's like to work for your company. Take candidates behind the scenes and differentiate your talent brand with these ideas:

- Host an FAQ with a hiring manager about a coveted position
- Take your audience on an office tour, and let them tell you what they want to see
- Go behind the scenes at team-building events
- Spotlight your most interesting or impactful employees
- Highlight your corporate social responsibility initiatives

Celebratory moments

Celebrate your organization's proudest moments by streaming them to your professional community in real-time. Here are some examples of how we've seen organizations bring key moments to life:

- Announce a merger or acquisition live
- Celebrate one of your organization's major anniversaries
- Congratulate individuals on big promotions or key hires
- Deliver a speech (e.g., a conference keynote or graduation commencement)

More ideas

Here are a few more creative ideas for how to activate LinkedIn Live, courtesy of our partner, Socialive:

- Live presentations
- Insights & analysis
- Tips & best practices
- Fireside chats & CEO diaries

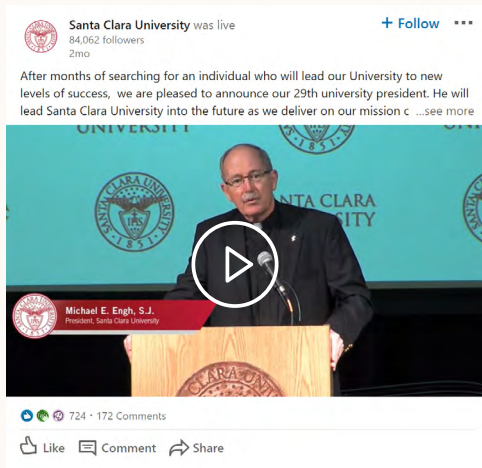


Best-in-class examples

In need of more inspiration? Here are some of the best examples we've seen of what you can do with LinkedIn Live:

How universities are using LinkedIn Live

Celebratory moments



[See the post](#) ▶

Santa Clara University used LinkedIn Live to announce their 29th university president.

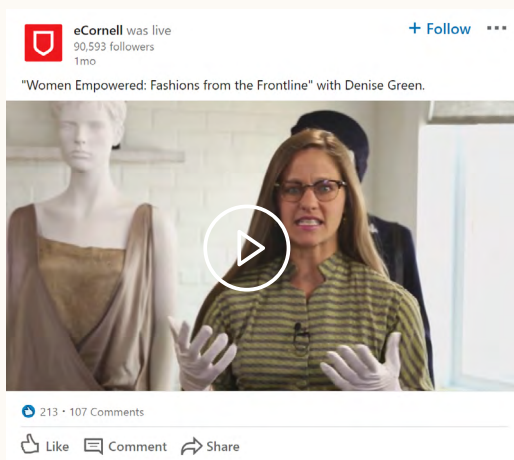
Celebratory moments



[See the post](#) ▶

MIT live streams from their 2019 Commencement ceremonies for Bachelor's and Master's candidates.

Talent branding



[See the post](#) ▶

eCornell used this one-hour video to follow an assistant professor walking through an exhibition live, showcasing her students' exemplary work.

Live presentations

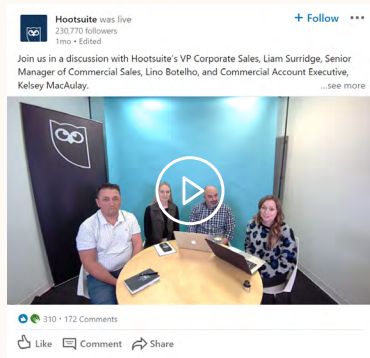


[See the post](#) ▶

GIBS Business School went live from their campus in Johannesburg with Coca-Cola to discuss "Building a Total Beverage Company."

How tech companies are using LinkedIn Live

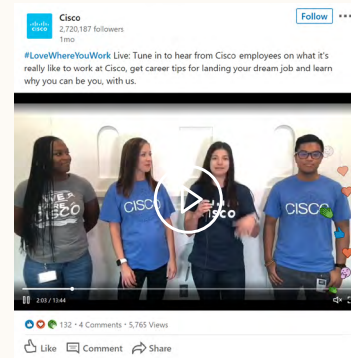
Talent branding



[See the post](#)

Hootsuite called upon LinkedIn Live to showcase career opportunities with their sales team.

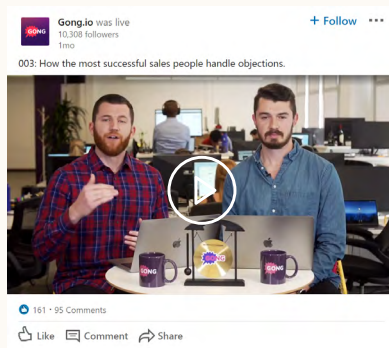
Talent branding



[See the post](#)

Cisco went live with a steam around #LoveWhereYouWork, where employees spoke about why they love working at Cisco.

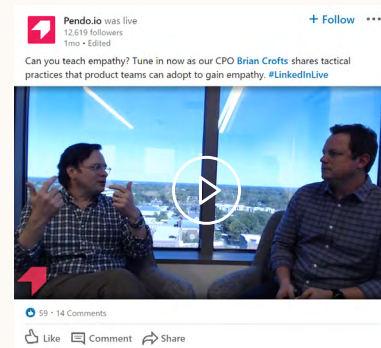
Serial content



[See the post](#)

Gong.io hosts [Gong Labs Live](#) every Thursday at 10 a.m. PST to share sales tips, tricks, and best practices and take questions from the audience.

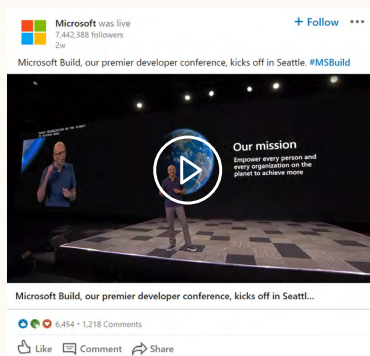
Serial content



[See the post](#)

Pendo.io hosts a [weekly live show](#) to cover trending topics with its product-focused audience and answer live questions. We especially liked how the company [promoted the series in a blog post](#) to drive awareness and interest.

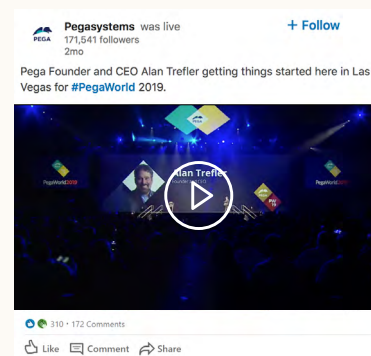
Events



[See the post](#)

Microsoft live streamed CEO Satya Nadella's keynote at its premier developer conference, Build.

Events

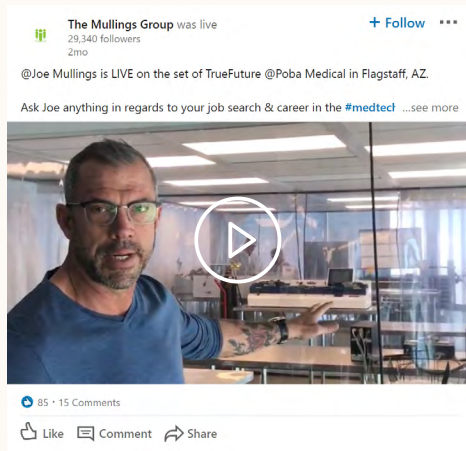


[See the post](#)

Pegasystems went live from PegaWorld 2019, streaming their CEO's keynote to much fanfare.

How professional services companies are using LinkedIn Live

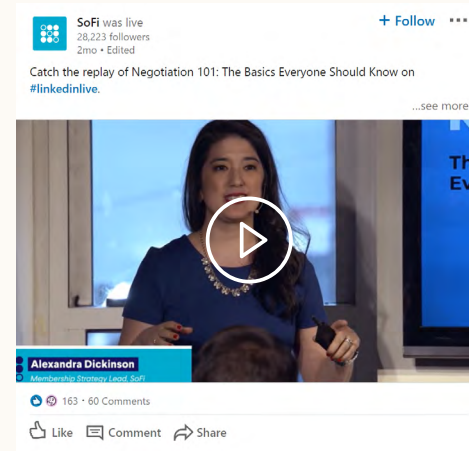
Interactivity



[See the post](#) ▶

The Mullings Group's president and CEO participated in an AMA, sharing his insights on what it's like to join a big vs. small company.

Events



[See the post](#) ▶

SoFi live streamed an event around Negotiating 101, bringing in a resident negotiation expert to lead the discussion.

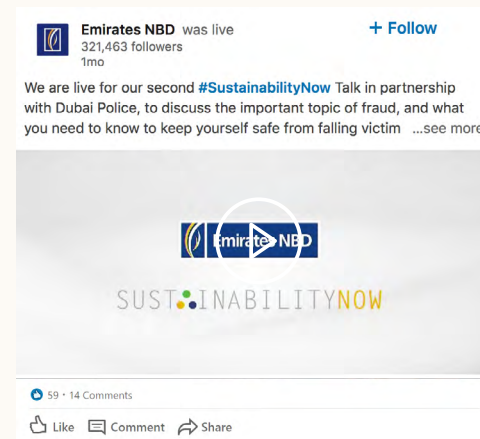
Insights & analysis



[See the post](#) ▶

Workday conducted a #wdaychats on Live, spotlighting healthcare trends. One of their DG marketers was moderating the chat room, responding to specific member questions within the feed.

Showcase innovation



[See the post](#) ▶

Emirates NBD hosts their second #SustainabilityNow Talk in partnership with Dubai Police, to discuss the important topic of fraud and how to prevent it.

Best practices for LinkedIn Live

Now that we've outlined a strategy and provided inspiration with some great examples, it's time to dig into the top tips we've learned on how to execute and generate value from your live streams:

General

Consider series-based content. By committing to a weekly or monthly series, you teach your audience to tune into your Page at a specific time and spend less time on marketing.

Refrain from going live more than once a day. A subset of your followers are notified via push notification every time you go live. The subset generally includes those who are currently active on LinkedIn and a percentage of your inactive followers who are most likely to engage with video. Pinging them more than once per day can lead to a suboptimal experience for members. If you are going live around an event, we recommend that you do not exceed two streams per day.

Avoid pre-recorded videos. Promoting previously recorded content as live may reduce trust with your viewers. When your followers get notified about your live stream, they expect the stream to be happening in real-time, with the opportunity to have a live conversation with your brand. If you wish to share pre-recorded content, we recommend you use LinkedIn's native video format or slice in a few key moments of pre-recorded content into your (otherwise mostly) live stream.



Socialive's four principles of live:

- **Be prepared:** Having a good grasp on your subject matter, as well as an idea of your run of show can lend order to your broadcast and calm your nerves.
- **Be consistent:** Whether you choose to go live once a month, once a week, or even daily, consistency helps set expectations around when your audience can expect new content.
- **Be authentic:** Video content that feels less manicured and more human, direct, and immediate is more likely to be consumed and engaged with.
- **Be flexible:** If something goes wrong during your stream, try to respond to real moments in real time. You'll be rewarded for your authenticity.

Before the stream

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

Get the right people in the room. Most organizations will want a minimum of two people on hand to facilitate a live stream: One person to operate the camera and one person to moderate the conversation.

Plan to stream for at least 15 minutes. The primary benefit of live video is that you can interact with your audiences in real time. To do so, you need to give your followers time to join the stream. Your audience will likely build the longer you stream, so don't cut your efforts short with a quick stream.

Analyze your audience. Review your Follower Tab under Analytics to see where most of your audience is located. Choose to go live at a time that allows the largest segment of your audience to join (e.g. during the work day or right after). Test different days of the week and times of the day until you find your organization's unique sweet spot, keeping in mind that tests should be conducted no more than daily.

Promote your stream. Post on your channels the date/time of the stream and encourage members to follow the page to be notified. Use Sponsored Content to boost any promotions of the stream prior to it happening, and don't forget other demand gen channels (like blog, email, webinars, etc.).

Hashtag your stream. Make sure to use #LinkedInLive and other relevant hashtags in your stream description to expand your audience outside your followers.





During the stream

Moderate your stream. The best way to moderate a stream on LinkedIn is to have a colleague with Page Admin access pull up your Page on a separate, desktop device and manage the flow of comments from the Page Admin view. Make sure to refresh the webpage from time to time to get the most recent comments. The moderator can then delete or report inappropriate comments and relay any questions.

Engage your audience. The major selling point of live video versus pre-recorded is that your organization can have a real-time conversation with viewers. To encourage viewer participation, make sure your host or moderator asks questions of the audience. Make sure you're responding to engagement from your followers during and after the stream, to keep engagement conversational.

Take advantage of your network. Once a broadcast has begun, ask your employees or partners to share the stream to their networks for wider visibility.

Have fun! Part of the beauty of live video is that *it's live, and audiences know it*. It's okay if you don't nail your script perfectly or if something unexpected happens. Embrace the unexpected and inject some humor into your stream.

After the stream

Repurpose your live stream. Download your live stream after its conclusion to be repurposed in other marketing materials. Consider slicing the content into video ads or transcribing the conversation to be turned into a blog post.



How to create high-quality, low-cost live video

The idea of producing high-quality live video can be daunting. Won't it cost a fortune? On LinkedIn, the answer can be no.

Pulled straight from the [LinkedIn Video Playbook](#), here are the tools you need to create low-cost, high-quality live video content:

Smartphone tripod or gimbal

Don't hold your phone; camera shake is frustrating for the viewer. A simple tripod or gimbal will keep your shot stable.

Simple external microphone

Ensure your audience can hear you clearly, free of background noises or other distractions. Try a lavalier mic, wireless mic, or boom mic, all of which will improve sound quality over your smartphone's built-in mic.

LED light

This is your best friend when shooting a video. Don't get caught with a bad light source; carry your own.

Remote shutter release

This is essential if you are a one-man band recording your video.

Proving the value of live video

As with any video content, defining and tracking success metrics is key.



Analytics overview

To review your LinkedIn Live analytics, follow these simple steps:

1. Sign into your Page Admin View
2. Click on the “Analytics” drop down
3. Select “Updates”
4. Scroll to the “Update engagement” section
5. Locate the livestream within the list of updates
6. Click on the video views number, which will open a pop-up containing all the video’s stats

Alternatively, you can select the “View analytics” button at the bottom of a live stream post within your Page’s feed.

Below are the analytics we provide on all live videos. Note that we count a view after three seconds of watch time.

Live stream performance

- Peak number of concurrent viewers while the video was live
- Total minutes watched
- Total number of views
- Viewers for both live and replay versions

Engagement highlights

- Number of reactions, comments, and shares

Audience firmographics

- Top Pages, titles, and location watched from (no other platform offers this type of firmographic data)

Identify your KPIs

To understand the impact of your live video strategy, here's how you might track against your goals:

Brand Awareness

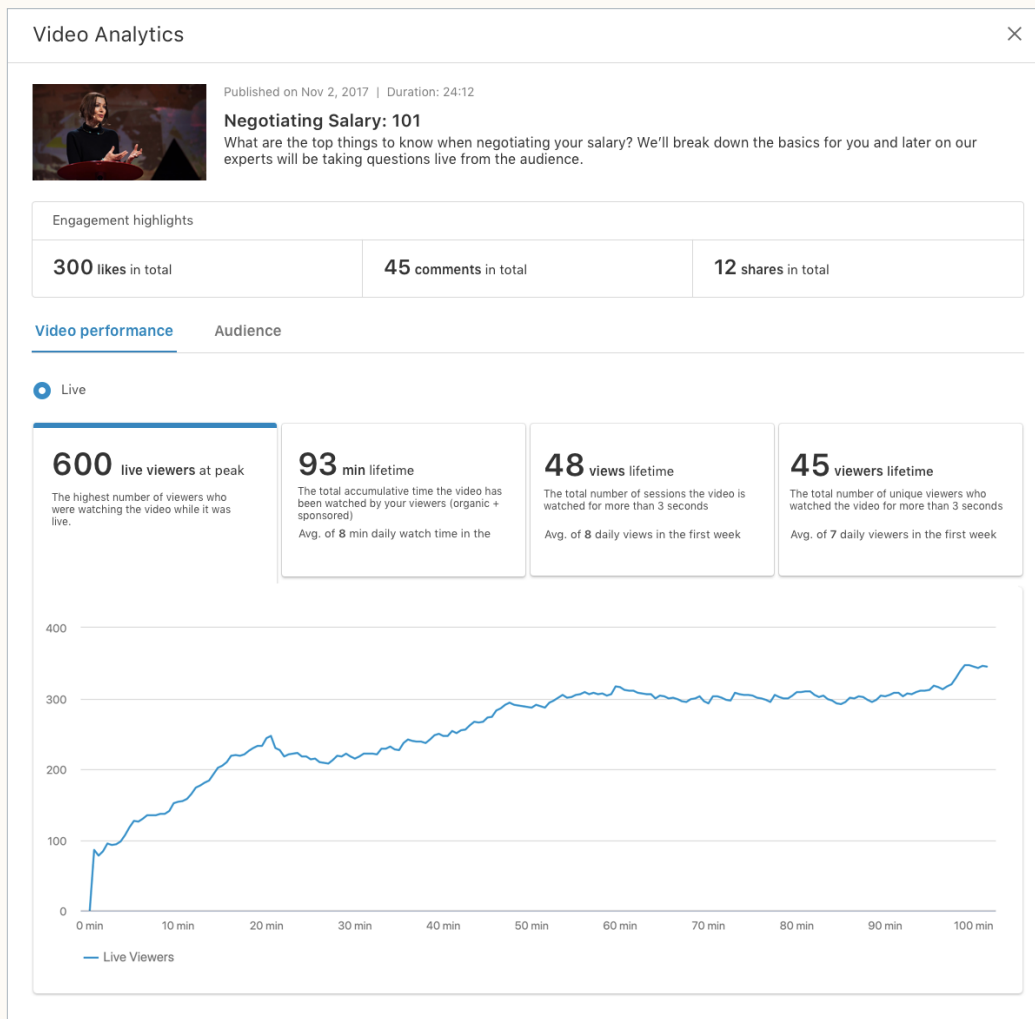
- Peak concurrent live viewers
- Total viewers (total viewers during the live session *and* replays)

Real-Time Engagement

- Peak concurrent live viewers
- Total live engagements (reactions, comments)

Total Engagement

- Total live engagements (reactions, comments)
- Total engagements during the live session *and* replays



Pro Tip

We recommend taking a screenshot of your engagement stats right after the live stream has ended to compare live vs. replay metrics.

Test and optimize

Once you've achieved a baseline set of metrics for how you're tracking toward your goal, you can start testing and refining your strategy. Here are a few factors to test and optimize against.

Video length

Measure for drop-off point. If you find most viewers are abandoning after viewing for a bit, your video may need shortening or the content is not resonating.

Introductory text

Measure for total viewers. If you're not getting as many viewers as you'd like, consider tweaking the way you write your intro copy, as this will appear in the notification to your followers.

Content

Measure for drop-off rate. If you are seeing significant drop-off during your streams, your content might not be resonating with your LinkedIn audience. Use our free [Content Suggestions tool](#) within Pages to understand what your followers are already engaging with on LinkedIn.



Good luck with LinkedIn Live!

We can't wait to see the conversations you start on LinkedIn.

[Get started](#)

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