



Virtual Events on LinkedIn: An Activation Playbook

LinkedIn Marketing Solutions

Your Guide to Hosting Virtual Events on LinkedIn

In these uncertain times, you may be considering how to adjust some business activities and the ways you stay connected to prioritize the safety and well-being of your employees, customers, partners and community.

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.

In this guide:

- 1 Why host virtual events on LinkedIn?
- 2 Getting started
- 3 Content ideas
- 4 Best practices
- 5 Proving the value

Why host virtual events on LinkedIn?

We're excited you're considering hosting a virtual event on LinkedIn. We have multiple tools to help organizations of all sizes find success with hosting virtual events on our platform, including LinkedIn Live and LinkedIn Events.

Since introducing LinkedIn Live, it has become the fastest-growing content type on our platform. It has the ability to drive up to 7x more reactions and 24x more comments than regular video, and we've seen powerful examples of live-streams from brands across all industries. We've also found that 82% of audiences prefer seeing live-streams from brands to regular social posts.

To build on this momentum, we've expanded upon our virtual events portfolio by introducing LinkedIn Events, a new feature (in beta) that enables organizations to drive awareness of upcoming events within personal networks.

What is LinkedIn Live?

LinkedIn Live helps organizations of all sizes, all over the world, bring their professional community together in real time. Through third-party broadcaster tools, brands can live-stream video content from our platform. Once brands start live-streaming, they can engage audiences in real-time and spark conversations to bring their brand to life and strengthen relationships with target audiences.

What is LinkedIn Events?

LinkedIn Events also help bring your professional community together in real-time, creating a space for you to drive targeted awareness of your upcoming event and engagement with attendees before, during and after the program.

Although this product is still in beta, it is a powerful mechanism for event marketers to drive meaningful conversations around their event. Use it as a place to build excitement leading up to your event, a hub of social chatter during, and a persistent community after.

Note: One important thing to note is that, at this time, LinkedIn Live and LinkedIn Events are not directly integrated. However, it's easy to combine the two in one cohesive virtual event strategy on LinkedIn. We'll show you how.



Getting started

To get started with hosting a virtual event on our platform, follow the steps below:

Apply for access to LinkedIn Live

The first step towards live-streaming is to apply or ask your LinkedIn Marketing Solutions representative for access. We aim to create a high-quality, engaging viewing experience for our members, so we carefully review every application that comes through. While there are no hard and fast rules, we do have some guiding principles:

- **Brands with active communities:** We're looking for brands who make an effort to regularly engage audiences, take the time to respond to comments and create a dialogue.
- **Brands with +1K followers:** To ensure there's an audience for your live-stream, we find that Pages with +1K followers fare best. If you aren't quite at that threshold, consider leveraging "Invite to Follow," a feature that allows Page Admins to invite their first-degree profile connections to follow their Page.

If your application is approved, you will receive a confirmation email from either your LinkedIn Marketing Solutions representative or linkedinlivebeta@linkedin.com containing a link to [our website](#), which contains detailed info on how to onboard and get started.

Choosing your broadcaster tool

After getting approved, your next step is to select and sign into a third-party broadcaster tool. For the full list of partner tools, visit the LinkedIn Live Getting Started site 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.

Sign in to 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 document on our Resources Hub for each partner tool, detailing step-by-step instructions for authenticating your new tool with the LinkedIn Page from which you want to stream.

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

Troubleshoot

You'll find the most up-to-date troubleshooting information for each broadcaster tool in the LinkedIn Live Resources Hub.



LinkedIn Events

Become a Page Admin: If you'd like to host an event on behalf of your organization or Page, first make sure that you have Page Admin access. Talk to your social media managers if this is something you need.

Navigate to the Event creation button: On a desktop, open the homepage and scroll down on the left-hand panel to a header that says "Events." Click the "+" to create a new LinkedIn Event.

Create Event and set your Page as the organizer: In the second field of the event creation form, change the Organizer to the Page you're posting an Event on behalf of and fill out the rest of the form.

Invite attendees directly: To grow your attendee list, directly invite your first-degree profile connections to attend an event. Note: at this time in our beta, you cannot invite your Page followers to the event directly.

Promote Event indirectly: For wider promotion of an event, share the link to the event on your Page feed or to your personal network. Alternatively, consider using traditional demand generation tactics, like paid LinkedIn Ads and email marketing.

Facilitate conversations: As the event organizer, you can start or contribute to existing conversations. Encourage attendees to connect & engage with one another on the Event page, even prior to the event!



Content ideas for your virtual event

Now that you've got your tech properly set up, it's time to build out your content strategy. We've outlined the top content ideas event marketers are seeing success with on our platform.

- Stream a keynote or panel
- Host an "Ask Me Anything" session with a key executive
- Interview an influencer to learn about their "day-in-the-life" experience
- 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
- Announce a merger or acquisition live
- Deliver a speech (e.g., a graduation commencement)
- Deliver unique insights & analysis
- Share tips & best practices around your event topic
- Conduct a fireside chats with a member of your C-suite

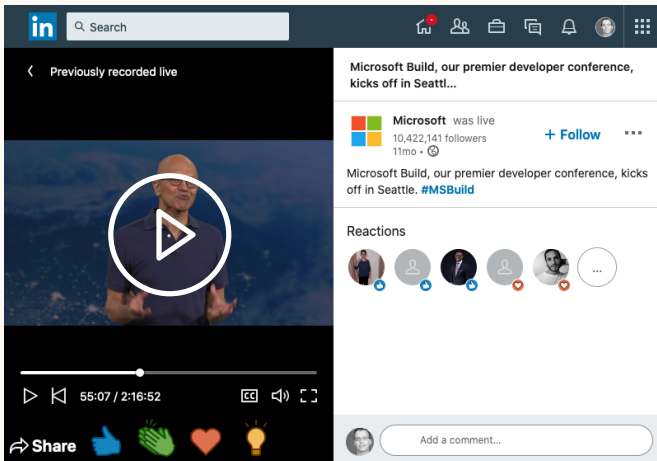


Best-in-class examples

In need of more inspiration? Here are some of the best examples we've seen.

How tech companies are using LinkedIn Live

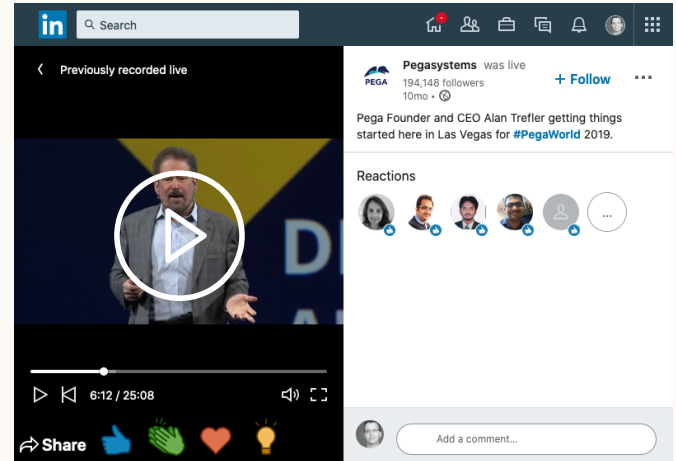
Conference Keynote



[See the post](#) ▶

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

Conference Keynote

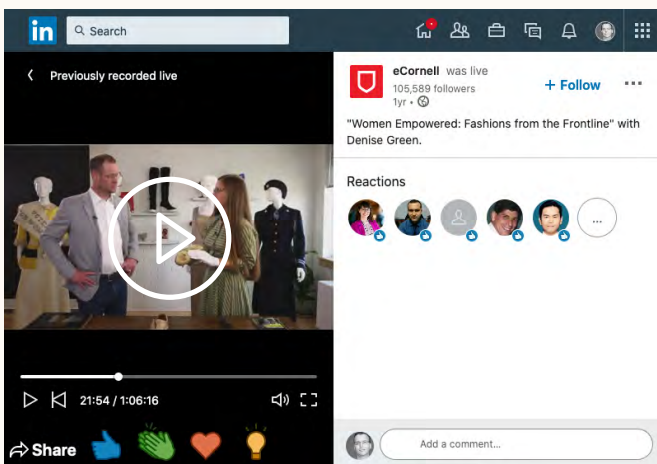


[See the post](#) ▶

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

How universities are using LinkedIn Live

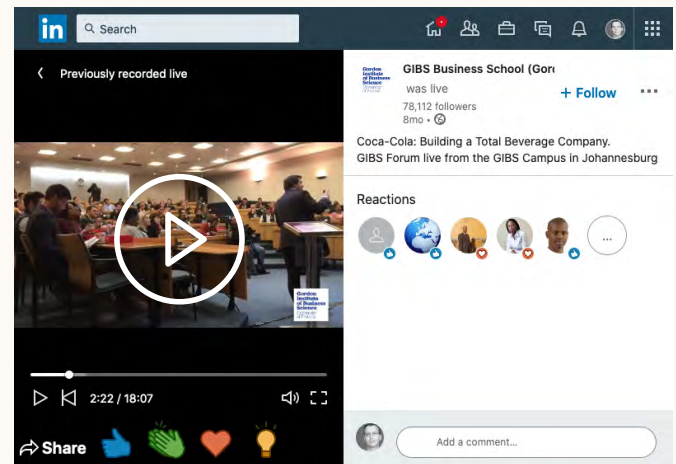
Talent branding



[See the post](#) ▶

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

Thought Leadership

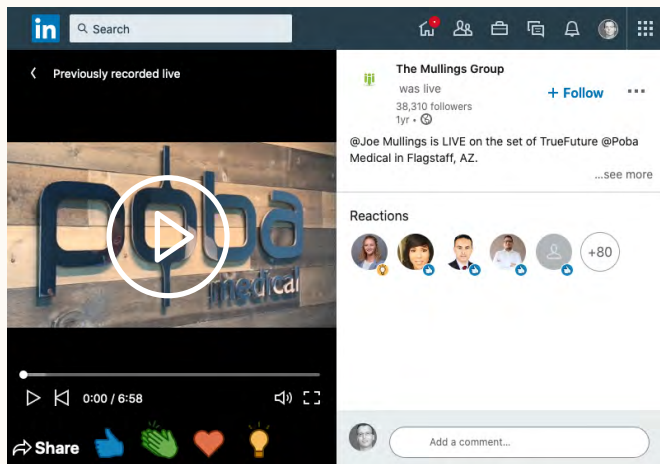


[See the post](#) ▶

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

How professional services companies are using LinkedIn Live

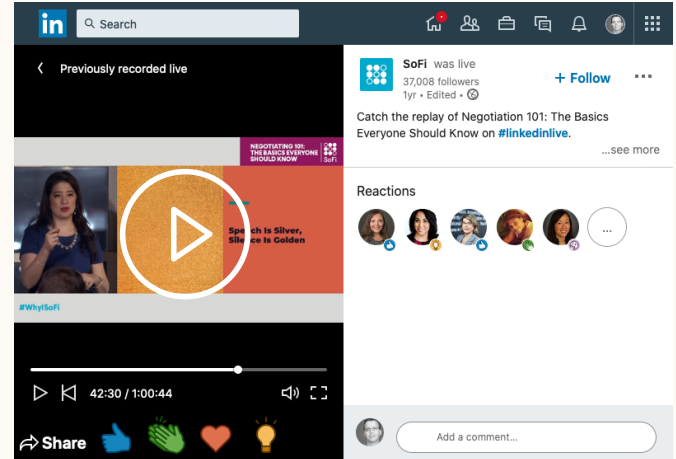
Ask Me Anything



[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 company vs. a small one.

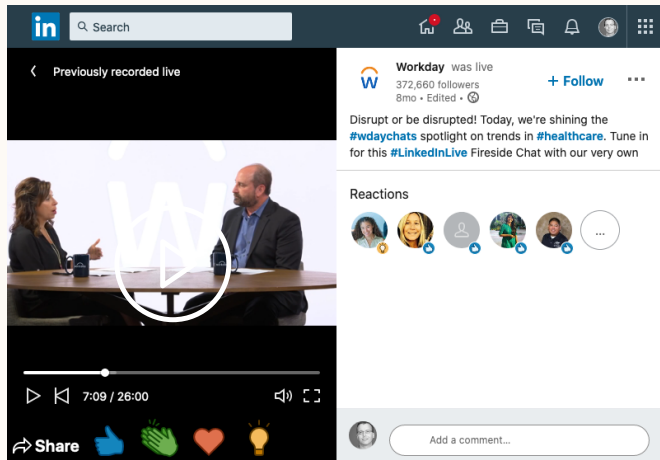
Workshop



[See the post](#)

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

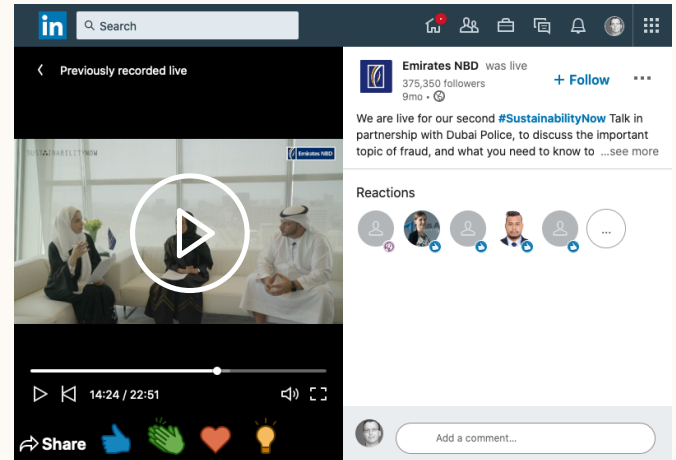
Insights & Analysis



[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.

Thought Leadership



[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

Let's dig into the top tips we've learned on how to execute and generate value:

General

Refrain from going live more than once a day.

A subset of your followers are notified via push notification every time you go live. If you're 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. If you wish to share pre-recorded content, use LinkedIn's native video format or slice in a few key moments of pre-recorded content into your (otherwise mostly) live stream.


Before the stream

- **Test your internet connection.** Use speedtest.net to ensure you have 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.
- **Plan to stream for at least 15 minutes.** 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 workday or right after).



If you only remember four things, remember to:

1. **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.
2. **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.
3. **Be authentic:** Video content that feels less manicured and more human, direct, and immediate is more likely to be consumed and engaged with.
4. **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.

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- **Promote your stream.** Post on your channels the date/time of the stream and encourage members to follow the page. Use Sponsored Content to boost any promotions of the stream, and don't forget other demand gen channels (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. The moderator can then delete or report inappropriate comments and relay any questions.
- **Engage your audience.** To encourage viewer participation, make sure your host or moderator asks the audience questions. Make sure you're responding in real time to engagement from your followers during and after the stream.
- **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!** When live-streaming, 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. Consider slicing the content into video ads or transcribing the conversation to be turned into a blog post.

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 live-stream 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

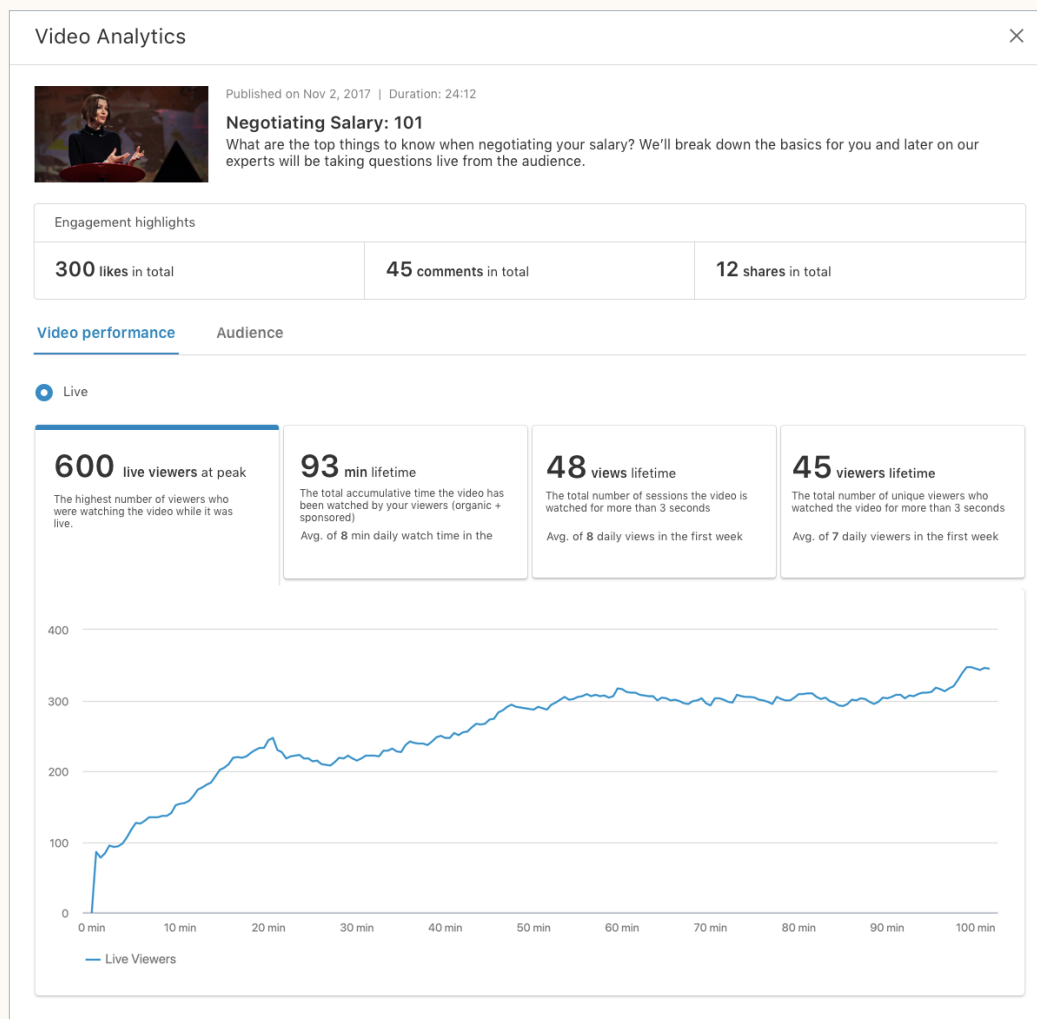
- Peak concurrent live viewers
- Total viewers (total viewers during the live session *and* replays)

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.

Good luck with your virtual event!

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

[Get started](#)

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