



# LinkedIn Live

A getting started checklist

**LinkedIn** Marketing Solutions



# Let's get started

This is a simple step-by-step guide for getting started with LinkedIn Live.

We will walk you through each stage of preparation leading up to launch, as well as sharing helpful resources to assist on the journey.





# What you will learn in this guide

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[Qualifying for Live](#)

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Step 01.

# Getting access to LinkedIn Live





# Qualifying for Live

You can apply to become a LinkedIn Live broadcaster by [completing an application](#), or by contacting your LinkedIn representative. We'll only notify you if your application gets approved.

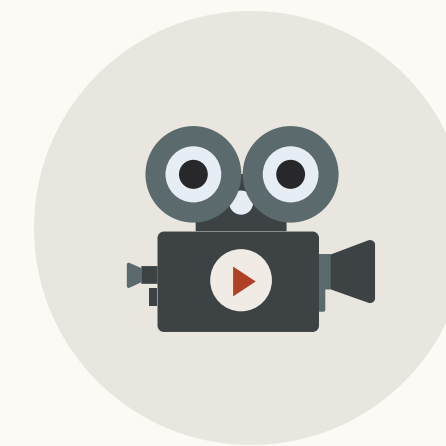


[LinkedIn Live best practices guide](#)

Some considerations before applying:



**LinkedIn Live is a powerful tool**, so we're looking for creators with a proven audience and a history of posting quality video content.



**Going Live is not plug & play**, but the engagement potential and ability to create reusable assets are worth it.



**Going Live to your Page followers is not a fit for gated events** as streams to your Page are public posts. Going Live from a [LinkedIn Event](#), on the other hand, allows for a gated, targeted stream (but does not yet allow for lead capture or nurture; coming Sept. 2020).

# Key questions to consider for your application

Have you submitted a request to join the LinkedIn Live program?

If your LinkedIn representative has already submitted one on your behalf, you do not need to apply via our external application.

Who will be running the livestream?

Please identify 1-3 Page Admins that LinkedIn should approve for access. These Admins will be the only Admins who are able to stream on behalf of the Page, using their LinkedIn log-in credentials. Changing access is manual & time intensive, so please be thoughtful upfront.

**NOTE:** *LinkedIn Live is not available in China at this time.*

Will you be streaming from a page or from a profile?

If you'll be streaming from a Page, you must also be an admin of that Page. Details [here](#).

**NOTE:** *Both the Page and the admins need to be whitelisted for LinkedIn Live in order to launch a stream on that Page.*

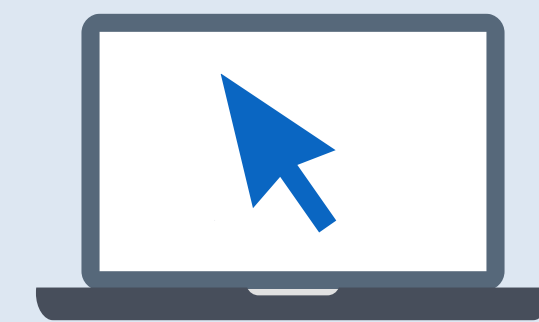
If you are streaming from your profile, it must be approved separately from your approval as a Page Admins.

When are you looking to go live?

Current approval times are between 1-2 weeks for new nominations to be reviewed, approved, and enabled. Same-day approvals are not possible due to technical limitations.

# Resources to help you get started

- [Microsite \(Getting Started Guide + Best Practices\)](#)
- [Help Center introduction to LinkedIn Live](#)
- [LinkedIn Live FAQ](#)





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Step 02.

# Select a broadcast tool





# Key questions when choosing a broadcast tool:

How experienced is your team with streaming? Do you have a production / video technical team?

Select from the beginner/advanced platforms accordingly. If your team is new to streaming, consider using [Wirecast](#) or [Switcher Studio](#), two of our 3<sup>rd</sup> party broadcast tools that allow private test streaming.



Are you planning a webinar, or a stream with multiple participants?

Four platforms allow for 'remote guests' to join the stream from directly within the product. Other platforms, like Restream, can support an integration with Zoom via RTMP ingest. [More info on how to run a virtual event here.](#)



Check out the preferred partner program we have available with [Switcher](#) and [Restream](#).

**Restream**



# Will you be going live from a Page or within a LinkedIn Event?

	Live to Page followers	Live to Event attendees
<b>Best for</b>	Brand awareness and reach: Get maximum reach and organic distribution for your content by streaming to your Page followers	Community building: Curate a target audience and engage with attendees before, during, and after by streaming to your event attendees.
<b>Top use cases</b>	<ul style="list-style-type: none"> <li>• Breaking news</li> <li>• General discussions and Q&amp;As on key topics</li> <li>• Guest panels</li> </ul>	<ul style="list-style-type: none"> <li>• Accounts-based marketing or industry-specific events</li> <li>• Product demos and other educational events</li> <li>• Career conversations with talent team</li> <li>• Events with multiple sessions in one day</li> </ul>
<b>Privacy of Live video content</b>	Public and discoverable by all members	Private to event attendees
<b>Addressable audience</b>	A subset of your Page followers will be notified when you go Live	<ul style="list-style-type: none"> <li>• Curate your audience by promoting your event to Page followers and your Page Admins' first-degree profile connections</li> </ul>

For an expanded comparison of each use case, please see our full chart [here](#).



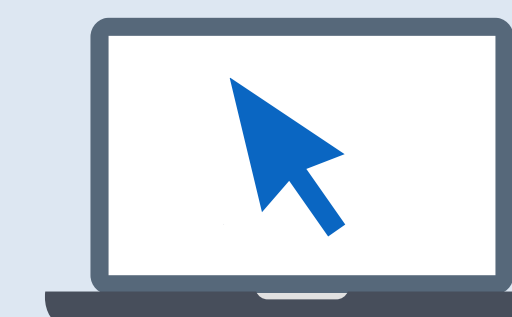
# Need more information on our Broadcast Tool Partners?

LinkedIn Live requires the use of a 3<sup>rd</sup> party streaming platform to broadcast. We have several resources that explain the different features and benefits of each partner.

[Check out our Help Center](#) with supported vendors, including promo codes for new customers and technical documentation for each tool.

Reference the [3rd party Tool Matrix](#) to help you choose the right tool based on your experience level and needs. Please note the 'remote guest' column, as those tools will allow you to bring on remote guests to interview or have virtual chats.

Review the [Broadcast Producer's Guide](#) for detailed specs and setup instructions for a subset of our more advanced approved broadcast tools.





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Step 03.

# Run a test stream





# Key questions before running a test stream

## What broadcasting tool are you using?

Some tools, like Wirecast and Switcher Studio, support 'draft mode', which will allow you to test the stream without going live to your Page. For more information on how 'draft mode' works, review your tool's support documentation and work with their support team, if needed.

## Who will be moderating the stream?

Most organizations will want a minimum of two people on hand to facilitate a live stream: One person to operate the camera and/or broadcast tool, and one person to moderate the conversation. Ensure that the moderator is a LinkedIn Page Admin so that they can respond as the organization and report/delete comments if needed.

**NOTE:** *the Admin must be on a mobile device in order to interact as the Page and delete any comments.*



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Step 04.

# Best Practices





# Technical and video production guidelines for LinkedIn Live



- Review the LinkedIn [Broadcast Producer's Guide](#) (includes Video Specs and Encoder Settings)
- Ensure a quality internet connection
  - Ideally a hardline or ethernet vs wifi
  - If using wifi, make sure it's a secure (not public) high-speed connection with 10mbps upload speeds. Use [speedtest.net](https://www.speedtest.net) to confirm.
- If using a mobile solution, use a smartphone tripod: A simple tripod or gimbal will keep your shot stable.
- Lighting: Consider placing a light source in front of you, but behind the camera. Ensure you're not backlit.
- Microphone: Try high quality headphones, a lavalier mic, wireless mic, or a boom mic.
- Need help troubleshooting? Contact your both your Broadcast Tool support team and your LinkedIn rep – more information [here](#).



# Content guidelines for LinkedIn Live

- **Do not go live more than once a day:** Since a large portion of your followership may get a notification when you go live, multiple streams per day risk overwhelming your audience.
- **Do not use pre-recorded content:** All streams should be happening in real time, or you risk confusing members and betraying their trust.
- **Go live within the first 60 days of access:** In the early stages of this product, it's imperative that members and organizations begin using it once they have access, so that we can continue to refine the product.
- **No selling or overly promotional streams:** Your audience will want to see exciting launches, interesting interviews, events and more. Please refrain from being overly promotional on your stream.
- **Avoid large sponsorship logos:** If you want to run sponsor graphics, please avoid dominating the screen.
- **No long "starting soon" screens:** Don't keep your audience waiting for more than one to two minutes.
- **Stream for longer than 10 minutes:** Streams shorter than 10-15 minutes don't allow your audience enough time to grow and interact.
- **Avoid unprofessional streams:** All Live content is publicly visible and should be appropriate for the LinkedIn audience.
- **Avoid meta streams:** Please don't talk about how to use LinkedIn on LinkedIn.
- **Check out more best practices [here](#).**



Thank you