



LinkedIn
for creators

LinkedIn Audio Events

Conversations with your community in real time

Introducing a casual event format where ideas flow candidly and openly among an interactive group of attendees. Hosting an Audio Event is a great way for creators to engage with followers, build relationships, foster connections, and ultimately unlock opportunities.

Learn all about LinkedIn Audio Events

This guide will walk you through the basics of Audio Events so you know:



How to set up a LinkedIn Audio Event



How to promote your event and boost participation



Best practices for before, during, and after your event



What to talk about during your Audio Event

Set Up and Promotion

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How to set up an Audio Event

Setting up an Audio Event is just like setting up any event on LinkedIn and is available across desktop and mobile (make sure you're using the latest update of the LinkedIn app for the smoothest product experience).

1. Select the Event content tool
2. Click the Event Format dropdown bar and select **"Audio Event"**
3. Select a time and fill in all required information
4. Click **"Post"**

Creating an event will automatically share a one-time post that can appear in your followers' feeds just like any other post to help build awareness for your event.



Pro tip: Make sure to use #LinkedInAudioEvent and other relevant hashtags in your broadcast description to spread the word beyond your followers.

Boost participation by promoting your event before it starts.

Once you've set up your event, consider these tips to help promote your event:

1. Invite connections to your event

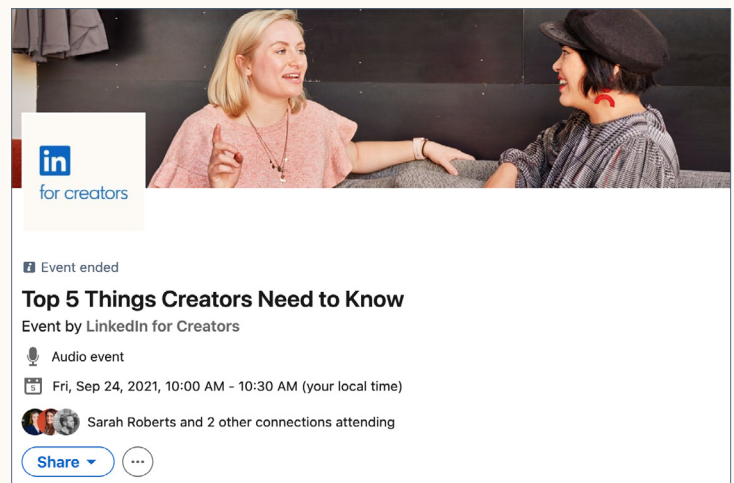
Click on "Invite Connections" on your event page after setup to send an invitation that will appear in your followers' notifications tab.

2. Promote your event

Post your event page on your channels, including the date and time of the event and encourage members to RSVP so they can be notified and add it to their calendars. Do this prior to your event to build buzz or offer followers a chance to collaborate on the content of the event.

3. Give attendees time to RSVP

If you're looking to maximize attendance, we recommend you set up your event at least one week in advance to spread the word and gather attendees. Followers are busy too, so it's important to give them time to plan and RSVP.

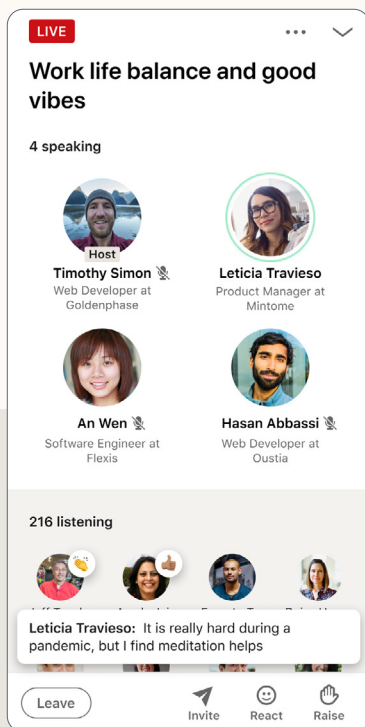


Pro tip: On the day before your event, stay top of mind with attendees and collect last-minute RSVPs by teasing your content in a post with the event link.

Best practices to make each Audio Event a success

Audio Events are all about conversations with your followers. Here are some tips on how to make the conversations run smoothly once your Audio Event has started.

During your Audio Event

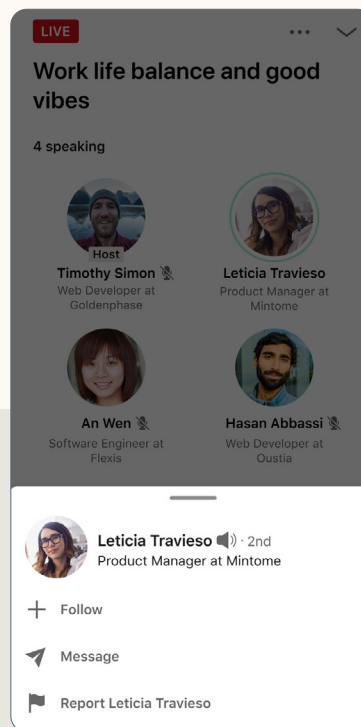


Plan for at least a 15-minute event

We recommend planning to hold your Audio Event for at least 15 minutes to give your attendees enough time to tune in and get settled, and to leave time for questions. Events that are too short don't give members time to trickle in or speak up.

Roll with it

If something unplanned happens during your event, try to respond to real moments in real time. Audio Events are meant to feel a little more casual anyway and attendees will appreciate the authenticity.

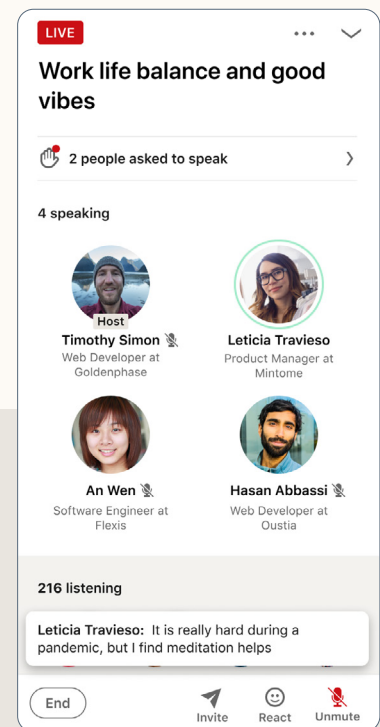


Network live

You can follow any event attendee during the event simply by tapping on their profile picture, or you can send them a direct message to start an ongoing conversation.

Solicit engagement

Open up your Audio Event with an emphasis on participation and engagement. Try asking attendees questions to prompt engagement. Remember, it's a conversation, not a broadcast.



Let attendees join the conversation

You'll need to let attendees "onstage" to participate in the conversation. Click the prompt at the top of your event to select whom to bring onstage after they raise their hand. Members can mute and unmute themselves once onstage.

Own the room

Treat your event attendees as if they are in the room — because they are. Make sure to moderate comments, respond when appropriate, or report any members acting inappropriately by tapping on their profile picture.

Getting started with LinkedIn Audio Events



Having a strategy behind your content beforehand can help engagement and keep the conversation flowing once your Audio Event has started. Here are a few ideas for inspiration.

Audio Event thought starters

Interviews

Host real-time conversations, Q&As, or office hours where everyone can learn. Ask another creator to join your event to combine the power of your respective networks and boost your audience.

Events

Create a virtual gathering space to discuss keynotes, conferences, or other events you or your followers are buzzing about or attending.

Cultural moments

All your followers can engage with trending topics and cultural moments. Unpack news spontaneously or plan a series to stay on top of an evolving landscape.

Celebrations

Audiences love to be a part of milestone festivities, whether business or personal. Just launched something, reached a follower milestone, or made a big announcement? Invite your community to thank them.



Pro tip: The best way to get your unique voice out there is always to be yourself and talk about what you know.



*We can't wait
to hear you.*

Start planning your next conversation and put these tips into practice to make the most out of every event. We'll be listening in!

Visit [LinkedIn Creators Hub](#) to check more great tools you can use to inspire conversations that matter.