

LinkedIn
for creators

LinkedIn Live

Join a growing community of broadcasters

LinkedIn Live lets you connect to your audience in real time and drive deeper engagement with your followers. Live video is an extremely versatile tool for sharing your thoughts, leading events, hosting conferences, and more.

Learn all about LinkedIn Live

This guide will walk you through the basics of LinkedIn Live so you can start successfully broadcasting to your audience:



What to talk about on your broadcast



How to access LinkedIn Live



Setting up your stream



Best practices before, during, and after your stream

Getting started on LinkedIn Live



LinkedIn Live allows you to directly connect with your audience in an authentic way

Having a strategy behind your live content can help engagement and keep the conversation flowing. Here are a few ideas we recommend.

Live video thought starters

Interviews

Host real-time conversations, Q&As, or hold office hours that everyone can learn from.

Events

Transport audiences to attend a keynote or go behind the scenes of a conference.

Showcase innovation

Demo a new product, highlight partnerships, or meet the team behind the project.

Talent branding

Show what it's like to work for your company with an FAQ, office tour, or employee spotlight.

Celebrations

Invite your audience to be a part of milestone festivities, whether business or personal.

Behind the scenes

Give your audience a candid look at your creative process.



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

Before you start

To maintain a safe and trusted environment, please make sure you meet these requirements:



You have an audience base of more than **150 followers and connections**



You've posted any kind of **original content** in the last **90 days**



Your content **has not been flagged** for trust or safety violations



Your **geographic location** is not mainland China*

*LinkedIn Live is not currently available in mainland China.

How to access LinkedIn Live

Use one of these application methods and your account will automatically be reviewed against the requirements.



[Turn on creator mode](#) from your LinkedIn profile



Create an Event on LinkedIn



Use your LinkedIn credentials with a [third-party broadcast tool](#)



Setting up your stream

1. Choose a streaming tool

You'll need a third-party broadcast tool to go live on LinkedIn. Depending on your level of experience, you can choose to go live in a few ways. For a seamless experience, choose from one of our five preferred partners: StreamYard, Restream, Socialive, Switcher Studio, or Vimeo.

2. Connect to LinkedIn

Once you've determined the right tool for you, visit our [LinkedIn Live Resource Hub](#) for all the troubleshooting and technical documentation you might need, including going live with a third-party broadcast tool or custom stream.

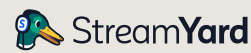
3. Go live

Create an Event to schedule an upcoming stream, or start streaming right away using one of our third-party tools. Your followers will be notified when you go live, so make sure to plan ahead and review best practices and tips to make the most of your live experience.



Pro tip: Set up your event at least one week in advance to gather attendees and make the most of the organic reach and discovery on LinkedIn.

Preferred Partners



For the full list of LinkedIn Live Certified Partners, [click here](#). Or, if you're familiar with how to go live yourself, simplify going live with our [custom stream \(RTMP\) tool](#).



The screenshot shows the LinkedIn 'Start a post' interface. Callout 1 points to the 'Start a post' button. Callout 2 points to the 'Event' content type icon. Callout 3 points to the 'Event format' dropdown menu, which is open to show 'LinkedIn Live' and 'External event link' options. Callout 4 points to the 'Timezone' dropdown menu, which is set to '(UTC-06:00) Central Time (US and Canada)'. Callout 5 points to the 'Post' button at the bottom right of the form.

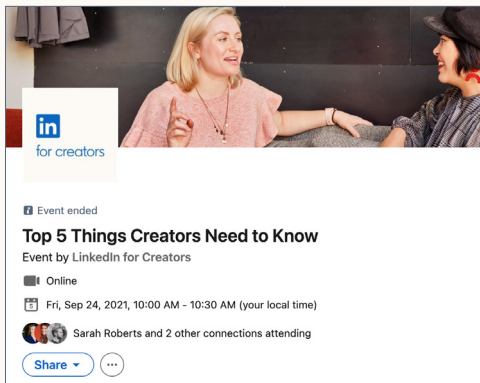
How to schedule a live Event on LinkedIn

1. Pick the **“Event”** content tool
2. Upload an image that best encapsulates the content of your Event (optional)
3. Click the **“Event format”** dropdown bar and select **“LinkedIn Live”**
4. Select a time and fill in all required information then click **“Next”**
5. Fill out the post copy field with information about your live stream and click **“Post”**

Best practices before, during, and after your broadcast

We recommend **streaming for at least 15 minutes** to give your audience enough time to tune in and enjoy your broadcast, so it's important to be well prepared beforehand.

Before



Promote your stream

Post on your channels the date and time of the stream and encourage members to RSVP to the event to be notified and add it to your calendar.

Use hashtags

Make sure to use #LinkedInLive and other relevant hashtags in your broadcast description to spread the word beyond your followers.

During



Roll with it

If something unplanned happens during your stream, try to respond to real moments in real time. Audiences always appreciate authenticity.

Engage your audience

Treat your digital audience as if they are in the room. Make sure to moderate the comments and respond in the comments or give a shout-out on air.

After



Watch it later

Your stream will remain on your feed as a video that was “Previously recorded live” and can be reshared to your feed at a later date for anyone that missed it.

Analyze and optimize

Prepare for your next broadcast by checking the views, engagement levels, and demographics of anyone who has watched one of your live streams for more than three seconds.

Tips to engage with your audience

- 1 Set a consistent schedule** so your audience knows when to expect new content, whether it's once a month or once a week
- 2 Reshare your broadcast** as a video post to keep getting traction and value out of it
- 3 Have a friend help** moderate and interact in the comments section, as well as pass along viewer questions for you to answer on air



We can't wait to see what you have to say

Start planning your broadcast and put these tips into practice to make the most out of every stream. If you have any questions, visit [LinkedIn Help](#) for more assistance.

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