



The Broadcast Producer's Guide to LinkedIn Live

Go Live with RTMP

LinkedIn Marketing Solutions



All of the workflows mentioned below were co-developed by LinkedIn Streaming in partnership with the Video Product and Engineering teams at LinkedIn. These workflows have been fully stream-tested from our live shows, and most of these workflows are currently used by LinkedIn Streaming.

This guide will be useful if any of the circumstances apply to you:

- You are a professional TV, studio and/or event producer that wants to stream live via LinkedIn
- You are already producing professional, multi-camera productions and need further guidance on how to deliver these streams to the LinkedIn platform

Please share the technical information in this guide with your broadcast production team. If you're just getting started and need more generalized advice on how to get started with LinkedIn Live, please check out our LinkedIn Live [resource hub](#) and [best practices site](#) to learn more.

Quick links:

- [LinkedIn Live Resource Hub](#)
- [Applying to become a LinkedIn Live Broadcaster](#)

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Getting access to LinkedIn Live

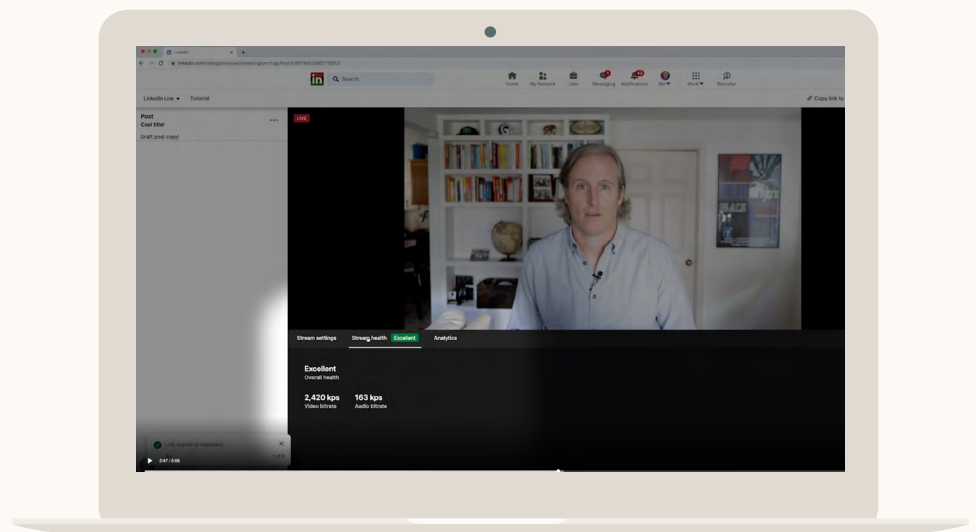
LinkedIn Live is available to members and Pages admins on a limited basis. Interested members and organizations can apply for access by [using this form](#). If your organization has a LinkedIn Marketing Solutions account representative, you may go through that person for access as well.

Note: Not all admins have access to stream on behalf of a Page that has been approved for LinkedIn Live. In your application, please indicate at least 1 admin who will be in charge of streaming on behalf of your Page.



Testing

In the Custom Stream Preview Screen you can test Stream Health before going live.



Video specs (encoder settings)

Aspect ratio	16:9
Resolution	720p
Frame rate	30 fps
Key frame	Every 2 seconds (60 frames @ 30 fps)
Video bitrate	3.5 mbps
Audio bitrate	128 kbps audio
Audio sample rate	48 KHz sample rate
Encoding	H264 video, AAC audio

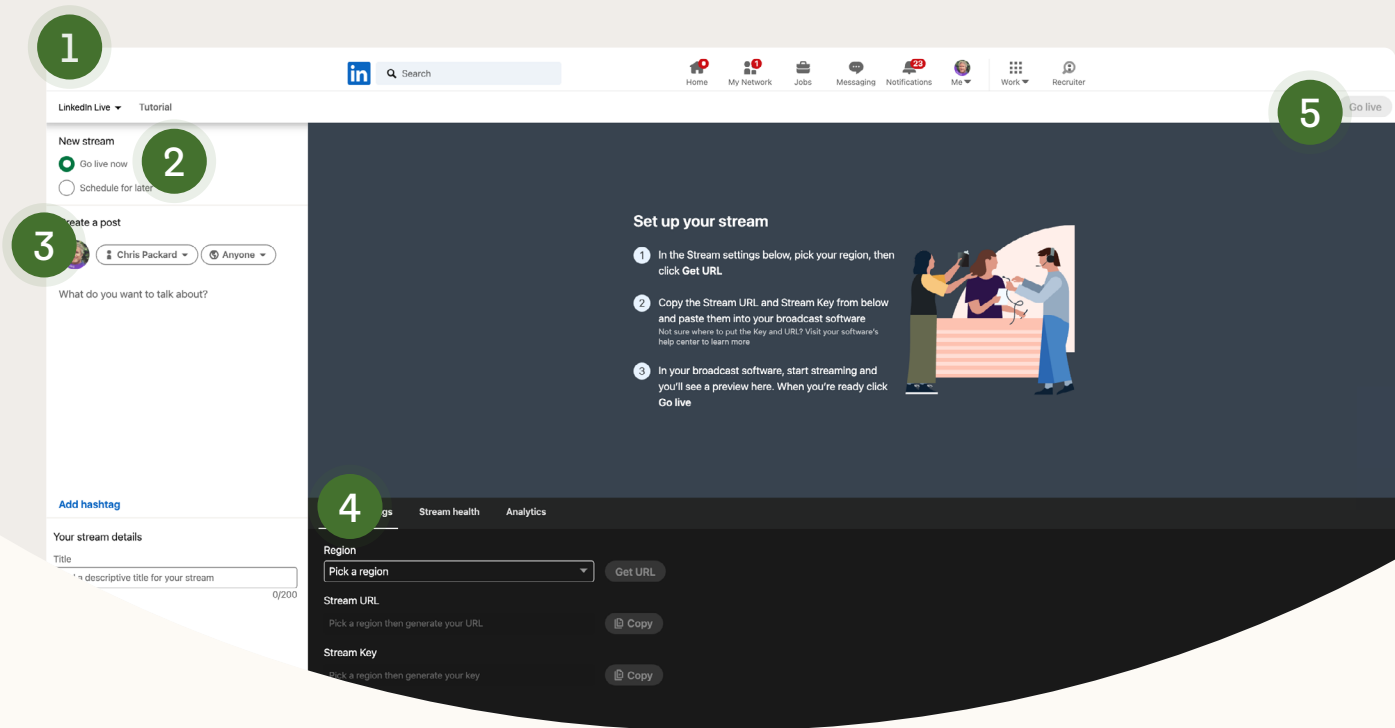
Captions

Going live with RTMP supports captions via 608/708 CEA passthrough.

The following includes step-by-step instructions for going live with RTMP.
For troubleshooting assistance, [please visit our online resources](#).

Step-by-step guide

Go live now



1 Go to www.linkedin.com/video/golive/now

2 Under **New stream**, select **Go live now**.

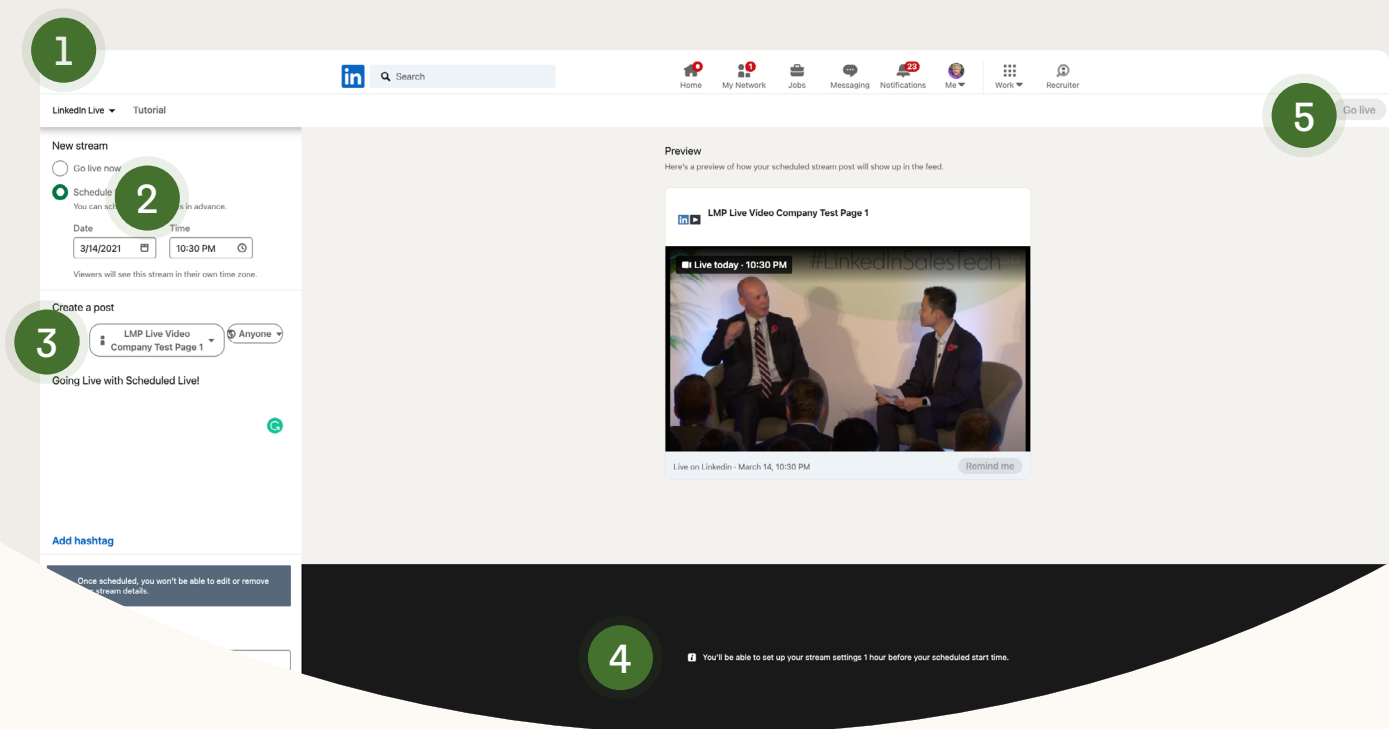
3 Under **Create a post**, select the Page you want to stream to and compose your post. Under **Your stream details**, add a Title for your stream.

4 In the **Stream settings** tab, pick your region, then click **Get URL**. Copy the Stream URL and Stream Key and paste them into your streaming software. In your streaming software, start streaming, and you will see a preview within the custom stream page.

5 When you're ready, click **Go live** in the upper right corner.

Step-by-step guide

Go live with Scheduled Live



- 1 Go to www.linkedin.com/video/golive
- 2 Under **New stream**, select **Schedule for later**. Set the time and date for your stream.
- 3 Under **Create a post**, select the Page you want to stream to and compose your post. Under **Your stream details**, add an **image** for your stream. Then, add a **Title** for your stream.
- 4 One hour before broadcast, go to the LinkedIn Live dropdown and select **Manage streams**. Find your stream and select **Prepare to go live**. In the **Stream settings tab**, pick your region, then click **Get URL**. Copy the Stream URL and Stream Key and paste them into your streaming software. In your streaming software, start streaming, and you will see a preview within the custom stream page.
- 5 When you're ready, click **Go live** in the upper right corner.

Note: You can go live 15 minutes before the scheduled start time or up to 2 hours past the scheduled start time.

Visit the LinkedIn Live Resource Hub
for more information.

Get started

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