

MCBRYDE & CO

# Leveraging LinkedIn Live for business





# Engaging your audiences through LinkedIn Live

LinkedIn Live is currently being BETA tested by the platform and is open to some select businesses and individuals to trial.

It provides a great opportunity for businesses to create deeper engagements with audiences on LinkedIn and really bring them into your world. We recently trialled Live for a multi-national client, with great results.

Here's your step-by-step guide on how to go Live.



## **1. Apply to livestream**

Firstly, LinkedIn Live is a BETA test, so it's not available to everyone.

You can apply directly from either your individual page or your business page to become a Livestreamer. We heard back within a fortnight that we were good to go.

## 2. Invest in the right kit

All you really need to broadcast is your phone, but if you invest a modest amount of money in some kit to support your broadcast, it will elevate the quality exponentially.







## What you'll need

1. A microphone. We use the Rode MicroMe or Me-L depending on your phone which plugs in directly into this mini-mic.
2. A wide angle lense if your phone does not already have one built in. The Moment gets great reviews - although it's shipped from the US so allow time for it to arrive.
3. A tripod. A simple tripod the rotates left and right, up and down and extends to head height and has a Flexi-Grip to hold your phone. Alternatively you might choose a gimbal - the DJI Osmo is a good option.

### **3. Download streaming software**

Unlike Facebook, you can't livestream directly from the LinkedIn platform, you'll need to use compatible third party software. There are a range of compatible options recommended by LinkedIn and your choice will depend on how regularly you are streaming, the size of your team and your budget. You can find more in the LinkedIn Getting Started guide. We went with Switcher Studio. The broadcast quality was excellent but there are some limitations in terms of real-time interactions with your followers while you are livestreaming.



## **4. Get the guide and get going**

The LinkedIn Live guide is a must to read before you broadcast. It's full of helpful hints and tips. Just Google Getting Started with LinkedIn Live.

Next, choose your first live event. Awards ceremonies, keynote speeches and product launches work really well. Something that builds to a point.

Make sure you tell your audience and speakers that you're livestreaming beforehand so they are aware that what they say is being broadcast in real time.

Events at around 20-30 minutes are good, any longer and your followers attention may wander.



## 5. Livestream, learn, repeat

Make sure you promote your livestream event beforehand and check out your LinkedIn analytics once your livestream is over and gather feedback from your viewers.

Your livestream will be saved as a video on your channel once it's over, so you can watch again - and so can your followers if they missed it in real time.

Don't forget to thank people for tuning in.

Mostly, give it a go.



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# Looking for support with your business communications?

From LinkedIn Live to podcasts, video, social and a whole host of content support, if you'd like some friendly, no-strings advice, then chat to us today.

Call or WhatsApp Rachel McBryde on  
+44 7884 342193 or email  
[hello@mcbrydeandco.com](mailto:hello@mcbrydeandco.com)

