



LinkedIn Live Checklist



Before:

- Cross-promote your stream on multiple platforms so you can attract more viewers
- Invite people to follow your LinkedIn account so they are notified when you go live
- Use 2 devices: 1 for streaming, 1 for monitoring the comments
- Find a streaming partner with admin access to your account to moderate comments/engage with viewers while you stream
- Run a soundcheck to make sure your mic is working clearly
- Set up your camera on a tripod so it is stable
- Ensure there is plenty of natural light
- Place some subtle branding in the background (ex: mug or poster on the wall)
- Practice what you're going to say, but don't over practice; lives are meant to be more natural and authentic
- Check your internet speed is running at around 10 mbps or higher for better streaming
- Start streaming!

During:

- Front-load the description with key info and speakers' names in the first 1-2 sentences (the rest will be hidden beneath the fold)
- Add hashtags at the bottom of the description (#LinkedInLive)
- Include a call to action in both the written description and your video
- Stream for at least 10-15 minutes so viewers have time to join while you're still live
- Ask questions to the audience to engage with them and encourage comments
- Like comments as they appear on the screen (streaming buddy can do this)
- Reintroduce the topic throughout the stream for any late-comers who are joining

After:

- Take a screenshot of your engagement stats directly after the stream ends to compare the live vs. replay metrics
- Analyze data from LinkedIn that shows insights such as how long viewers watched, the number of viewers, the level of engagement, and more
- Download your stream after going live so you can repurpose the content on other channels
- Test and optimize future live streams based on length, content, and anything else that you feel would work best for your audience

Need more help going LIVE? Contact Travel Media Group.

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