LinkedIn Live vs. LinkedIn Events

Use them together or separately to make your next event a success

	Live to Page followers	Live to Event attendees
Best for	Brand awareness and reach: Get maximum reach and organic distribution for your content by streaming to your Page followers	Community building: Curate a target audience and engage with attendees before, during, and after by streaming to your event attendees.
Top use cases	• Breaking news • General discussions and Q&As on key topics • Guest panels	• Accounts-based marketing or industry-specific events • Product demos and other educational events • Career conversations with talent team • Events with multiple sessions in one day
Privacy of Live video content	Public and discoverable by all members	Private to event attendees
Addressable audience	A subset of your Page followers will be notified when you go Live	• Curate your audience by promoting your event to Page followers and your Page Admins' first-degree profile connections • All event attendees will be notified when you go Live
Driving awareness	• Promote organically by posting to your Page • Extend viewership with LinkedIn ads	• Promote organically by posting the unique Event URL on your Page
Driving engagement	• Before: post on Page to start a conversation or collect questions • During: ask questions and interact with audience • After: edit highlights of recording and share on your Page's Video tab or promote in-feed	• Before: spark conversations on Page as well as a dedicated Events landing page. "Recommend" key posts to attendees. • During: ask questions and interact with your audience • After: engage attendees for feedback. Edit highlights of recording into short video and share on your Page's Video tab or promote in feed.
Reporting	Get robust data about viewers (reach, engagement, firmographic)	View event attendee list (downloading not yet available)
Recommended frequency	Stream to your Page up to 2 times per day (or risk losing followers from notification fatigue)	Stream to an Event up to 4 times per day to create a multi-session event

Learn more about LinkedIn Live or LinkedIn Events.

Linkedin