



**LinkedIn**  
*for creators*

# *LinkedIn Audio Events*

## Conversations with your community in real time

Introducing a new, authentic event format where ideas flow candidly and openly among an interactive group of attendees. Hosting an Audio Event is a great way for creators to engage with followers, build relationships, foster connections, and ultimately unlock opportunities.

## Learn all about LinkedIn Audio Events.

This guide will walk you through the basics of Audio Events so you know:



How to set  
up a LinkedIn  
Audio Event



How to promote  
your Audio  
Event and boost  
participation



Best practices for  
before, during,  
and after your  
Audio Event



What to talk  
about during  
your Audio  
Event

# Set Up and Promotion

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

## How to set up an Audio Event

Setting up an Audio Event is just like setting up any event on LinkedIn and it's available across desktop and mobile (make sure you're using the latest update of the LinkedIn app for the smoothest product experience).

1. Select the Event content tool
2. Click the Event Format dropdown bar and select **"Audio Event"**
3. Select a time and fill in all required information
4. Click **"Post"**

Creating an event will automatically share a one-time post that can appear in your followers' feeds, just like any other post, to help build awareness for your event.



**Pro tip:** Make sure to use #LinkedInAudioEvent and other relevant hashtags in your broadcast description to spread the word beyond your followers.

## Boost participation by promoting your event before it starts.

Once you've set up your event, consider these tips to help promote your event:

### *Invite connections to your event.*

#### 1. Send invitations to your own connections.

Click on "Invite Connections" on your event page after setup to send an invitation that will appear in your followers' notifications tab.

#### 2. Add speakers to expand your reach.

Post your event page on your channels, including the date and time of the event and encourage members to RSVP so they can be notified and add it to their calendars. Do this prior to your event to build buzz or offer followers a chance to collaborate on the content of the event.

#### 3. Give your attendees time to RSVP.

If you're looking to maximize attendance, we recommend you set up your event 7–10 days in advance to spread the word and gather attendees. Followers are busy too, so it's important to give them time to plan and RSVP.

### *Promote your event to increase awareness.*

#### 1. Post about your event on your channels.

Include the date and time and encourage members to RSVP so they can be notified to add it to their calendars. Do this prior to your event to build buzz. This also offers followers a chance to collaborate on the content of the event. Make sure to post again with your event link as you get closer to the day.

#### 2. Utilize your LinkedIn profile.

Add your event link to your profile to both advertise your event and to give interested connections an easy access point.

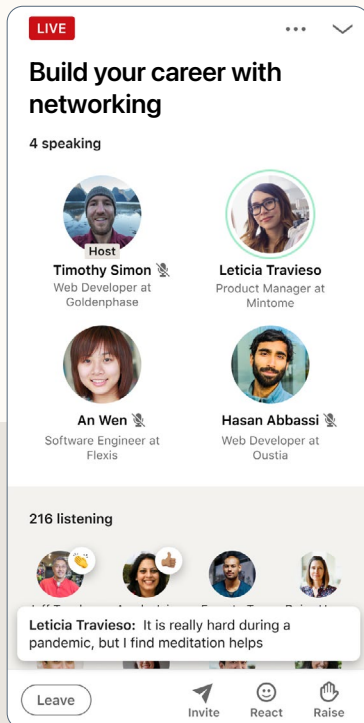


**Pro tip:** On the day before your event, stay top of mind with attendees and collect last-minute RSVPs by teasing your content in a post with the event link.

# Best practices to make each Audio Event a success

Audio Events are all about conversations with your followers. Here are some tips on how to make the conversations run smoothly once your Audio Event has started.

## During your Audio Event



### Plan for at least a 15-minute event

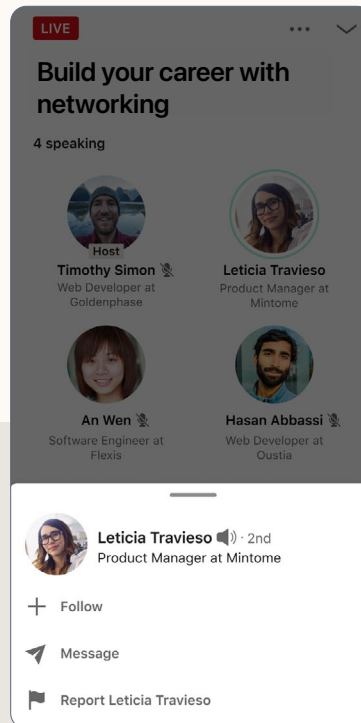
We recommend planning to hold your Audio Event for at least 15 minutes to give your attendees enough time to tune in and get settled, and to leave time for questions. Events that are too short don't give members time to trickle in or speak up.

### Roll with it

If something unplanned happens during your event, try to respond to real moments in real time. Audio Events are meant to feel a little more casual anyway and attendees will appreciate the authenticity.

### Own the room

Treat your event attendees as if they are in the room — because they are. Make sure to moderate the conversation by responding when appropriate, or reporting any members who act inappropriately by tapping on their profile picture.

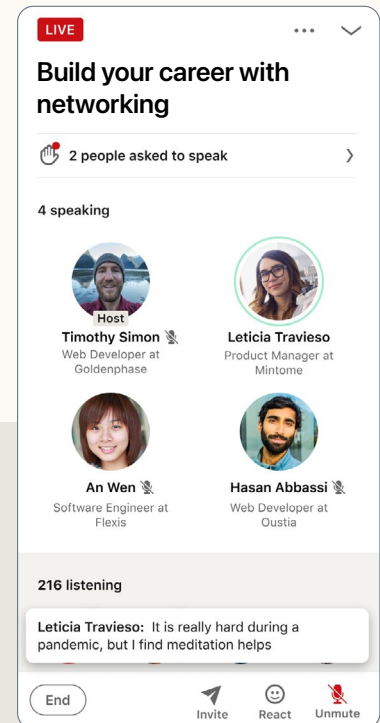


### Network live

You can follow any attendee during the event simply by tapping on their profile picture, or you can send them a direct message to start a conversation.

### Invite engagement

Open up your Audio Event with an emphasis on participation and engagement. Try asking attendees questions to prompt engagement. Remember, it's a conversation, not a broadcast.



### Let attendees join the conversation

You'll need to let attendees "onstage" to participate in the conversation. Click the prompt at the top of your event to select whom to bring onstage after they raise their hand. Members can mute and unmute themselves once onstage.

### Encourage emojis 🙌

Emojis add a touch of fun to the conversation, but you can also ask your audience to use them to communicate with you. For example, to let you know if they can hear you speaking.

# Getting started with LinkedIn Audio Events



Having a strategy behind your content beforehand can help engagement and keeps the conversation flowing once your Audio Event has started. Here are a few ideas for inspiration.

## Audio Event thought starters

### Interviews

Host real-time conversations and answer questions with **Q&As and AMAs**. Ask industry experts, thought leaders, or other creators to join to combine the power of your networks and boost your audience.

### Conversations

Create a virtual space to discuss **keynotes, conferences, a LinkedIn Live, a podcast**, or any other event that you and your followers are buzzing about or are interested in.

### Cultural moments

Spark conversations and engage with your followers about **trending topics** and **cultural moments**. And plan a series to stay on top of an evolving landscape.

### Celebrations

Audiences love to be a part of celebrations like **milestones** and exciting **announcements**. So, invite your community to the party and thank them.



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



A photograph of two women with curly hair, smiling and looking down at something in a workshop or studio. The woman in the foreground is wearing a dark grey textured sweater and a heart-shaped earring. The woman behind her is wearing a striped shirt. They are in a room with shelves of supplies and large windows in the background.

# *We can't wait to hear you.*

Start planning your next conversation and put these tips into practice to make the most out of every event.

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