Live Events Target Audiences

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With Target Audiences, you can now specify a country, region, or language along with your Organization's Live Events posts. Target Audiences is available for use with Company Pages only. To implement target audiences, there will be a few key changes to your user workflow.

1. Register the Live Event.
2. Ingest RTMP(s) content.
3. *NEW* Identify countries, regions, and languages to target. Use the geoTypeahead service to allow members to search for countries or regions. Refer to ISO-639 for a list of supported langauges.
4. *NEW* Create a Post with a list of countries, regions, and languages to target to share your Live Event with your LinkedIn network.
5. End the Live Event.

Geo Typeahead

The Bing Geo Typeahead API will provide a list of corresponding Geo URNs given a user input search query. The display name represents the user-friendly representation of the country or region, while the entity represents the URN that will be appended to the ugcPost.

> ⓘ **Note**
>
> All use of the Microsoft Bing Maps location data is subject to **Microsoft Bing Maps and MapPoint Web Service End User Terms of Use and Embedded Maps Service Terms of Use** and the **Microsoft Privacy Statement**. By accessing any Microsoft Bing Maps location data, you are agreeing to be bound by these Microsoft terms.

⛶ **Expand table**

Field	Sub-Field	Description	Format
hits		The record containing the typeahead hit information.	Array
	displayName	Hit title. The display name of the geo URN.	String
	entity	The urn matching the search query.	URN

API Request

```
HTTP
```

```
GET https://api.linkedin.com/v2/geoTypeahead?q=search&query=San
GET https://api.linkedin.com/v2/geoTypeahead?q=search&query=San&locale=
(language:en,country:US)
```

Parameters

⟦ ⟧ Expand table

Field Name	Sub-Field Name	Description	Required
query		Typeahead query used to find available geo results given the user input.	Yes
locale		The locale the country data is requested in, as represented by the two-letter language and country codes. Defaults to `en_US`.	Optional
	language	A lowercase two-letter language code as defined by ISO-639 .	Optional
	country	An uppercase two-letter country code as defined by ISO-3166 .	Optional

Sample Response Body

```
JSON
```

```json
{
    "paging": {
        "start": 0,
        "count": 10,
        "links": [
            {
                "type": "application/json",
                "rel": "next",
                "href": "/v2/geoTypeahead?q=search&query=san&start=10&count=10&lo-
cale=(country:US,language:en)"
            }
        ],
        "total": 0
    },
    "elements": [
        {
            "displayText": "San Francisco Bay Area",
            "entity": "urn:li:geo:90000084"
        },
        {
            "displayText": "San Diego Metropolitan Area",
            "entity": "urn:li:geo:90010472"
```

```
        },
        {
                "displayText": "San Antonio, Texas Metropolitan Area",
                "entity": "urn:li:geo:90000724"
        },
        {
                "displayText": "Santiago Metropolitan Area",
                "entity": "urn:li:geo:90009899"
        },
        {
                "displayText": "San Juan-Carolina Area",
                "entity": "urn:li:geo:90009445"
        },
        {
                "displayText": "San Luis Potosí Metropolitan Area",
                "entity": "urn:li:geo:90010051"
        },
        {
                "displayText": "San José Metropolitan Area",
                "entity": "urn:li:geo:90010358"
        },
        {
                "displayText": "Santa Barbara-Santa Maria Area",
                "entity": "urn:li:geo:90010474"
        },
        {
                "displayText": "San Cristóbal Metropolitan Area",
                "entity": "urn:li:geo:90010453"
        },
        {
                "displayText": "San Angelo Area",
                "entity": "urn:li:geo:90000720"
        }
    ]
  }
```

Locales

The `interfaceLocales` object represents an array of Locales to target. You can specify locales using the format below:

Schema

⌞⌝ Expand table

Field Name	Description	Required
language	A lowercase two-letter language code as defined by ISO-639 .	Optional

Sample JSON

```JSON
{
  "interfaceLocales": [
    {
      "language": "en"
    },
    {
      "language": "es"
    }
  ]
```

Audience Counts

With the Audience Counts API, you can forecast the reach of your target audience. Use the Audience Counts API to ensure your target audience contains at least 300 followers.

Schema

⌞ ⌝ **Expand table**

Field Name	Description
active	Active audience count for the given targeting criteria. Active audience includes members that are more likely to visit LinkedIn sites.
total	Total audience count for the given targeting criteria. To protect member privacy, this value is 0 when the audience size is less than 300. The total is a rounded approximation, and the degree of approximation depends upon the size of the audience segment.

The following TargetingCriteria can be used with your request. See here for more information about Targeting Criteria.

⌞ ⌝ **Expand table**

TargetingCriteria	Description
urn:li:adTargetingFacet:followedCompanies	include the Organization URN (urn:li:organization:3487269) here
urn:li:adTargetingFacet:interfaceLocales	include the list of Locales (urn:li:locale:en_US) here

TargetingCriteria	Description
urn:li:adTargetingFacet:locations	include the list of Location URNs (urn:li:geo:90000084) here

All API requests require the header: `X-Restli-Protocol-Version: 2.0.0.`

To comply with Restli 2.0 format, all URNs must be URL encoded. For example, `urn:li:skill:17` is URL encoded as `urn%3Ali%3Askill%3A17`.

> ⊙ **Note**
>
> Postman or similar API tools may not support URL encoding query parameters within the request. If you encounter the response: `Invalid query parameters passed to request`, please test your request using `curl`.

API Request

This sample submits a request to the `audienceCountsV2` service to find the audience size of Organization 5340951 under the Geo Location 90000084 and Interface Locale en_US.

HTTP

```
GET https://api.linkedin.com/v2/audienceCountsV2?q=targetingCriteriaV2&targeting-
Criteria=(include:(and:List((or:
(urn%3Ali%3AadTargetingFacet%3AfollowedCompanies:List(urn%3Ali%3Aorganization%3A53
40951))),(or:
(urn%3Ali%3AadTargetingFacet%3Alocations:List(urn%3Ali%3Ageo%3A90000084)))),(or:
(urn%3Ali%3AadTargetingFacet%3AinterfaceLocales:List(urn%3Ali%3Alocale%3Aen_US))))
))'
```

Parameters

⌗ Expand table

Field Name	Required	Type	Description
q	This field should always be `targetingCriteriaV2`	string	Yes
targetingCriteria	Yes	targetingCriteria object	Specifies the targeting criteria that the member should match.

For reference, the unencoded and encoded Targeting Criteria used in the sample request is provided below.

Encoded Targeting Criteria

```HTTP
=(include:(and:List((or:
(urn%3Ali%3AadTargetingFacet%3AfollowedCompanies:List(urn%3Ali%3Aorganization%3A53
40951))),(or:
(urn%3Ali%3AadTargetingFacet%3Alocations:List(urn%3Ali%3Ageo%3A90000084))),(or:
(urn%3Ali%3AadTargetingFacet%3AinterfaceLocales:List(urn%3Ali%3Alocale%3Aen_US))))
))
```

Unencoded Targeting Criteria

```HTTP
=(include:(and:List((or:(urn:li:adTargetingFacet:followedCompanies:List(urn:li:or-
ganization:5340951))),(or:
(urn:li:adTargetingFacet:locations:List(urn:li:geo:90000084))),(or:
(urn:li:adTargetingFacet:interfaceLocales:List(urn:li:locale:en_US))))))
```

JSON Representation

```JSON
{
  "targetingCriteria": {
    "include": {
      "and": [
        {
          "or": {
            "urn:li:adTargetingFacet:followedCompanies": [
              "urn:li:organization:5340951"
            ]
          }
        },
        {
          "or": {
            "urn:li:adTargetingFacet:interfaceLocales": [
              "urn:li:locale:en_US"
            ],
            "urn:li:adTargetingFacet:locations": [
              "urn:li:geo:90000084"
            ]
          }
```

```
            }
        ]
    }
  }
}
```

Sample Response

```json
{
  "elements": [
    {
      "total": 420,
      "active": 0
    }
  ],
  "paging": {
    "count": 10,
    "start": 0,
    "links": []
  }
}
```

ugcPosts

API Request

```http
POST https://api.linkedin.com/v2/ugcPosts
```

> ⓘ **Note**
>
> All requests require the following header: `X-Restli-Protocol-Version: 2.0.0`

Request Body Schema

⌖ Expand table

Field Name	Description	Format	Required
author	The author of a share contains either the Person or Organization URN.	Person URN Organization URN	Yes
lifecycleState	Defines the state of the share. For the purposes of creating a share, the lifecycleState will always be `PUBLISHED`.	string	Yes
specificContent	Provides additional options while defining the content of the share.	ShareContent	Yes
visibility	Defines any visibility restrictions for the share. Possible values include: • `PUBLIC` - The share will be viewable by anyone on LinkedIn.	MemberNetworkVisibility	Yes
targetAudience	Intended audience or best fit audiences for this content as decided by the owner.	TargetAudience	Optional

Share Content

Expand table

Field Name	Description	Format	Required
shareCommentary	Provides the primary content for the share.	string	Yes
shareMediaCategory	Represents the media assets attached to the share. Possible values include: • `LIVE_VIDEO` - The share contains live event content.	string	Yes
media	Use the Asset URN returned from registering the live event.	ShareMedia[]	No

Share Media

Expand table

Field Name	Description	Format	Required
status	Must be configured to `READY`.	string	Yes

Field Name	Description	Format	Required
media	ID of the uploaded image asset. If you are uploading an article, this field is not required.	DigitalMediaAsset URN	No

TargetAudience

⧉ **Expand table**

Field	Sub-Field	Description	Format
targetedEntities		The entities targeted for distribution. Structured as an object containing multiple arrays of targeting entity URNs that functions like a series of OR conditionals.	Array of Targets (see below)
	geoLocations	Array of countries and regions to target. Countries and regions are represented as a Geo URN.	Array of Geo URN
	interfaceLocales	Array of languages to target. Languages are represented as a Locale.	Array of Locale

> ⓘ **Note**
>
> Your target audience must include at least 300 members.

Request Headers

⧉ **Expand table**

Header	Value
X-RestLi-Method	Create

Sample Request Body

JSON

```
{
    "author":"urn:li:organization:abcde12345",
    "lifecycleState":"PUBLISHED",
    "specificContent":{
        "com.linkedin.ugc.ShareContent":{
```

```
        "media":[
            {
                "media":"urn:li:digitalmediaAsset:12345",
                "status":"READY"
            }
        ],
        "shareCommentary":{
            "attributes":[

            ],
            "text":"Join us as we live stream!"
        },
        "shareMediaCategory":"LIVE_VIDEO"
    }
},
"visibility":{
    "com.linkedin.ugc.MemberNetworkVisibility":"PUBLIC"
},
"targetAudience":{
    "targetedEntities":[
        {
            "geoLocations":[
                "urn:li:geo:867",
                "urn:li:geo:5309"
            ],
            "interfaceLocales":[
                {
                    "language":"en"
                },
                {
                    "language":"es"
                }
            ]
        }
    ]
}
}
```

A 201 response confirms your UGC Post has been created successfully. To generate a user-friendly URL to your newly created UGC Post, identify the **X-RestLi-Id** within the response header. Append the header value to `https://linkedin.com/video/live/`. The resulting URL should resemble:

HTTP

```
https://www.linkedin.com/video/live/urn:li:ugcPost:1238957139875
```