HANDBOOK ON PODCAST

play
Podcast Launched
At YOUth

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PROJECT DESCRIPTION

PLAY is a cooperation project for innovation focused on the creation of podcasts, developed within the framework of the European Erasmus+ programme.

One of the main reasons that prompted the various partners to develop the current project is due to the fact that in many cases the dissemination of project activities and results is ineffective and fails to achieve its objectives. With this in mind, the consortium decided that a key factor in achieving the dissemination objectives in an easier way is the use of podcasts.

The concept of environmental sustainability is generally found in the fields of gastronomy and lifestyle. Apparently, this concept has also started to be taken seriously in the fashion industry. Also known as eco-fashion, several famous fashion brands are starting to try to produce environmentally friendly and renewable fashion products.

PROJECT OBJECTIVES

- Know-how for planning podcasts: the main aim is to provide youth workers with the know-how for planning podcasts and developing youth initiatives and improving their dissemination and communication skills.
- Increase understanding of the youth exchange project lifecycle: to enable a better understanding of the whole youth exchange project lifecycle.

- Communication and Dissemination Strategy: support participants in putting the acquired learning into practice and improve NGOs' communication and dissemination processes by providing them with a range of tools, support, skills, experience to be able to implement their communication and dissemination strategies.

GAMMA INSTITUTE

Association Institute for the Research and Study of Quantum Consciousness (GAMMA Institute of Psychology) is a non-governmental organisation in Iasi, founded in 2011, whose aim is the promotion, development, research and initiative of activities in the field of psychology, psychotherapy and mental health, in particular through training programmes, workshops, psychological services and psychological care, counselling, psychotherapy and training of specialists; in addition, another aim is to facilitate cooperation between Romanian specialists in the above-mentioned fields and other specialists in the international areawww.gammainstitute.ro

MISSION

The Gamma Institute is divided into 3 departments:

- Gamma Training (School of Systemic Training), Gamma Psychology Clinic and Gamma Projects&Research.

Our main objectives are:

- Training specialists in psychology and psychotherapy;
- Increasing the quality of life and promoting a healthy lifestyle;
- Research into new methods

TARGET GROUP

- People (of all ages) with psychological problems such as: low self-esteem, anxious or depressive episodes, bullying at school or in the organisational environment, difficulties in life transitions.
- Professionals in the field of education and psychology;
- People (of all ages) interested in the process of personal and professional development

ASSOCIAÇÃO CHECK-IN

Associação Check-IN is a non-profit organization, founded in 2010, based in Beja, also operating in Lisbon, Portugal. It works in close cooperation with public and private entities, actively participating in quality-of-life improvement activities. The NGO mainly focuses on youth and adult mobility, non-formal education, cooperation and development of organizations and individuals, working regularly with other organizations, as well as municipalities, universities in Europe and around the world.

THE CHECK-IN MISSION

To promote lifelong learning opportunities
-To encourage and promote social integration, education for sustainable development, and social entrepreneurship.
The main objective is to empower youngsters to develop their own ideas, be active and have an entrepreneurial spirit, promoting the entrepreneurship spirit and active participation to overcome that. Youngsters need this kind of activity, not only the ones at the national level but especially international to open their horizons.

TARGET GROUP

Check-IN focuses on youth and adult mobility, social educators, youth workers, volunteers that cooperate with the organization and have the will to be active and innovate. The organization always involves participants with fewer opportunities (with economical, geographical, social obstacles), providing them with concrete opportunities at local and international level.

YOUTHFULLY YOURS GR

Youthfully Yours Gr was created in 2011 by a group of friends interested in Non-formal Education, Youth Work & European Mobilities. YYGR is a Non-profit Organization (NGO) from Thessaloniki Greece, with activity on local, national & European Level. Our youth workers are interested in Arts, Environment, Democracy, Unemployment, Sustainability, Creativity and Entrepreneurship, Volunteering, European and Balkan culture as well as urban and regional activities. YYGR promotes friendship, peace, respect for human rights, anti-racism.

THE YOUTHFULLY MISSION

Our organization is involved in short & long term programs. Environment, urban or natural, xenophobia and thus the rise of racism, poverty, socialization, respect for human rights, public participation on a local and European level, promoting the idea of the European citizen, unemployment, creativity and entrepreneurship, are only a few of the issues that youth is interested in every time they decide to participate in our organization's outdoor activities and workshops.

TARGET GROUP

Youthfully Yours works both as a sending and receiving organization of KA1 Youth Exchanges & Training Courses, KA2 small scale projects, EVS (as sending organization) with youth aged 18-35 interested in non-formal education and the idea of european cooperation.

ASSOCIAZIONE AGRADO APS

Associazione Agrado APS is a local Italian organization which manages projects, activities and actions in order to empower personal development, skills and competences of Youth workers, Youth and Adults through Non-Formal Education.

It organizes Youth Exchanges, Seminars, Training Courses and Strategic Partnership projects KA2 within the frame of Erasmus+ Programme.

TARGET GROUP

Agrado works with youth (from 15-18 years old) and adults; especially for the development of Youth workers (Facilitators and Trainers competences).
Agrado is active in the field of education for youth and adults and has also worked as School education provider in Trainings KA1 for Teachers (in Portugal with a PT partner)

THE AGRADO MISSION

Associazione Agrado has a long experience in International project management and organization, especially in the field of Training Courses: we have organized 12 International Training Courses/Seminars in Youth in Action/Erasmus+ and 12 Youth Exchanges taking care of the quality before of all.
It works a lot on psychological methods of personal development and communication (Transactional Analysis) and on art and creativity as tools for self-development and on creativity process.
It has accreditation as Sending and Coordinating Organization for ESC projects

SOLUTION: SOLIDARITE & INCLUSION

Solidarité & Inclusion is an NGO based in Paris carrying out educational activities to promote social cohesion through non formal education.

The objective of the association is to foster the social inclusion of young people by proposing actions that promote intercultural dialogue, encourage the democratic participation of groups excluded from the social dynamic, increase the general and specific skills of young people.

TARGET GROUP

Solution operates in a multicultural and socially complex environment: East Paris has more than 70 different ethnic communities whose young adults may face economic hardship, social exclusion and exclusion from the labor market. These groups are often excluded from extracurricular opportunities that could help them acquire new skills for better integration into society.

THE SOLUTION MISSION

- Integration of disadvantaged groups in the labor market
- Entrepreneurship as a professional opportunity for people with fewer opportunities
- Ecological awareness through innovative tools and ICT
- Integration of young migrants in the society
- Women empowerment
- Gender equality for everyone
- Active citizenship both on European and local levels
- Promotion of intercultural dialogue through multilingual workshops

USEFUL TIPS FOR DEVELOPING PODCAST IN NON-FORMAL EDUCATION

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TIPS

1 WHAT IS A PODCAST

A podcast is a recording of a topic that usually lasts 20 to 50 minutes and can be downloaded or listened online. The creator of the podcast is the podcaster. The podcaster can be alone or can have guests on his podcast.

2004, THE BIRTH OF PODCASTS

It was then simply a technological innovation allowing radio stations to broadcast programs offline. They could publish the podcasts online and listeners could download them at their convenience. Now anyone can create a podcast and publish it on different platforms such as Spotify, Stitcher, iTunes, Google Podcasts, and Apple Podcasts.

PLANNING OF YOUR PODCAST

In order to plan the creation of a podcast you have to define the format you would like to develop, if it is an interview, a discussion, educational or a solo. Then you may decide if you will host alone or have guests. If you want to have guests, think about who can participate to animate your podcast. One of the most important things is also to create an identity for your podcast that is easily recognizable and fun through the title, graphics, theme and transition music.

2 ADVANTAGES AND DISADVANTAGES TO USE PODCASTS IN YOUTH WORK

Making podcasts for youth work can be a very good idea in order to raise awareness or inform them on several topics that could be interesting for them. However, you may have to find a topic and attractive ideas to create your series of episodes by targeting a specific category of young people.

ADVANTAGES

Practical: You can download the podcast and listen to it anytime and anywhere while doing something else at the same time.

Close to the listeners: Implementing a series of episodes creates a bond between the podcaster and the listener. Listening and not seeing the person speaking in the podcast can create an attachment without focusing on physical appearance. You can speak directly to your audience and build loyalty.

DISADVANTAGES

- Podcasts are not always easily searchable.

- Making podcasts can be time consuming and require quality material when you want to do it right. You need to take the time to edit it and have a very good connection to upload it.

- For young people it can be a distraction to spend 20 or 50 minutes listening to a podcast when they have homework or are in class.

3 WHAT IS NON-FORMAL EDUCATION

Non-formal education is learning outside the curriculum of the traditional school system. The aim of non-formal education is to learn with stimulating activities that are not assessed because the important thing is the quality of learning and not the quantity. It also improves new skills and competences on a voluntary basis accessible to everyone.

NON-FORMAL EDUCATION SHOULD BE:

- interactive
- student-centered
- a planned procedure with educational goals
- focused on using a collaborative approach and combining individual and group learning
- founded on action and experience
- holistic and methodical
- planned according to the requirements of the participants

EXAMPLE OF NON-FORMAL EDUCATION

- Sports clubs of various kinds for all ages
- Reading groups
- Debating societies
- Conversation workshops
- Perform music and drama
- Play games
- Go camping or travel
- Cultural visit

4 WHAT SOFTWARE DO YOU NEED TO CREATE A PODCAST

10 Best Podcast Software
- 1. Audacity
- 2. Garage Band
- 3. Adobe Audition
- 4. Riverside
- 5. Hindenburg
- 6. Auphonic
- 7. Anchor
- 8. RINGER
- 9. Zoom
- 10. Buzzsprout

AUDACITY'S ADVANTAGES

- It's FREE
- You can download audio editing and recording software.
- It is a cross-platform audio editor that enables to digitize recordings from different sources in addition to capture live audio with a microphone or mixer.
- It also allows the bit rate to be reduced in order to reduce the file size.

AUDACITY'S DISADVANTAGES

- By reducing the file size, it causes some damage to the quality of the recording. The application often contains bugs that make it unstable.
- It's not that easy to use but there are plenty of tutorials on youtube for that.
- Its functionality for mixing is limited.

5 WHAT EQUIPMENT DO WE RECOMMEND?

The podcast concept is based on listening. It is therefore important to make listening enjoyable for your listeners. Good sound quality is essential, with a clear grain of vision. Your microphone should be of good quality and well placed. To start with you can start with a cheap but effective basic equipment like your phone.

No matter what type of microphone you choose, it should be a condenser microphone because they are the most sensitive to sound and provide a clean result.

Buying a cap to protect your microphone is also a good idea to prevent saliva particles from getting into the microphone and damaging it. It acts as a filter and reduces the strong sound of the microphone like "S" or "P".

Microphones for recording music and speech are different. there are several types of microphones.

- Multi-directional microphones pick up sound at 360 degrees so you can talk all around.
- Eight-way microphones pick up sound from both sides, from the front and the back of the microphone and are insensitive to the sides, so you have to position yourself correctly to speak.
- Cardioid microphones pick up sound in the shape of a heart. These are the microphones most commonly used in the studio and home studio. This type of microphone is only sensitive at the front, so it is very important to know your equipment in order to position yourself in the right direction for the sensors.

6 WHAT ARE THE LEGAL ISSUE YOU NEED TO PAY ATTENTION TO?

When creating your podcast you need to make sure that the music or audio you are using for is copyright free. You must also have the agreement of participation and publication of your guests If you have any. Otherwise, you may be in legal trouble if one of your guests or the owner of that music/audio you used decides to take you to court.

RESPECT THE CONDITIONS OF USE OF THE INTERNET

In order to avoid having problems with the law and having your podcast removed from downloading platforms or being banned, you must respect the general conditions of use of the platform you are using. It is therefore necessary to banish from one's speech defamatory, racist, hateful remarks or remarks that would enrage hatred or violence towards a person or a community. Also, do not promote illegal products or services or misleading advertising.

COPYRIGHT FREE MUSIC DOWNLOAD SITES

- AI generated music
- soundraw.io
- instazik
- pixabay

7 DEFINE YOUR OBJECTIVES

In order to identify your objective, you must establish a dissemination plan:

- what is your purpose and who benefits from it?
- what is the result you would like to have from your project?
- who is your target?
- What actions would you like to do in order to achieve your goal? make a dissemination calendar to be methodological.
- What are the physical and human resources you need to carry out your actions and spread your message to your target.

STEP FOR MAKING A PODCAST

DESIGN: Find a goal - Define a target - Choose a topic - Give it a format

PRODUCTION: Define the roles - Events - Create content - Recording - Editing

RELEASE: Publish it - Promote it
Also, do not promote illegal products or services or misleading advertising.

WHAT RESOURCES DO I NEED?

Speaker: Develops discussion, facilitates exchange, ambassador, creates rhythm, dynamic, fun

Writer/Editor: creates concept, content and organizes script

The audio technician: takes care of the sound design and records

Editor: mixes and produces and publishes on the platform

The Community Manager: Promotes the Podcast and creates the community

8 IDENTIFY YOUR TARGET POPULATION

After defining your goal, you must define your target to then choose your topic and how to approach it. It is important to do a market study to find your target according to the objective and the goal you set yourself at the beginning.

FIND YOUR TARGET

To begin with, you must take into account the age, socio-cultural class and geographical area you are aiming for in order to adjust the language and perform your podcast in the language that is best understood by your future listeners.

Also think about their needs and what you could bring them with podcasts.

Targeting is important for branding. Branding is about creating your manufacturing brand and an attractive personality and history for your podcast design.

HOW TO REACH YOUR TARGET

After measuring and defining your market needs by looking at current trends, you can attract your target by promoting your project and its advancement to let them know about it. You can promote it through various channels such as social networks (instagram, facebook, snapchat, youtube, Tik Tok).

Treat the first release of your first podcast as a big event that your targets should look forward to.

9 HOW TO PREPARE YOUR VOICE FOR A PODCAST?

In a podcast, the only thing your listeners will be listening to and focusing on is your voice. However, our voice does not just make sounds like a robot. Did you know that we have the power to express emotions through our voice?

BEFORE YOU TAKE THE MIC

Make sure you are relaxed without stress. Breathe and put yourself in a positive and enthusiastic mood to communicate good vibes to your listener. Hosting a podcast requires energy in order to make the listener want to listen until the end and not get bored. So make sure that you are in line with your topic while keeping your own way of communicating as this is probably what will give your posts particularity.

Finally, revise your script so that you have no blanks and are more confident

DURING RECORDING

Be confident and take the time to breathe and pause when necessary. Take time to articulate to make sure you are understood and not too close or too far from the microphone. Record your podcast with passion, taking the topic to heart to better communicate the message.

10 CHOOSE YOUR FORMAT

The right podcast format for you will depend on your content, audience, resources, and personal style. Take some time to consider these factors and experiment with different formats to see what works best for you and your audience.

Content: The first thing you should consider is the type of content you want to produce. Will it be an interview-based show, a solo-host show, a narrative-style show, a news show, or a roundtable discussion? You should choose a format that best suits your content and helps you achieve your goals.

WHO IS LISTENING?

Audience: Consider your audience and what format they might prefer. For example, if your target audience is busy professionals, they might prefer a shorter, more concise format that they can listen to on their commute or during a workout. If your target audience is interested in in-depth discussions and analysis, they might prefer a longer format that allows for more in-depth exploration of topics.

WHAT ARE YOUR PRODUCTION LIMITS?

Production resources: Consider the resources you have available for producing your podcast. Some formats require more time, equipment, and editing than others. For example, a narrative-style show might require extensive research, scripting, and production resources, while a solo-host show might require less preparation and production.

11 CHOOSE YOUR DURATION

A good starting point to decide the duration of a podcast episode is around 30-60 min.

Consider your content and the information you need to cover. The length of your podcast should be dictated by the amount of content you have and how much time you need to cover it effectively.

HOW LONG CAN YOU GO?

Consider your production resources and personal style. Longer episodes may require more editing and production time, and some hosts may prefer shorter or longer episodes based on their personal preference and style. Choose a length that works best for you and your audience, and be open to adjusting it based on feedback and analytics.

TEST YOUR AUDIENCE

Take your audience into account. Think about their listening habits and preferences. If your target audience is busy professionals, shorter episodes may be more appealing, while more in-depth discussions may appeal to those interested in a particular topic.

12 CREATE YOUR PODCAST SCRIPT

Start by choosing a topic that you are passionate about and that you have enough knowledge and expertise to talk about. Research your topic well and organize your thoughts before you begin scripting.

Dispose the bricks of your episode in a logical way to design a flow of content that will keep the listeners engaged and involved about what they are listening to.

STORYTELLING

Use storytelling techniques to make your podcast engaging and memorable. Use anecdotes, personal experiences, and case studies to illustrate your points and make your topic relatable.

Use sound cues: Use sound cues such as music, sound effects, and transitional sounds to make your podcast more engaging and interesting. These can be used to punctuate important points, create suspense, or set the mood.
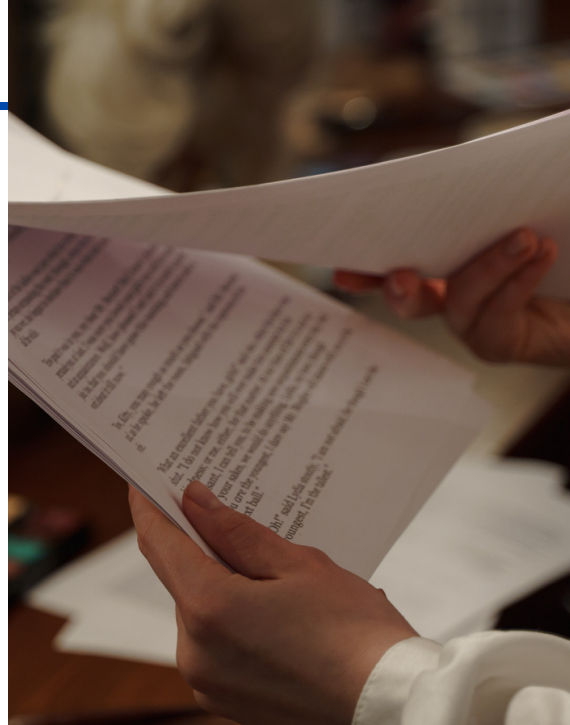
PLAN TO ENGAGE

Plan your structure: Your podcast script should have a clear structure that keeps the listener engaged. Start with an introduction that sets the stage for your topic, followed by the main content, and end with a conclusion or a call to action.

Including calls to action in your script to encourage listeners to take action, such as subscribing to your podcast, visiting your website, or following you on social media.

13 CREATE YOUR PODCAST COVER

Keep it simple: Your podcast cover should be eye-catching, but not too cluttered. Use a simple design that clearly communicates the theme and focus of your show. Avoid using too many colors or graphics that can make your cover look messy or confusing.

The cover must be "readable" even at small resolutions as a *thumbnail.*

BRAND IT!

Incorporate your branding: Your podcast cover should reflect your brand and visual identity. Use your logo and brand colors to create a consistent look across all of your marketing materials.

Make it stand out: Your podcast cover should be distinctive and memorable. Use unique and creative designs that stand out in a crowded marketplace. Consider using bold typography, striking images, or other design elements that make your cover stand out.

CATCH THE EYE

Choose the right fonts: Select fonts that are easy to read and reflect the tone of your show. Use bold, sans-serif fonts for titles and headlines, and smaller, more legible fonts for any subheadings or additional text.

Experiment with different designs to see what works best. Try out different color schemes, fonts, and layouts to find the one that best represents your show and appeals to your audience.

14 CHOOSE THE MUSIC

Choosing the right music for your podcast can help set the tone and enhance the listening experience for your audience.

Consider your podcast's theme and tone: The music you choose should be in line with the theme and tone of your podcast. For example, if you have a lighthearted and upbeat show, you may want to choose music with a similar tone.

ROYALTY-FREE IS THE WAY

Use royalty-free music: To avoid any copyright issues, it's best to use royalty-free music that is licensed for commercial use. There are many websites that offer free or low-cost music tracks, such as YouTube Audio Library, Epidemic Sound, and AudioJungle.
Nowadays it is possible as well to use AI generated music and this will be the new way to go since in minutes an AI can generate the exact music with the right mood for you: royalty free of course! Check on Google to find the one that suits you best.

MUSIC CREATES THE FLOW

Incorporate music into the structure of your podcast: Consider using music to break up segments, introduce new topics, or transition between different parts of your podcast. This can help keep your audience engaged and make the listening experience more dynamic.

Be consistent: Use the same music or similar music throughout your podcast to create a consistent sound and brand identity.
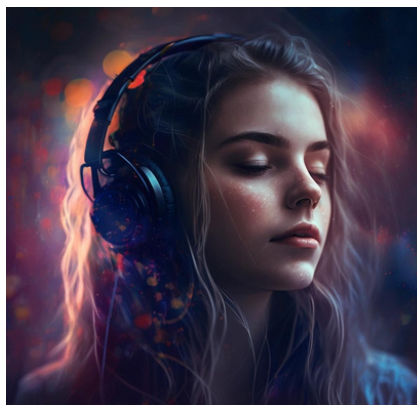
15 FIND TITLES FOR YOUR EPISODES

Creating compelling episode titles for your podcast is an important part of attracting and retaining listeners.

Be clear and concise: Your episode title should clearly communicate the topic or theme of the episode, but it should also be concise and to the point. Avoid long titles that may be difficult to read or remember.

It's also important to give a format to episodes name indicating the episode's.number and the season

STAND OUT WITH KEYWORDS

Use keywords: Incorporating keywords into your episode titles can help your podcast appear in search results and attract listeners who are interested in your topic. Make sure to use relevant keywords that accurately describe the content of the episode.

Be creative: Don't be afraid to get creative with your episode titles. Use humor, puns, alliteration or other techniques to make your titles stand out and capture your listeners' attention.

ENGAGE WITH CURISITY

Create intrigue: Use your episode titles to create intrigue and curiosity about the content of the episode. Try using questions, statements or phrases that will make your listeners want to learn more.

Stay consistent: Consistency is important when it comes to episode titles. Consider using a consistent format or style for your episode titles to help build recognition and establish your brand.

16 IDENTIFY AND INVITE PARTICIPANTS IN YOUR PODCAST

(WHERE TO FIND THEM, HOW TO APPORACH THEM ETC.)

Identifying and inviting participants for your podcast can be a challenge, but there are several strategies you can use to find and approach potential guests.

Research relevant experts and influencers: Use social media, Google searches, and other online resources to identify experts, influencers, or other individuals who are knowledgeable or passionate about your podcast's topic.

BE KIND AND PROFESSIONAL

Approach potential guests professionally: When reaching out to potential guests, be clear about the purpose of your podcast and why you think they would make a good guest. Be respectful of their time and offer to provide any necessary information or resources to make the process as easy as possible. Be prepared to follow up if you don't hear back initially

LEVERAGE YOUR NETWORK

Reach out to your network: Ask your friends, colleagues, and acquaintances if they know anyone who would make a good guest on your show. You may be surprised by the number of potential guests in your own network.

Prepare a clear pitch: In your invitation, be sure to clearly communicate the purpose of your podcast and why their expertise or experience would be valuable to your listeners. You can also provide details about the format and length of the podcast, and any other relevant information.

17 DESIGN YOUR QUESTIONS WHEN YOU HAVE AN INVITED PARTICIPANTS

Use a conversational tone: Your questions should flow naturally in a conversation, and should not sound like a formal interview. Use a conversational tone, and allow your guest to elaborate on their answers.

Avoid controversial or sensitive topics: Be mindful of your guest's background and areas of expertise, and avoid controversial or sensitive topics that may be uncomfortable or inappropriate.

AVOID GENERAL PURPOSE QUESTIONS

Research your guest: Before designing your questions, do some research on your guest and their background. This will help you ask more informed and targeted questions that will be of interest to both your guest and your listeners.

Start with open-ended questions: Begin with open-ended questions that allow your guest to share their perspective and experiences in their own words. Avoid asking yes or no questions, as these can lead to short, uninformative answers.

A WELL-PLANNED INTERVIEW

Allow for follow-up questions: Listen actively to your guest's responses and allow for follow-up questions to dive deeper into certain topics or ideas.

Prepare questions in advance: While you want your questions to flow naturally in a conversation, it's important to prepare your questions in advance to ensure that you cover all the topics you want to discuss.

18 WHEN SHOULD YOU PUBLISH YOUR PODCAST?

The timing of when to publish a podcast can have a significant impact on its success.

Consistency is key: Consistency in publishing is important to establish and maintain a regular listening audience. Choose a schedule and stick to it, whether that's weekly, biweekly, or monthly.

EXACTLY WHEN?

Time of day: Research indicates that the best time to publish a podcast is early in the morning or in the early evening. This allows listeners to download and listen to your podcast during their commute or at home.

Day of the week: The best day of the week to publish a podcast may vary depending on your audience. However, studies have shown that Tuesdays, Wednesdays, and Thursdays tend to have higher download rates compared to other days.

BE SMART AND RIDE THE WAVE

The time of year can also impact when to publish your podcast. Avoid publishing new episodes during holiday periods when people may be less likely to listen. Instead, plan your publishing schedule around major events, seasons, or milestones that are relevant to your audience.

Consider your audience's time zone when scheduling your podcast. For example, if you have a global audience, it may be beneficial to publish at a time that is convenient for listeners in different T.Z.

19 HOW TO FIND A PLACE TO RECORD

Evidently, sound quality is important in a podcast. However, you don't need a professional studio in order to achieve good results. You can easily record at home or at your office by choosing the smallest and most quiet room available (for example, with the least walls facing the street or with good insulation). Always remember to eliminate any possible interferences and distractions like notifications, reminders, alarms etc.

PRACTICAL TIPS ON HOW TO SET THE ROOM

You can significantly improve the sound quality by choosing a room that already has or to which you can add thick carpets or curtains or by affixing thick materials on the wall, for example egg cases.
Another tip is building a "fortress" with the pillows of the sofa and placing yourself inside. The more adjusted the size of your fortress to your body is, the better.

RECORDING OUTDOORS

This is obviously a riskier choice but it is not out of the question.
If the nature of your podcast allows it, you could record outdoors but only if the background noises are relevant to your recording, like birds or a light breeze if your podcast is presenting meditation techniques for example. In this case, run some tests at first to see how loud the noises are and how you should adjust the volume of your own voice.

20 GOOD RECORDING TECHNIQUES

Every time you record is different and so can be the unpredicted challenges you might encounter. Make a test recording, especially if you have guests, to make sure that there are no technical issues or background noises and if there are, see how you can fix them in time.

For a successful recording, it is recommendable that you and your guests use headphones, even better if they are the ones who fully cover the ears instead of earbuds.

MORE RECORDING TECHNIQUE IDEAS

You might want to train yourself into staying completely silent when your co-host or guest is speaking. It is only natural that we often react to what's being said by making sounds or saying "yes" or "that's right". However, in a recording, overlapping voices can be disturbing and on top of that, the person who's speaking might lose their trail of thought.

Similarly, remember to keep yourself muted when you're not speaking so that any noises are eliminated.

EVEN MORE TIPS

It might sound less important that the more technical parts but try to stay hydrated and drink enough water before recording so that the clicking noises that the mouth makes when it's dry are decreased.

Finally, choose your own audio cue for mistakes while recording. This can be a clap next to the microphone, which is something you can spot directly in the track due to its mark of high volume.
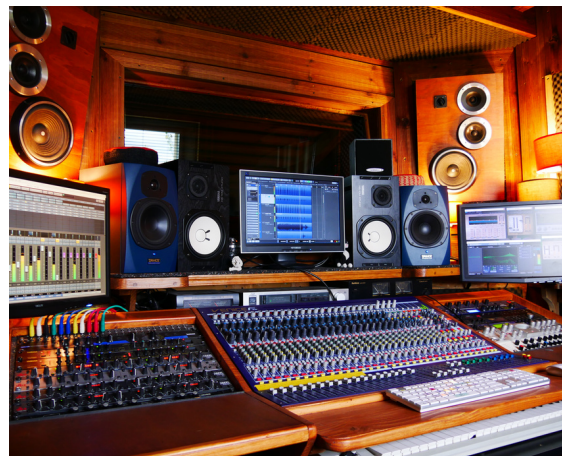
21 RECORDING REMOTE GUESTS OR CO-HOSTS

That's an important choice to make taking into account each person's available recording equipment and experience.

First choice: every person records locally and the tracks are put together at the editing phase. In this case you need really good editing skills.

Second choice: the main host records via a recording software, like podcastle. Audio quality will be more or less good according to each person's microphone.

A PIECE OF ADVICE

All options have advantages and disadvantages. Before you invest money on a mixer or some other recording device make some first attempts to record through Zoom or via a podcast recording platform. They are quite user friendly and the result is more than decent to start with. Later on, you can move to some more complicated but with more high quality results options. Similarly, remember to keep yourself muted when you're not speaking so that any noises are eliminated.

MORE REMOTE RECORDING OPTIONS

Third choice: the recording is done on a videocall platform, like Zoom. Audio quality won't be ideal but at least people are used to using the platform.

Forth choice: you can use a mixer for a very good sound quality. However, this only makes sense if you feel comfortable using all the features available. Also, both ends need a mixer connected to their computer of laptop for a same-level result.

22 CREATE A FRIENDLY ATMOSPHERE BEFORE RECORDING

(MAKE YOUR PARTICIPANT COMFORTABLE)

Some people are very stressed and you can hear the nervousness in their voice. In order to avoid that, especially if you plan on inviting different guests to your podcast, follow the tips below, split into two categories. Something that could be useful would be to establish a ritual, which you can follow every time to host a new guest, for example a mic check where everybody says what they had for lunch. It's an easy and fun way to create a friendly atmosphere.

BREAKING THE ICE

This part is very important, especially if you don't know your guest very well. Try to ask some general questions about their day and how they feel about the recording in order to spot how stressed (or not) they are and act accordingly. If they are stressed, give them some tips, offer to go through their script with them or ask questions about the topic you will discuss with them so that they get into the mood.

THE SURROUNDINGS

1. Make sure that the room is tidy and that there is enough space for your guest to place their notes, a glass of water or a laptop, if they need one. It will make them feel more at ease.
2. Set the room temperature based on both your and your guest's needs so that you both feel comfortable and relaxed.
3. Give them a quick tour of the studio and offer them some basic information about the equipment and how they should use it for the best possible outcome.

23 ADOPT PROPER MICROPHONE TECHNIQUES

It is of course important to choose the right microphone based on your needs and budget but using it right is too.

Try to keep a good distance from your microphone while speaking and maintain it the whole time. An easy way to check if you have the right distance is to place your hand with the fingers spread between your mouth the the mic. Your thumb should touch your nose and the little finder the mic.

PROPS THAT CAN HELP

- Get a pop filter for your microphone. This way the most "noisy" sounds like "p" or "b" will be toned down and won't create disruptions to the sound quality.

- Always use headphones when recording. Though them you hear the sound that will reach your listeners so you can adjust your tone and volume based on that

WHILE RECORDING

It would be best if you could keep your hands away from the microphone while speaking and also avoid turning around or moving too much. The movement will have an effect on your track as your voice volume will flunctuate.

Although it can be tricky sometimes, aim for an individual microphone for every speaker. If you don't have enough mics, better limit your guests as sharing a mic causes problem with the quality of the end product.

24 DEFINE YOUR VOLUME LEVELS

When settings volume levels of a microphone or a music track you will have to pay attention to 3 elements. GAIN, CHANNEL VOLUME and MASTER VOLUME.

GAIN: is the first setting in a channel strip, it is the amplification of the signal coming from a microphone and it as to ba adjusted in order to give the right amount of power to the signal. It's important to not exceed with this regulation otherwise you will "clip" the signal, which means you will distort the signal and the quality will immediately deteriorate. If you are in the region of clipping you will be advised from a clipping led (usually red) present on the strip of the channel on the mixer.

EVALUATE THE STRENGHT OF THE SIGNAL

To evaluate the strenght of the signal (or amplitude) you can also count on a level meter that can be general or present for each channel. This display visually the real volume of the signal after it is treathed with the gain control, if you keep your signal in the green-orange area of the level meter you are safe.

CHANNEL VOLUME

At this point you will have to set the CHANNEL VOLUME that usually it's controlled by a fader on the mixer channel strip and this is the control you will use it to mix the different signals on your mixer, for example 2 microphones and 1 backing track. You will adjust volumes listenening the result in the headphones, but still pay attention to not exceed and enter in the clipping region (red led).

Finally you can adjust the overall level of the mixed tracks by using the master volume which is another fader controlling the overall level and it's a good idea to keep it constantly on the 0db mark and move it just if an overall adjustment it's needed.

25 HOW TO WATCH OUT YOUR BREATH

Breathing and other sounds like lip smacking can interfere with your recording and cause some unwanted distractions for your listeners.

One way to deal with them is deciding how to handle them while editing but this can be time consuming or even leave your podcast sounding unnatural if you overdo it.

Alternatively, you can try to prevent these noises your occuring as much as possible.

BREATHING NOISES

First of all, you could check online for professional breathing techniques just to get some inspiration. The most useful tips would be to breath through your noise instead of your mouth while recording, sit straight in front of the microphone and try to practice your script beforehand with a particular focus on keeping your breaths short.

OTHER MOUTH NOISES

If you wish to avoid lip smacking or mouth clicking noises, which if happening repetitively can be annoying to the listeners, try a very simple trick. Keep a glass of water next to you and try to take a sip (away from the microphone) every now and then in order to keep your mouth hydrated.

26 KEEP YOUR BODY STILL

Recording a podcast, especially a solo podcast, can feel a bit awkward at the beginning. The sense of feeling uncomfortable can easily become visible in your body posture and impact your voice and your image as a whole, especially if you are recording your podcast with video included.

TIPS FOR YOUR ON-CAMERA IMAGE

- Instead of overplanning too much before recording and having a full script ready, try to create bullet points and practice on how to develop them orally. The result will be much more natural and engaging.
- Pay attention to your pronunciation and speech pace. Try to speak clearly and slowly, in a rhythm that still sounds natural though.

BODY POSTURE AND GESTURES

If you're recording an interview or if you have a co-host, try to keep your body straight always facing the microphone and not the other person. It might feel strange at first but the sound quality will improve a lot. Also, if you usually make a lot of gestures while speaking try to limit them without stopping them altogether as it is part of your character and the way you come across a person.

27 CO-HOSTING A PODCAST

When you first start your podcast, it might seem easier to have a co-host instead of doing a solo one. However, there can be some tricky parts to consider before committing yourself to a co-hosted podcast.

Whether you choose a close friend or a person you don't know that well, there are always some risks to keep in mind.

CO-HOSTING WITH A FRIEND

Although the idea may seem great at the beginning, both sides need to be clear about what their aim is for getting involved in the podcast. Both hosts should agree on the exact topic, frequency and tone of the podcast because it is important for it to have one common identity.

Also, both parties should have a similar idea about how "professional" they want their podcast to be or to become eventually so that there won't be an imbalance of involvement and work put in it between the two hosts.

MISTAKES TO AVOID

If you choose to record with a friend, you might feel that there is no need to plan a lot in advance because you already know each other well.

Although this could be valid, it can also lead to losing track of the topic and starting rambling amongst yourselves, which has no interest for the audience. Something to keep in mind is also not to overlap with each other while speaking, which can happen when we are used to doing it between friends.
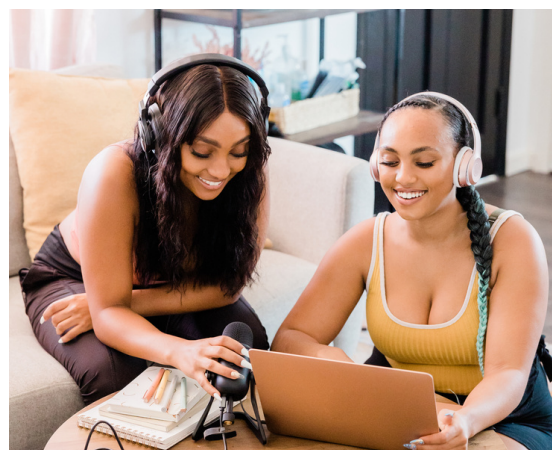
28 WORKING WITH EDITING A PODCAST

Editing software is a bit of a catchall term that can be used to refer to a large array of products used to edit various types of media. In general, it tends to refer to computer programs that can be used to edit audio, video, photographic, and graphics files.

PODCAST EDITING TIPS

1. Set a Length for Your Podcast
2. Listen and Take Down Notes
3. Do Create a Story Line and Flow in your Podcast
4. Create a Memorable Theme Song
5. Place Background Music in Your Podcast
6. Organize Your Tracks and Use Tone Equalizer
7. Use a Compressor

NOT TO DO ON EDITING A PODCAST

1. **Don't Go Overboard with Your Plugs**
2. **Don't Delete Every Crutch Word** - they're what makes a conversation real and natural.
3. **Don't Edit Word-Per-Word** - edit sentences so that they're complete and straight to the point.
4. **Don't Combine Sound and Content Editing Tasks**
5. **Don't Fill Your Podcast with Sound Effects** - the key to successful sound effects lies in knowing when to add and how much to add.
6. **Don't Be Too Confident** - Take a break for at least 30 minutes, then listen to your edited podcast one last time before uploading.
7. **Don't Be Afraid to Invest in Quality Editing Software**

29 SUBMIT YOUR PROGRAMS TO PODCAST DIRECTORIES

Submitting your podcast to podcast directories like Apple Podcasts, Google Play, and Spotify is a key way to grow your following. But you also need a "home base" for your audio and written content. We can't stress enough the benefits of a dedicated podcast website as it's a platform you can control for your brand. Apple or Google could remove your podcast for any reason at any time, but no one can remove your podcast from your own website.

IMPORTANT DETAIL

For listeners, a podcast directory is one way to discover and consume podcast episodes. Directories are typically categorized alphabetically or by genre to aid in discovering new shows. According to Chartable, two of the most popular listening platforms are Apple Podcasts and Spotify.

PODCAST DIRECTORIES THAT YOU CAN USE

- **Apple Podcasts**
- **Google Podcasts**
- **Spotify**
- **Stitcher**
- **Podchaser**
- **TuneIn**
- **iHeartRadio**
- **RadioPublic**
- **Pocket Casts**
- **Castbox**
- **Pandora**
- **Overcast**

- **Downcast**
- **PodCruncher, iCatcher, and Castaway 2**
- **Podcast Republic, BeyondPod, AntennaPod, and doubleTwist**
- **Listen Notes**
- **Castro**

- **Deezer**
- **Anypod**
- **Podcast Addict**
- **PlayerFM**
- **Learning Out Loud**
- **iPodder**
- **Laughable**
- **Acast**
- **Podcast Gang**
- **Listen App**
- **YouTube**

30 USE SOUND EFFECTS TASTEFULLY

Using sound effects or sound design can make a huge change to the emotional impact of your podcast. It can help guide the attention of your listener and keep them engaged over the course of an episode.

But be careful - it's a fine line between creative genius and just plain cheesy. And too much sound design and your narrative will be lost in the soundscape you've created.If in doubt, leave it out. But when used correctly, sound design can turn a good podcast into an amazing one.

IMPORTANT DETAILS

- A quiet place to record without background noise is going to make the editing process much easier because there will be less background noise to try to work around.
- A DAW (digital audio workstation) is the software that you'll use to edit your podcast. You can either record it using this software, or import an audio file that's been recorded elsewhere.
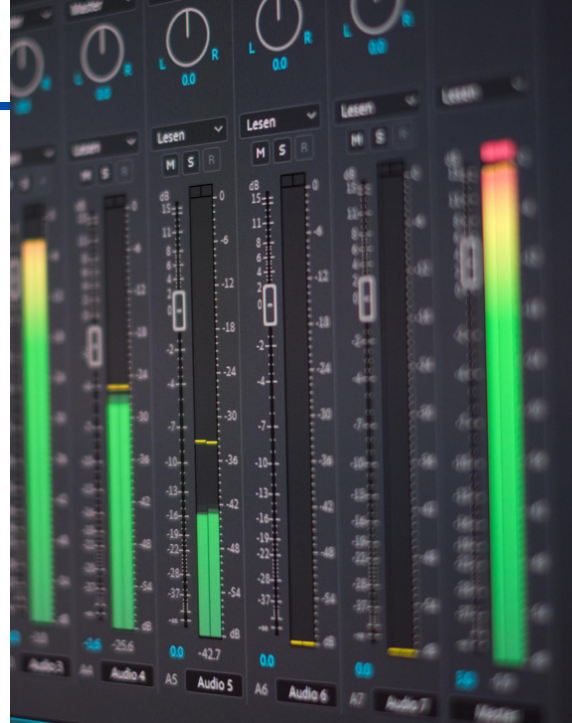
SOUND DESIGN

Sound design: This is the creative process of adding music and sound effects to embelish the story, evoke emotion, give the story momentum and keep the listener engaged

Mixing/mastering: This is where you'll adjust the levels of the various parts of your recording so they all sit well together. This includes making adjustments when people are speaking at different volumes, and where you'll compress, EQ and process your audio to improve the sound of your recordings and create a final, polished product.

31 DEVELOP A PODCAST CONCEPT

Choosing the right podcast concept for your new podcast is a big part of attracting the right listeners and staying committed to your show.

Follow these tips to narrow your niche and clarify your message.

DEFINE YOUR GOALS

Why do you want to start a podcast? It's important to know your why, even if it's to have fun with friends.

Some good reasons for starting a podcast are:

- to generate leads for a business
- be recognized as an industry leader
- share an important message

Podcasting has a lot of benefits for brands and businesses, but it's important to be realistic about your goals.

MAKE IT SPECIFIC

When you zero in on a niche, you attract a more specific and engaged audience. Podcasts that appeal to a broad audience can end up reaching fewer people.

People are also more likely to recommend a niche podcast to a friend than a generic one.

To make your podcast niche, focus on a sub-category or sub-demographic.

Drill down on what makes your podcast different. What unique perspective can you bring to your podcast's topic?

LOOK!

EXAMPLES OF FINDING A NICHE

- Mental health → Mental health for lawyers
- Drones → Drone racing
- Nutrition → Nutrition for diabetics
- Personality tests → Enneagram in the workplace
- Business → How to start a nonprofit

32

IMPORTANT ASPECTS WHEN YOU CREATE AN EDUCATIONAL PODCAST

In general, when somebody listens to a podcast, they're often just as—if not more—receptive to learning something new about the world than they are while watching a movie or scrolling through social media. Look on some tips:

CONDUCT EXTENSIVE RESEARCH INTO YOUR SUBJECT

This stage of the process is critical and ongoing because when you publish a podcast about a certain topic, your audience will naturally assume that you're an authority. Ensure that your information is factual and valid, and keep up to date with changes in the material if it's a contemporary subject that may experience new developments.

KNOW HOW TO SCRIPT AN EDUCATIONAL PODCAST

The format of your podcast may have to stray from the typical format of a more casual, conversational podcast, especially since you're striving to teach your listeners about a particular topic.

If your show is one episode within a larger series, it's best to start out with a refresher about your last episode. Remind the listener what you addressed last week, and let them know when they need to double back and listen to said episode if it's required listening in order to fully understand the newer one.

REACH OUT TO SUBJECT MATTER EXPERTS

Consulting experts in the field that your educational podcast is addressing, whether they're academics, authors, or other professionals who have made a name for themselves in the discipline, is an optimal way to make sure you're approaching your subject from an in-depth and well-rounded perspective.

33 HOW TO BUILD AN ENGAGED COMMUNITY AROUND PODCAST

Marketing and promoting your podcast (to grow your audience) is pretty similar to growing a live stream audience. It's just that the content type and format change – while the principles, strategies, and tactics for marketing do not.

STAY CONSISTENT

Consistency is an underrated superpower, and not many people pay attention to it (maybe because it's an open secret). Fix one schedule for podcasts. Then, stick to it for a long time. Then evolve as your podcast does.

CROSS-PROMOTE PODCASTS ON LIVE STREAMS

CAs you do live streams regularly, mention your podcast (and why your audience members should download episodes) while live streaming.

You can also use live stream specific features such as lower-thirds, overlays, graphics, QR codes, and more to promote your podcast.

Consider creating a short URL that is easy to remember, and redirects to your podcast. This way it's easier for everyone to find.

KEEP YOUR PODCASTS CONVERSATIONAL

Ask lots of questions (especially after you make statements). Simple questions such as "What do you think?", "Please let me know how you intend to deal with this sort of an issue/dilemma/problem?", "I am curious. How did you manage?".

Include a call-to-action at the end of your show to keep viewers engaged. This could include leaving a review about your podcast, sharing your podcast episode, and more.
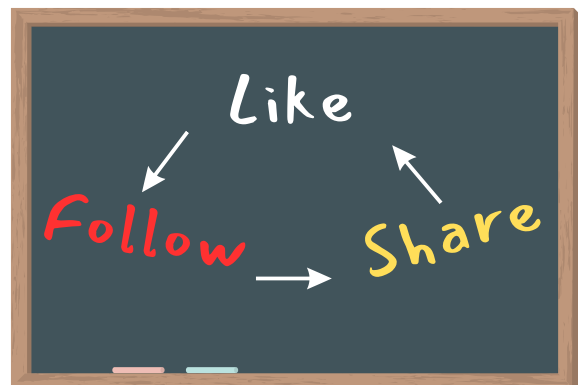
34 CHOOSING A PODCAST HOSTING SITE

You need to choose a quality <u>podcast hosting provider</u> so that listeners won't have any problems streaming or downloading your podcast episodes. These are media servers that store your episodes and large media files so that your listeners can easily stream or download them.

All podcast hosting providers have their advantages and disadvantages.

FACTORS TO CONSIDER WHEN CHOOSING YOUR HOST:

- Price: The amount you would pay would determine the amount of space you need. When starting out, it's best to choose smaller packages. As your audience grows, you can pay for upgrades.
- RSS support feed: Any host you choose should automatically create an RSS support feed for you.
- Embeddable player: Your hosting service should allow you to easily embed a player with episodes of your show on other platforms,
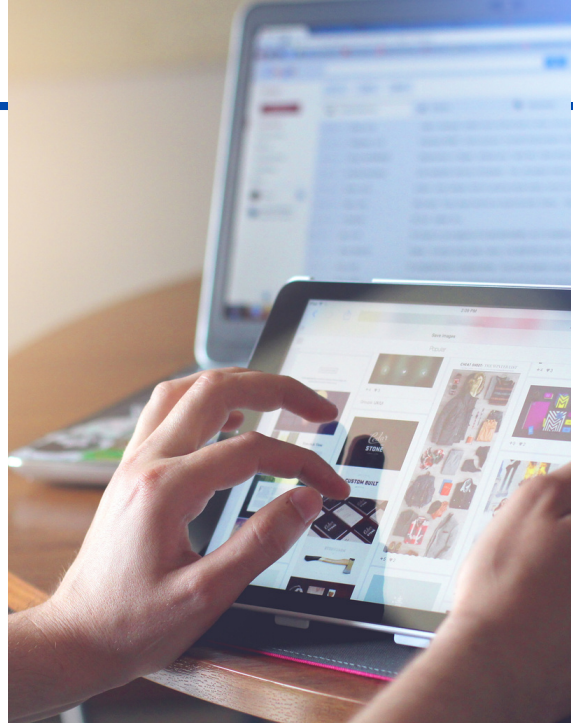
such as your homepage, blog, or on social media.
- Site builder: Some podcast hosting services allow you to build a basic website where you can list all your podcast episodes. Some even allow you to create a more complete site where you can add other pages like an "about us" or contact page.

A GREAT PODCAST HOST WILL LET YOU KICK THE TIRES FIRST

Look for a host that allows a trial period before you have to commit to a large financial investment. Also, there shouldn't be a large investment! Just sayin' … podcast hosting should be affordable for as many people as possible!

35 CREATING A PODCAST WEBSITE

You don't need a developer or a big budget to create your own podcast website. Following this six step guide and using the right tools will help you create a functional site in just a few hours, no technical skills required!

CREATE ESSENTIAL PAGES

Every podcast website needs a few essential pages. You'll need an About page (or About the Show) that describes your podcast, what you talk about, and who you publish your show for.

You'll also need a Contact page that lists all the ways people can get in touch with you. Include an email address, social media links, and a form for easy submitting.

Make sure one page is designated as a Blog.

It's smart to create a new Post right away so there's something on your website, even if you don't have a podcast episode to embed on the page. Write something about your upcoming show and why people should listen.

CREATE A POST FOR YOUR FIRST EPISODE

Create a new post each time you publish an episode to generate a unique landing page. This is where you'll embed your audio player top of your new post, add your show notes, and paste in your episode transcript.

If you installed an SEO plugin like Yoast SEO, don't forget to go through its steps to optimize your page for search. This can go a long way toward attracting new listeners.
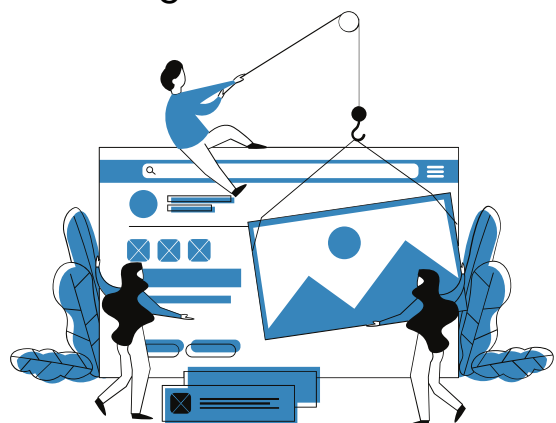
36 BENEFITS
OF CREATING A NONPROFIT PODCAST

Your organization can boost visibility by becoming searchable on different podcast platforms. If you host your nonprofit podcast on platforms like iTunes and Spotify, listeners can easily find you by searching specific topics or keywords.

Your nonprofit podcast can elevate and speak to different groups within your cause, thereby highlighting your impact from different angles and potentially reaching multiple cohorts impacted by your cause.

TAKE CARE ABOUT DETAILS

To create a social impact in today's world, you need people to care about your cause. But first, you need to get them to hear you. And that's where podcasts come in.

Podcasts are a great platform for raising awareness, and have mass appeal to all kinds of audiences. Plus they're convenient, engaging, and incredibly accessible.

BENEFITS OF HAVING A PODCAST OF YOUR NGO

1. Podcasts Are Convenient to Listen To
2. Easy to Share Resources Relating to Your Cause
3. Connect With Existing Audiences in a New Way
4. Reach New Audiences Around the World
5. Spread Your Message & Build Brand Awareness
6. Connect With the Next Generation of Philanthropists
7. Become a Thought Leader in Your Field
8. Fundraising Opportunities & Good Financial Return
9. Podcast Episodes Are Easy to Repurpose
10. Build & Maintain Effective SEO

37 WRITING A PODCAST DESCRIPTION

A podcast description qualifies your podcast to a potential audience member, explaining the topic of your show as well as what a listener can expect to hear when they press play on one of your episodes. Creating a clear, detailed, catchy description for your podcast is essential for growing your show and gaining a larger audience.

What is the secret to a good podcast description? It must be very short, catchy and strict to the point.

TIPS

- Set the expectations for what your podcast show will be like
- Introduce the podcast host
- Share your release schedule
- Choose the best keywords to improve your SEO
- Make the podcast description engaging to all your potential listeners/target group
- Be relatable to your target audience
- Complete the description with a call to action

OBJECTIVES

- Be explanatory. It is essential to be clear, using non-difficult words, which refer to your target group. People should understand what your podcast is about as soon as they read your show summary.
- Be concise. The best formula is to include all the key information in the program using as few words as possible. Go straight to the point!
- Be search-friendly. It may be helpful to define a set of keywords that the potential listener could use to find the podcast when searching.

38 PUBLISH NEW CONTENT REGULARLY

(IMPORTANCE OF PLANNING)

It is crucial to plan ahead for the podcast schedule for the entire season. Once you've researched your topic and identified the key things you want to cover, you should prepare a list of possible episodes. This means that you will decide:

- The total number of episodes of the season
- The frequency of the episodes

MONTHLY PLAN

Once you have planned your entire season, it is important to schedule your podcast on a monthly basis. First thing is to take your calendar and mark your episodes for the next few months. A monthly plan can help you cover a particular topic within your topic or subtopic. On average, a month will generally have 4 to 8 episodes for a regular podcast show. It would be wise to write down the topics of all these episodes and plan your preparation and research on this monthly plan.

WEEKLY PLAN

The Weekly Plan helps you outline and prepare episodes within a week. This is a detailed type of plan that goes down from the full season to the monthly plan to the weekly plan that brings complete clarity to yourself about the entire show. This can really help the actual execution and speed up the preparation.

39
IMPLEMENTING A PODCAST DISSEMINATION STRATEGY

The best way to get your podcast noticed is to submit it to podcast directories (searchable website or app with links to podcasts organized by topic) —as many of them as possible. There are many different podcast directories, such as Apple Podcasts, Spotify, Google Podcasts.

Directories are valuable because they allow people to discover, listen to and subscribe to podcasts right from their phones.

BENEFITS OF DISTRIBUTING PODCASTS THROUGH DIRECTORIES

Adding your podcast to directories can be a great solution, capable of bringing you many benefits, such as:

- Expand your reach
- Get valuable information
- Build relationships with creators
- Build brand awareness
- Attract more leads

6 WAYS TO PROMOTE YOUR PODCAST

Consider adding these methods to your standard workflow every time you release a new episode:

1. Post It On Your Website
2. Post On Social Media
3. Connect in Emails
4. Work With Other Podcasters
5. Upload Your Podcast To YouTube
6. Promote Through In-Person Networking

40 HOW TO CREATE AN AUDIENCE LOYALTY

If it is true that it is very important to be able to reach your primary target group, at the same time it is essential to maintain a loyal audience that is always involved in our activities.

In order to be able to retain the public, you need three main characteristics:

- Reputation
- Integrity
- Credibility

3 KEY STEPS

- Know your audience (The best way to gain trust is to show you that you truly understand who they are, answer their questions and satisfy their needs)
- Create content (quality content can make all the difference. To build trust with content, you need to be helpful, educational and consistent)
- Invest in your website (your website needs to make a good first impression: make sure it includes some important aspects (such as a call to action, visual branding, updated content)
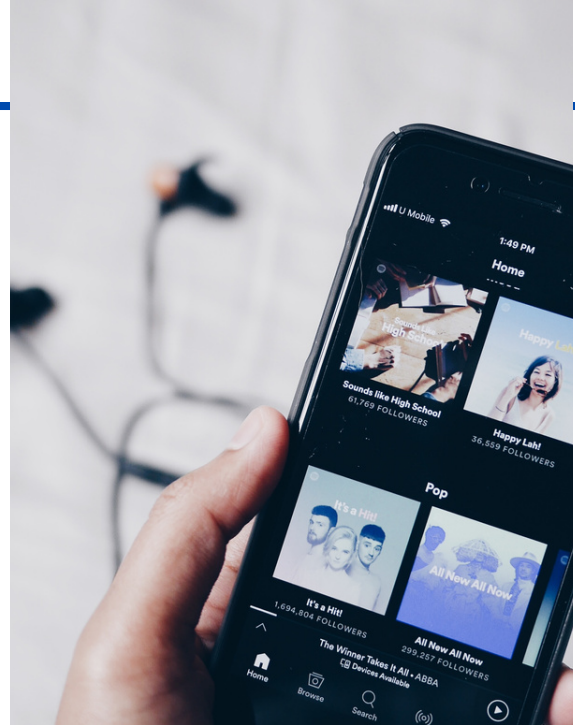
GENERAL TIPS

- Be Personal and Engaging
- Build up your online reviews and testimonials
- Know your strengthnesses
- Showcase your unique points of difference
- Understand your brand identity
- Be always in touch with your audience

41 HOW TO MONETISE YOUR PODCAST

There are several strategies for monetizing a podcast to help you get started. Finding a way to monetize the podcast content you create will help you stay consistent in the long run. Podcast monetization is an umbrella term including different ways you can earn money from your show. They could be divided into two sub-categories: direct monetization and indirect monetization. Both approaches have pros and cons: it is better to try out a few of them and see which ones work best.

DIRECT MONETIZATION

This is the most straightforward form of monetization, and the one that's most commonly used. In this scenario you receive payment for the content you produce. This could be in the form of:

- Advertising
- Join an advertising network
- Sponsorships
- Premium content subscriptions
- Donations
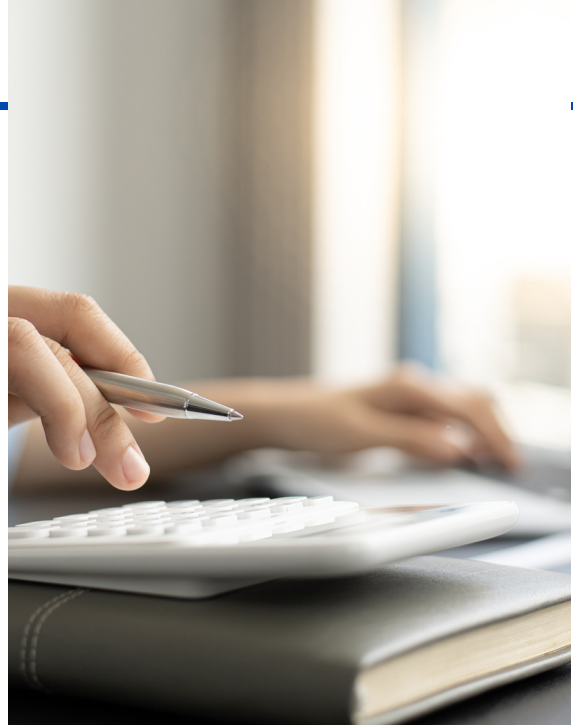
INDIRECT MONETIZATION

Indirect monetization refers to income generated from activities related to the podcast but in an indirect form, such as:

- Affiliate marketing
- Consulting services
- Sell access to an e-course
- Generate business leads
- Conference commitments
- Sell an app or products
- Host an event

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MARKETING STRATEGIES TO GET MORE PODCAST LISTENERS

It is important to allocate the right amount of resources and time in defining a promotion strategy for your podcast. There are several marketing techniques that can help in achieving the result. While some are quite simple and don't require much experience, there are others that require a greater investment of energy and time.

MARKETING STRATEGY I

- **Ask people to subscribe** (having a good number of new subscribers brings significant benefits as it allows, among other things, to rank higher in Apple Podcasts. As a result, listeners will automatically download new episodes when they're released)
- **Submit to podcast directories** (turning to directories is another great opportunity. Apple Podcasts, Spotify, Google are one go-to place for people to find and listen to podcasts)

MARKETING STRATEGY II

- **Create an email list** (to let people know about the new episodes, ask them to subscribe as well as do a giveaway)
- **Share reviews & testimonials** (as people love to hear their name on their favorite show: this way you can create a cycle of new engagement)
- **Create a website** (e.g. by starting a blog)

43 USE FACEBOOK TO PROMOTE YOUR PODCAST

Facebook is a great platform for sharing different kinds of content like images, video, text-based posts and much more. More recently, the popularity of Facebook groups has added to the list of reasons why the channel is a key pillar to any social media promotional strategy.

Therefore, this social network is one of the best platforms where to promote your podcast, as you can reach out to your audience.

5 KEY STEPS

Step 1: Set up a Facebook Page (Ideally, use your podcast's title as the name of the page so your audience can easily connect the two)

Step 2: Create A Content Calendar (to get organize and regularly update the page with fresh posts)

Step 3: Publish Quality Content

Step 4: Engage with your audience

Step 5: Purchase Facebook Ads (to reach people who are interested in your podcast content, as your ads can appear in their feed unrequested)

TYPE OF CONTENT TO PUBLISH FOR YOUR PODCAST

You could use videos to promote your podcast, such as:

- Create a promotional video about 20 seconds long for an upcoming episode
- Use behind-the-scenes video footage to build trivia for your episodes
- Notable quotes with branded graphics
- Create an animated explainer video that expands on a podcasting concept
- Photos with guests
- Showcase your studio set up

44 USE INSTAGRAM TO PROMOTE YOUR PODCAST

Social media plays a vital role in growing your audience. Instagram can be a great option to promote a podcast, to have another point of contact for your listeners can only help you and your podcast. From the interaction with your audience - using Instagram Stories, to the creation of reels - to increase visibility, Instagram can help you in the dissemination of your podcast.

TIPS AND TRICKS

- Experiment Instagram Stories
- Insert your episode link in your Instagram bio
- Repurpose content from audio to video
- Create your own podcast's hashtag
- Announce your guests on your podcast
- Upgrade your Instagram BIO
- Create Teasers For Upcoming Episodes
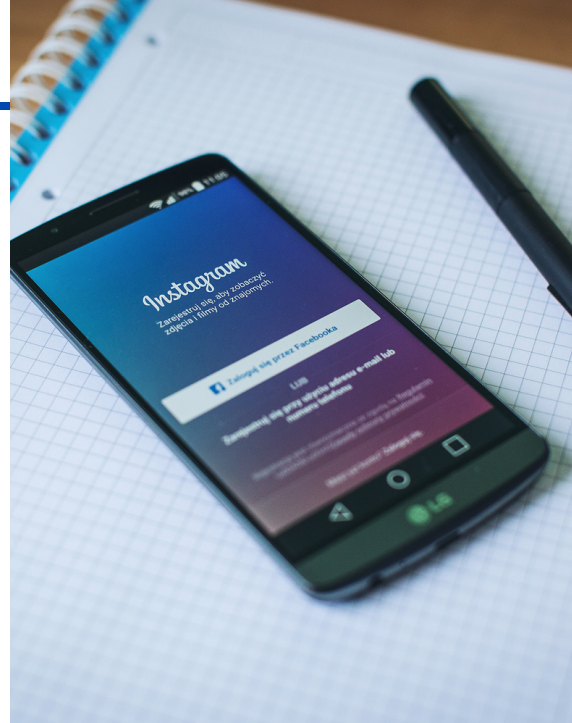
VISUALIZE YOUR FEED AND BRAND MESSAGE

The visual aesthetic of your account could be considered as the visual voice of your podcast.

- **Brand content** (vibrant, stylish or fun, curate it so people want to know what your next steps)
- **Establish a set of colors** (and you will use that color scheme continuously when creating graphics for your feed)
- **Creating a visually pleasing feed** (mix your feed between video, audio and static images to give your feed some diversity)

45 USE TIKTOK TO PROMOTE YOUR PODCAST

TikTok is one of the most popular social networking platforms on the planet and can be a fantastic tool for getting your podcast in front of as many people as possible. Promoting your content through this social media can allow you not only to reach out your direct and indirect target group more quickly, but also help you reach new customers and grow your brand.

STEPS TO FOLLOW

1. **Build your TikTok brand** (creating a simple, memorable username; developing a catchy description in bio)

2. **Share Podcast Teasers** (as TikTok users' attention spans are short, it would be great to grab the attention of new potential listeners by creating short 'best bits' snippets from your podcast shows and turn them into a video to share)

3. **Create 'Behind the Scenes' Footage** (in case you have recorded any behind-the-scenes footage of yourself and/or your guests, this can make great TikTok content)
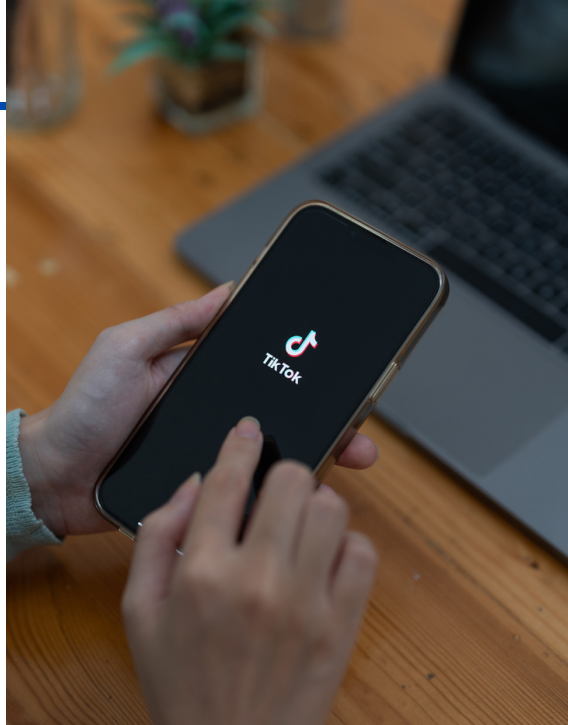
TIPS TO PROMOTE YOUR PODCAST ON TIKTOK

- **Catch people's attention** (think about your audience, what they care about)
- **Use hashtags** (that will make easier for your listeners to discover your content)
- **Keep it short** (as shorter videos are more likely to get the most views)
- **Focus on one subject per video** (keep it simple)

46 GOOD EXAMPLES OF USING PODCASTS IN YOUTH WORK - FRANCE

Good practices

Several individuals and organizations in France have taken the initiative to release podcasts for young people to help them in their educational or professional orientation. This is useful because the podcast remains on the Internet and it is easy to download to be listened offline at any time.

THE USE OF PODCASTS IN EDUCATION

Mainly in university education, many professors create podcasts or send the students to content already posted online to listen to the course again or to get additional and useful information to the course given. Podcasts are very effective for passive learning. They can be used in sociology, geography, history, general culture, language learning and other subjects.

EXAMPLE OF ¨PÔLE EMPLOI¨

The French public administrative establishment 'Pôle emploi" has put on line a series of Podcast that lasts 20 minutes each for young workers so that they can learn about sectors experiencing shortages, the sectors of activity that hire and the organizations that can help youth in their professional projects.

Each podcast offers an overview of a sector of activity or a profession. The podcast are bimonthly and are adapted to each region.

Pole Emploi thinks globally and acts locally in order to better meet the job demand of the French territory and help young people in their research.

47 GOOD EXAMPLES OF USING PODCASTS IN YOUTH WORK - ITALY

Good practices

According to recent studies around 9% of the Italian population listens to podcasts, and the number is growing every year. Many podcasts directed at youth cover entertainment, music, culture, sports, and education. The most famous podcasters in Italy are rising from social media and video streaming, integrating podcast in their content creation as it is cheaper, faster and more direct as a communication meadia. Overall, the Italian podcast industry is still in its early stages, but it is growing rapidly, and more content creators are entering the market.

ORME ACADEMY - THE RADIO AT SCHOOL

The Orme Academy project by Orme Radio aims to bring web radio and podcasts to high schools as part of civic education programs to encourage critical thinking and responsibility among students. The project involves collaborating with schools to provide access to radio and podcasting equipment, as well as training for students to create their own content. The goal is to engage students in discussions on various topics, including current events, education, and social issues, to help them develop their critical thinking skills and become active and responsible citizens.
Check the video: https://www.youtube.com/watch?v=sFJlMYNpE14

OUTCOMES

The project involved 10 hours of training per class, resulting in the production of a live radio broadcast for each class, totaling 20 episodes. Over 500 students participated in the project and over 20 hours of audio content were produced. The project successfully engaged students in discussions on a range of different topics, demostrating the value of using radio and podcasting as a tool for civic education in schools.
https://www.ormeradio.it/podcast/ormeacademy/

48 GOOD EXAMPLES OF USING PODCASTS IN YOUTH WORK - GREECE

Good practices

So far the big majority of podcasts addressing youth in Greece are revolving around entertainment (music, comedy etc.). There are a few NGOs that start developping their own podcast gradually and from now on it seems like this is going to be an increasing trend, confirming our belief that podcast is an effective medium to reach young people.

THE EXAMPLE OF "SEX EDUCATION" BY ONASSIS STEGI

Onassis Stegi is a Foundation based in Athens that is very active in the following spheres, according to its moto taken from its official website, "Culture, Education and Health. These are the things a human being needs to truly live."

In 2020 it released a podcast around sexuality and sex education, which is still a taboo issue within families in Greece and which is not properly addressed at school.

THE PODCAST

It is a series of 12 episodes with a duration of 30-40' and it has different guests who are experts on the issues discussed. The issues vary from coming out to body shaming and pornography, which are important issues to communicate to adolescents and young people. The initiative can be deemed as successful, given that it has a good ranking and many positive comments from young people, educators and parents on Spotify.

49 GOOD EXAMPLES OF USING PODCASTS IN YOUTH WORK - PORTUGAL

Good practices

Especially in recent years, due to various factors (including the pandemic), the podcast tool has spread considerably in Portugal. The number of people who listen to the podcast has grown considerably, in all age groups (although, proportionally, more among the younger ones). There are several examples of excellent and engaging podcasts produced by different associations and entities, such as the one we propose below.

THE EXAMPLE OF "READY GAP GO!"

An example of good practice is the "Ready Gap Go!" podcast. The podcast is available on various platforms, such as Spotify, Apple music and also on the website. It includes a series of episodes, providing advice, suggestions, ideas and many opportunities to all those who are thinking of changing something in their lives, to live a new experience, to get involved for a new adventure. The main target group is therefore young people who want to discover stories from all over the world.
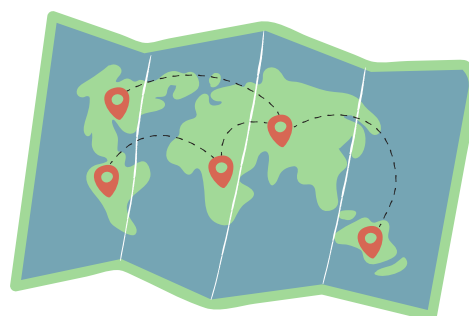
THE PODCAST

The podcast provides many details and practical advice for those who are ready to live an experience abroad and get involved. The different opportunities refer to volunteering, youth work, participation in local and international activities, also providing practical advice to those who dream of moving abroad.

50 GOOD EXAMPLES OF USING PODCASTS IN YOUTH WORK - ROMANIA

In Romania, podcast became in the last years, an important instrument for transmiting information and most podcasts are from fields like: bussiness, personal development, education and different news. The most populat Romanian podcasts are listed on: www.podcasturiromanesti.ro Two of the most listened podcasts on education and personal development are: Mind Arhitect and The Real You,.

MIND ARHITECT

Mind Arhitect is a podcast about neuroscience and applied psychology in the daily life. The content is organized in a way in which everyone can understand basic concepts in psychology and personal development, for people from all educational and socio-economic backgrounds.

Some of the topics presented in this podcast are: hot the mind works, how to manage difficult emotions and life situations, communication, parenting, vision over people, life, the world, the interpretation of the reality, lifestyle and healthy aging, non-formal education and lifelong learning.

Good practices

THE REAL YOU PODCAST WITH PETRE BARLEA

The Real You Podcast is a dedicated to the people who want to understand themselves and the reality they live in. The main addressed topics are: psychology - explained on everyone's level, couple relatonships, personal development, digital marketing, bussiness and personal financial management.

The main aim of the podcast is to offer insights and concrete solutions, that can be easily applied in daily life, for self-improvement and overall wellbeing. The style of the podcast is very simple, compressing the content and giving by every sentence an added value to the listener.

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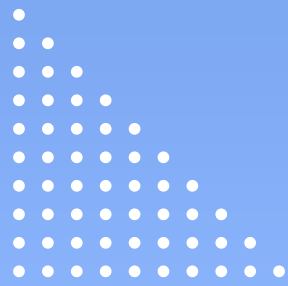Clark, A. (2023). How to look after your voice when podcasting. A2i Transcription Services. https://a2i.co.uk/blog/how-to-look-after-your-voice-when-podcasting/

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