

Quick 4 Steps on How to Do a Podcast

Podcasts have been gaining more and more space as it is an easy way of sharing information – thoughts – stories with easy access to audience. Here are 4 quick steps on how to do a podcast.

Step 1 – Planning

- Think about the audience you want to reach out to
- Choose a topic of your interest
- Pick a co-host – if you would like or do it on your own

Step 2 – Preparation

- Choose a name for the episode – if you want to do more than one podcast you might want to start your own podcast channel
- Decide on the length of your podcast so you can prepare your material
- Choose some music – you can add it to your intro, to create breaks, or through your entire podcast
- Select a podcast hosting provider or choose a social media platform to launch your podcast. e.g. Sticher, Spotify

Step 3 – Recording & Editing

- Make sure you have a good microphone
- Record your materials
- Choose an editing software (e.g. Garage Band, Adobe Audition)
- Edit your material & add the music you have selected.

Step 4 – Launch

- Upload your podcast on your podcast provider or social media channel of choice
- Promote your podcast - social media, network, press release
- Get transcriptions – you can add a transcription of your podcast so it comes up on google search engines and gives the audience another way to look something up quickly
- You can create notes & comments – so your audience can provide you with feedback, suggestions and comments on your story – this is a great way to generate a theme for a future podcast
- Have fun!