



To Pod or Not to Pod

Resources & Reminders

jsocol@cstx.gov

@jaysocol

shannah@plano.gov

@shannahhayley

Equipment

Hardware

- Mixer
 - Maybe not needed to Mackie ProFX8 8-channel mixer (\$220)
- Microphone
 - Phone headset to Shure SM7B (\$400)

Software

- Audacity (free!) to Adobe Audition (great if you have Adobe Creative Suite)

Going Live

- ☒ **Great show name**
- ☒ **Podcast description**
- ☒ **Artwork**

Podcast image size:

- min size 1600 x 1600 pixels (72 dpi)
- max size 3000 x 3000 pixels (72 dpi)

Podcast artwork extensions:

- .JPG
- .JPEG
- .PNG

Visible when scaled up and down

- ☒ **Format**
 - Music (with appropriate licensing)
 - Host
 - Segments
 - Total length
 - Guests or no guests?

Going Live

Hosting

1. Self hosting
2. Third party
 - Libsyn
 - Buzzsprout
 - Podbean
 - Spreaker
 - Blubrry

Submit to Main Directories

- Most third party services will automatically submit Spotify, iHeart Radio, Stitcher, Soundcloud.
- Apple: Must visit Podcasts Connect first and follow steps
- Google: Must have a Google account, then visit Google Play and follow steps.

Show Notes and Transcripts

- Transcripts – Rev.com and Temi.com
- Show notes - Determine your content hub

Marketing

- Amplify across every owned, earned, paid, and shared channel, including newsletters.
- Share immediately once it's live.
- Share 2-3x on Twitter the first couple of days it's live
- Keep sharing – preferably once a week.
- Leverage pull quotes
- Use advocates and influencers