



# PODCAST POWER

April, 2018



## Podcast Zone Success!

We had a blast at this year's NAWB Forum hosting the **Podcast Zone**.

We interviewed some awesome Workforce Pros who were naturals behind the mic, including some of our current customers!

*Podcasting continues to prove its efficacy in the workforce industry. It is an engagement tool that opens so many doors!*

Click [HERE](#) for the Forum 2018 Sights and Sounds webpage featuring recordings we did live, along with pictures of all the action!



Podcast Pro Doug Foresta recording with Marty Holliday, Executive Director of New River/Mount Rogers Workforce Development Board

## Podcast Pro: tips and tricks

This month's pro tip is **Creating a Content Strategy**

We've said it before and we will continue to do so, Social Media is KEY to Podcast success. Posting engaging content on your social platforms brings more eyes and ears to your podcast episodes.

1. **Choose a frequency with which you will post content. For example, once a day, twice a day, once a week, three times per week, etc.**
2. **Create content categories for posting, for instance; posts from your blog, relevant content from other posters, podcast episodes, upcoming event promotions, etc.**
3. **Start to collect and save content in each of these categories.**
4. **Each time a new podcast episode is released make sure to post it! A few times! Try posting the same episode a few days after, and an older episode a few days after that.**
5. **Check in with your strategy every month to see what can be tweaked or improved. They key is just to start, and to learn what works for YOU as you go!**



## New Customer Spotlight!

Welcome to our newest podcast customers.

- Madera County Workforce Investment Board
- Northwest Wisconsin Workforce Development Board, Inc.