



PODCAST POWER

December, 2017

Podcasting and Social Media Series Part 1:

This month's newsgram introduces part one of two editions of the *Podcasting and Social Media Series* where we will explain; how the two go hand in hand, tips for success, and best practices.

Why is Social Media so important?

Social Media has taken the world by storm because it allows for minute to minute updates, constant information flow, and instant digital interaction. Our society has become dependent on this kind of instantaneous information.

What does it have to do with Podcasting?

Podcasts go hand in hand with social media because they are SIMPLE, ACCESSIBLE, and INTIMATE.

SIMPLE: Podcasts don't require anything but your ears. You can listen in the car, in the shower, on the train, on the toilet. You name it, and a podcast can come with you.

ACCESSIBLE: Podcast files can be downloaded via iTunes, Google Play, Stitcher Radio, Facebook, URL link, etc. They can even be shortened into smaller clips and distributed in sections. In the age of SOCIAL MEDIA, your potential listeners (job seekers, employers, etc.) are ALREADY using most of these platforms on a daily basis. Why not add your podcast to the mix?

INTIMATE: Podcasts are completely portable, and thus, have the potential to be heard in your audience's most intimate spaces. This intimacy makes for a more powerful connection between the real life voice on one end, and the listener on the other.

How can I use Social Media to grow my Podcast?

-Find the best **TIME** to post your content based on when your audience is engaging.
-**PREPOST** content so it will appear at the same time everyday.

-**ANNOUNCE** the release of each episode the day and week before.
-Have your **GUESTS** share the episode on THEIR social platforms.



-Reshare, retweet, like, and comment on **OTHER** posted content.
-Post and then **REPOST** each episode.

-Give your followers a call to action. **ASK** for a share, or a like.
-Encourage them to comment and **RESHARE** your content.

Listen!

For more on Social Media, listen to the 180PODCAST episode on "[Why Social Media Matters for Workforce Organizations](#)"

