



WORKFORCEPODS

PODCAST POWER

February 2020



What it is and why you need it!

A Call to Action is an instruction to the audience designed to provoke an immediate response

- Use calls to action within the podcast audio itself, the show notes, and the subsequent promotion channels, to increase audience engagement.
- Examples include call us, follow us, join us at, sign up for, etc.

The best measure of success is not the number of people who hear what you are saying, but the ways your message affects them, inspires them, enables them, and springs them to action.

Get more of the latest BUZZ at [Workforcepods.com](https://workforcepods.com)

What's trending in Workforce?

- Goals for 2020
- How to engage the next generation of job seekers
- Gig Economy - why it helps, why it hurts

Tune into what your Workforce colleagues are talking about!

[CLICK HERE](#)

Welcome to our newest Podcasters!

National Disability Institute,
Washington DC

Did you know?

In 2020, a recorded 90 million Americans listen to podcasts every month!

-Edison Research

Happy Podcast Anniversary

California Workforce Association, CA

