EUth Voices for Social Change

Podcasting 101

From Idea to Earbuds

Did you know?

Podcasting is a type of digital media that **allows people to create and distribute audio content online**.

Podcasts are typically **produced as a series**, with new episodes released on a regular schedule.

In 2021, there were **over 2 million active podcasts**, with over 48 million episodes available to listeners.
(Source: Podcast Insights)

The average podcast listener **subscribes to 7 different podcasts**.
(Source: Podcast Insights)

Podcasting is a low-cost and accessible way for anyone with a microphone and recording software to create and distribute their own audio content online.

How?

Planning

Determine the theme of your podcast.

Choose a name for your podcast.

Create a schedule for recording and publishing episodes.

Choose your target audience.

Recording

Record your podcast using a microphone and recording software.

Ensure that your recording environment is quiet and free from background noise.

Edit your recording.



Hosting & Distribution

Choose a podcast hosting platform to store and distribute your podcast episodes.

Promote your podcast through social media, email marketing, and other channels.

Monetization

Track your podcast's performance using analytics tools to measure downloads, listener demographics, and engagement.

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