## Podcasting

Duration: 2 days

This Podcasting training course is perfect for anyone looking to embed video or audio content online, or for subscription via Podcast. Video and audio content has become an important element of Social Media and online marketing, and making good quality resources available can not only enhance your organisation's reputation and brand, but help to increase your ranking in the major search engines and drive traffic to your site.

This interactive, exercise based Podcasting training course provides the skills you will need to create effective video and audio podcasts for maximum effect, publish & embed them online and make them available via a podcast subscription.

**Course Objectives**

On completion of this Podcasting training course you will be able to:

- Decide the best medium for your Podcasting project
- Select the most effective format, frequency, duration and content for your Podcast
- Understand the processes for publishing video and audio online
- Design podcast sites for maximum impact, visibility, usability
- Make the most of podcast distribution channels, listings and directories

**Course Content:**

**Day One:**

- What is Podcasting?
  - o Blogging & Vlogging
  - o Podcasting vs. Embedding
  - o Using RSS
- What makes a good Podcast?
  - o Assessing the competition
  - o Format
  - o Audio vs Video
  - o Duration
  - o Content
- Setting up a home for your Podcast
  - o Where is the best place to publish? Existing website, new domain, blog?
  - o Hosting considerations
  - o Evaluating blogging platforms
- Choosing Podcast encoding options for:
  - o Web
  - o Mobile
  - o TV
- File naming & ID3 tags

**Day Two:**

- Posting your Podcast
  - o Considerations when uploading
  - o Selecting a title
  - o Writing a description optimised for SEO,
  - o Images
  - o Tags
- Podcast subscriptions using RSS
- Maximise your Podcast's visibility
  - o Directory listings
  - o Pingbacks
  - o iTunes
- Podcasting tips & tweaks,
  - o Overview of plugins
  - o Usability
  - o Getting maximum impact.

**Prerequisites:**

- Good web experience is essential.
- Experience with social networking platforms such as YouTube, Facebook, Flckr etc… will be an advantage