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TRAINING

Podcasting

Duration: 2 days

Prerequisites

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

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.

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

What is Podcasting?

- Blogging & Vlogging
- Podcasting vs. Embedding
- Using RSS

What makes a good Podcast?

- Assessing the competition
- Format
- Audio vs Video
- Duration
- Content

Setting up a home for your Podcast

- Where is the best place to publish? Existing website, new domain, blog?
- Hosting considerations
- Evaluating blogging platforms

continued...

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Related Courses

Video for the Web: 1 Day

Premiere Elements: 1 Day

Blogging: 1 Day

Social Media: 2 Days

Links

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Podcasting (continued)

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Choosing Podcast encoding options for:

- Web
- Mobile
- TV

File naming & ID3 tags

- Posting your Podcast
- Considerations when uploading
- Selecting a title
- Writing a description optimised for SEO
- Images
- Tags

Podcast subscriptions using RSS

Maximise your Podcast's visibility

- Directory listings
- Pingbacks
- iTunes

Podcasting tips & tweaks,

- Overview of plugins
- Usability
- Getting maximum impact

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