PODCASTING with a PURPOSE

Collaborative share ideas, expertise and library resources
Easy (for patrons) learn via listening with no time commitment
Re-usable promotional tool with long life-span
Resourceful can be done for free little to no cost options
Connects patrons with librarians and with each other
Portable any patron, anytime, anywhere, any device
Fun library staff can use creativity + strengths
Measurable all parts have actual data to assess/improve

EXAMpLES & RESOURCES

On Reserve: https://digitalcommons.law.uga.edu/podcasts_onreserve/
Speaker Sidebar: https://digitalcommons.law.uga.edu/speakersidebar/
Cover/Art Podcast Ideas: http://podgallery.org
Converting MP3 to MP4 Video for YouTube: http://ez-converter.com/
Google Feedburner: http://feedburner.google.com
Apple iTunes Connect/Podcasts Connect: itunesconnect.apple.com

TECHNICALLY SPEAKING

Audio
favorite tools: Audacity (free)
Logic ($) type: .mp3 (edit ID3’s)

Artwork
favorite tool: Photoshop
best size: 3000x3000 type: .png

RSS Feeds
favorite tools/methods:
Blog Tagging
Feedburner Podsyc.net

Hosting
favorites: WordPress
YouTube
Digital Commons
MixCloud

PROCESS

BEFORE YOU BEGIN: start with a script and keep strategic plan goals in mind for content

MEDIA
- Record & edit audio, then export as .mp3
- Create cover/logo art, then save as .png
- Edit ID3 tag for .mp3
- Convert to .mp4

FEED & SITES
- If using a blog, set up tag (ex. podcasts)
- Put the feed URL from site in Feedburner
- Under “Optimize” use “Smart Cast” to edit
- If using only YouTube, try Podsync.net
- Go to iTunes Connect to validate with iTunes

TOUkBESOOT
- Initial validation in iTunes may give errors
- Correct errors with files or info appearances
- Edit using options in Feedburner
- Use “Troubleshoot” to “Ping”
- Pinging refreshes your feed and updates it
- Make sure all info matches across sites

ANALYZE
- Use all sites to gather various stats for media
- Feedburner’s “Analyze” lists all subscribers
- YouTube views and duration; iTunes in beta

When in doubt, remember to be A-P-T

Analytics assess, improve, and remove
Pilot suggest for a trial period of time
Tie it Together make the content about the people to strengthen the place

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