Starting out in Podcasting and Social Audio

You will need:

- Access to a laptop or desktop
- A smartphone and smartphone headset
- We'll ask you to download the free software Audacity to your laptop, and Clubhouse and Twitter to your smartphone

16 FEBRUARY 2022 – 9am-1pm	
15 mins	**WELCOME** • Meet your trainer and fellow learners • Your social audio aims
60 mins	**WHICH AUDIO FORMAT IS RIGHT FOR ME?** • Audio formats – podcasts and social audio • Identifying your audience • Surveying demand and developing a podcast idea • Mapping your idea into a podcast pilot
10 mins	**10 min break**
30 mins	**IDEA DEVELOPMENT** Participants to workshop their idea in small breakout groups and present back
30 mins	**RECORDING AUDIO** • Equipment and software for recording audio for your pilot • Investing in 'pro' equipment – tips and resources • Free music sources
30 mins	**AUDIO RECORDING PRACTICAL** Participants to practice recording audio using the 'simul-rec' method.
10 mins	**10 min break**
45 mins	**PODCAST REQUIREMENTS** • Audio hosting site • Web hosting • Resources and further training
10 mins	**LOOK AHEAD TO TOMORROW**

17 FEBRUARY 2022 – 9am-1pm	
15 mins	**RECAP AND WELCOME** • Questions and follow-up
60 mins	**EDITING AUDIO** • Using the free software 'Audacity' • Participants will be provided with audio files • Editing single and multi-track files • Alternatives to Audacity
10 mins	**10 min break**
60 mins	**SOCIAL AUDIO** • Platform overview – Clubhouse, Twitter Spaces, Facebook Audio • Pros and cons of each platform • Test activities – Clubhouse and Twitter Spaces
30 MINS	**USE CASES** • Which social audio platform would suit your brand? • Case study inspiration
10 mins	**10 min break**
45 mins	**INTERVIEWING AND SCRIPTING** • Tips on writing scripts • Tips on writing interview questions • Sourcing guests for podcasts and social audio
10 mins	**COURSE WRAP-UP** • Q&A and close

- Please download Audacity to your laptop or desktop
    - Audacity for Windows https://www.audacityteam.org/download/windows/ OR
    - Audacity for Mac: https://www.audacityteam.org/download/windows/
- Please download the following to your smartphone
    - Clubhouse
        - IOS: https://apps.apple.com/us/app/clubhouse-drop-in-audio-chat/id1503133294
        - Android: https://play.google.com/store/apps/details?id=com.clubhouse.app&hl=en_GB&gl=US
    - Twitter
        - IOS: https://apps.apple.com/us/app/twitter/id333903271
        - Android: https://play.google.com/store/apps/details?id=com.twitter.android&hl=en_GB&gl=US