

Use the Right Social Media to Get Your Podcast Seen & Heard



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BRANDish
Social marketing for progressive thinkers.

#yesphx



CONNECTING WITH YOUR EXISTING AND POTENTIAL AUDIENCE



QUESTION:

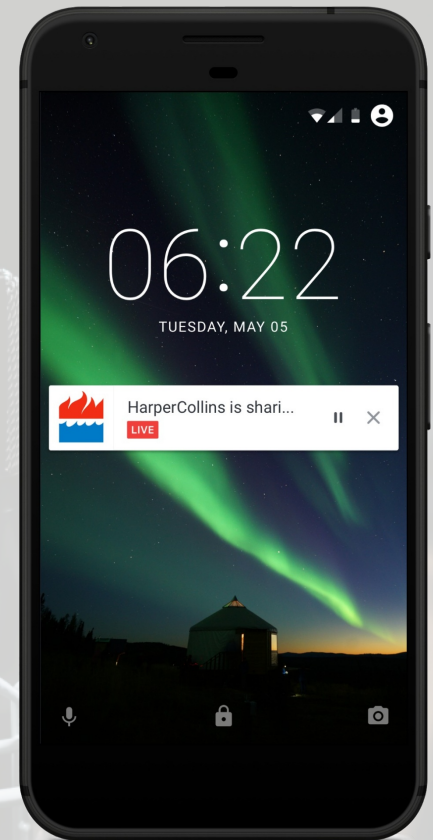
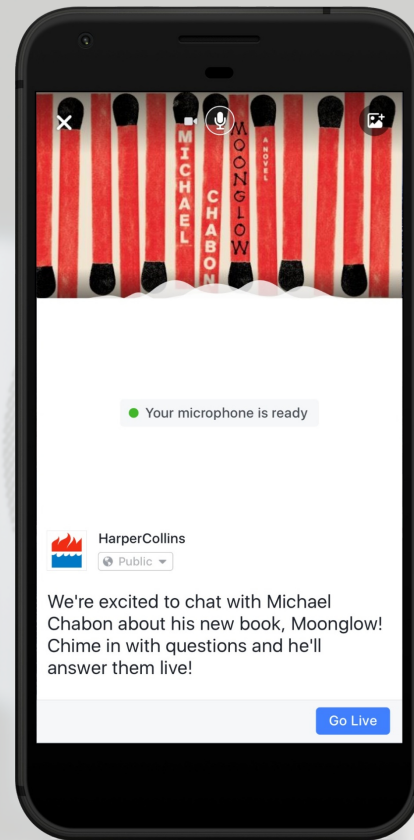
**HOW DO YOU CURRENTLY CONNECT
W/YOUR AUDIENCE ON SOCIAL MEDIA?**



Facebook



- Boosting/Ads (\$5)
- Groups/Events
- Facebook Live Video
- *Screen Sharing *NEW**
- ***Live Audio *NEW****>>>>>>>>



#PIY2017



Twitter

- Hashtag(s)/Trends
- @ Mentions/Tags
- Twitter Live/Periscope
- Video Uploads (2min20sec)
- **Twitter Moments >>>>>>>>>**

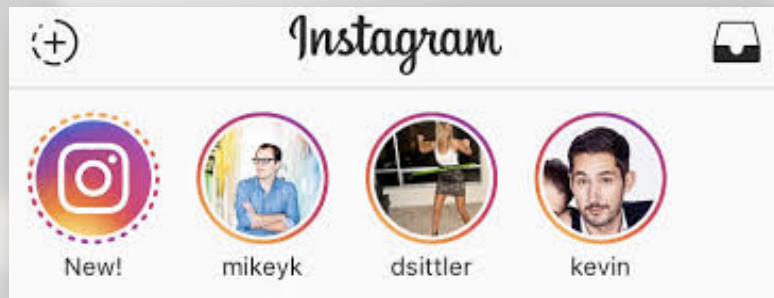


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Instagram

- Business Account
- Instagram Live
- Instagram Stories >>>>>>



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OTHER CHANNELS TO CONSIDER...





Snapchat
(Geofilters &
Clickable links)



YouTube
(Upload vids ie. FB Live)



LinkedIn Video
(10min max)



Medium.com
(Show Notes and
Publications)



Pinterest
(Pin links to
podcast website)



Anchor.fm
(Create and
publish natively)

Audiograms

audiogram.sparemin.com/audiogram

Create a video of your recording

With this tool, you can create a video from a sound file (audiogram), download it, and add it to your Youtube channel, blog, or wherever you'd like.

Select Audio File (mp3) No file chosen

Choose Video Resolution **Wave Type**

Choose Wave Color **Opacity** **Wave Position**

Select custom image No file chosen

OR set background color



QUESTIONS

