

## LEARNING HANDBOOK

Guidance and tools to support systematic learning before, during and after project activity in health and care

### Podcasts

A 'podcast' is an audio recording that is available to others to download and listen to in their own time. They are often accessed through podcast apps such as iTunes or Google Play, however many people call basic audio recordings that are held on their websites as 'podcasts' if they are in a series.

#### When?

Your decision whether or not to use 'podcasts' will largely depend on your audience and the tools you have available to you rather than your specific content.

'Podcasts' are usually most effective when there is a dialogue between one or more people, e.g. a recording of a post project interview or discussion of another form.

If you want to do a 'solo podcast' it may be easier to create a series of 'podcasts' throughout a project, much like the approach mentioned on the ['blog'](#) tool page. This way, the 'podcasts' will be shorter and therefore easier to engage with.

#### Who?

It is important that those who are involved in creating a 'podcast' are comfortable to do so. If your audience can hear the reluctance to take part, they will disengage with it.

It is also important that those who take part feel confident about the topic to be discussed, as experts in their field, as again a reluctance or hesitancy is easily picked up on an audio recording and can be off-putting to a listener.

#### How?

- **Plan:** to create a professional sounding 'podcast', you need to plan the content – this is particularly important if you are creating a series as you want it to flow and make sense. Once you have decided what you want to talk about, you need to know what you're going to say. How this is done is particular to the person speaking, e.g. they may prefer bullet points or a full script
- **Create:** technical guidance on how to create and host a 'podcast' can be found [here](#)
- **Promote:** you can use a number of different techniques to promote your 'podcast'. Have a look at the sharing learning section of the handbook for ideas

#### Things you need:

- Laptop / computer
- Internet connection
- A microphone / headset with build in mic
- Recording and editing software



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### Further reading:

- Apple - [Creating a podcast FAQ](#)

