

## **OpenLearn animation**

*The how and why of podcasting: connection, creation and conversation!*

### **Narrator:**

Whether you are a tutor, a researcher, or a student, creating podcasts is a fantastic way to enhance your teaching and learning. But in order to make the most of podcasting, you need to consider the three Cs, connection, creation, and conversation.

Connection-- podcasts help you connect with a community of listeners and start a conversation online. They're incredibly convenient for students who may be juggling work or family life with their studies. They can even help them catch up on classes they may have missed.

So, to connect with your audience, ask yourself, who is your podcast for? Is it for learners, peers, or maybe both? Think about what you want to say to them and what you want them to get out of it. Will you podcast alone or with guests? Guests can add fresh perspectives and opinions. Finally, how often do your audience want to hear from you? How frequently should you podcast?

Creation-- next, consider how your podcast will sound look and feel. With a little effort, you can achieve good sound quality even with a simple recording device. The creation process goes something like this. You choose a topic, develop your script or outline, set up your equipment record, edit, and upload. And don't forget to shout about your podcast on social media and module websites.

Finally, conversation-- podcasts enable you to connect with your audience in a way that feels personal and relevant to them, creating a space for conversation. Think about how you can gather your audience's ideas and questions before creating a podcast. An online poll or open chat can help you identify topics.

Consider how you will use feedback to develop your podcast and how you might continue the conversation after it's released. By always keeping the three Cs in mind, you can create a podcast that is useful, informative, and entertaining.