How to Create and Manage Private Podcasts for Your Employees
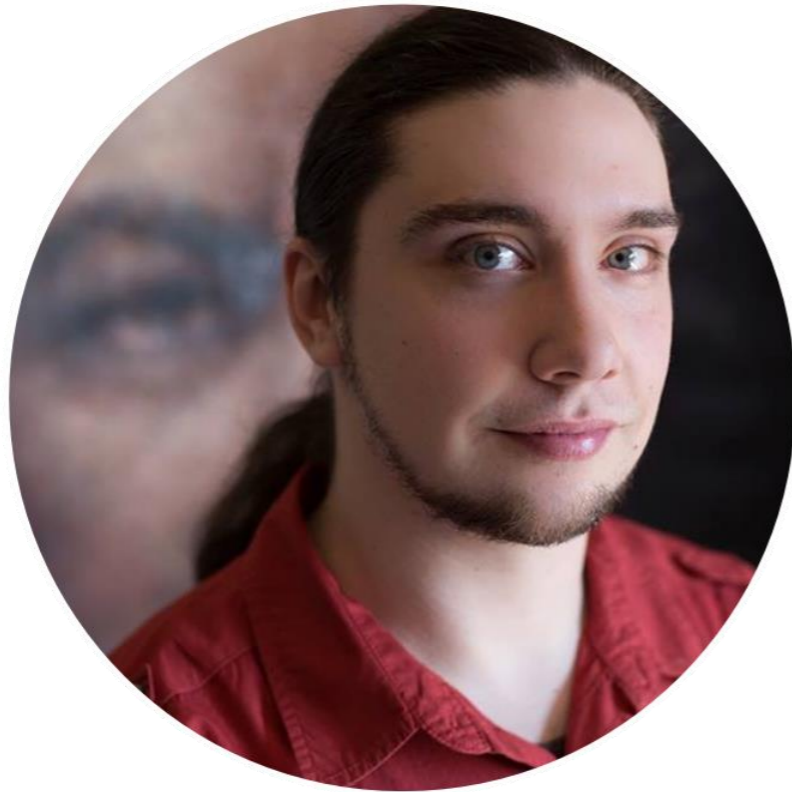

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Goals For Today's Webinar

Attendees should leave with an understanding of how podcasting can improve internal communications across their organization.

- What makes podcasting an engaging medium?

- How can you keep your content secure and segmented?

- What are some considerations and necessities for success?

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About The Presenter

John Kiernan

Head Of Marketing

Podbean

30 minutes

25 Minutes Presentation

5 Minutes Q & A

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Who Are We?

We've been hosting podcasts since 2006.

Over 540,000 hosted podcasts.

We offer a various hosting solutions, including public podcasting, enterprise solutions, private podcasting, monetization and podcast live-streaming.

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Why Podcasting?

62 million Americans listen to podcasts each week (up from 19 million in 2013)
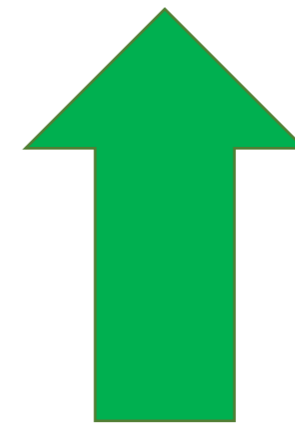
7%

Comprehension

38%

500%

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Why Podcasting?

- Efficiency: downtime, mobility, less restrictive

- More intimate form of communication, can be more casual, storytelling, entertaining

- Reinforce learning in new way

- Appeal to different learning styles

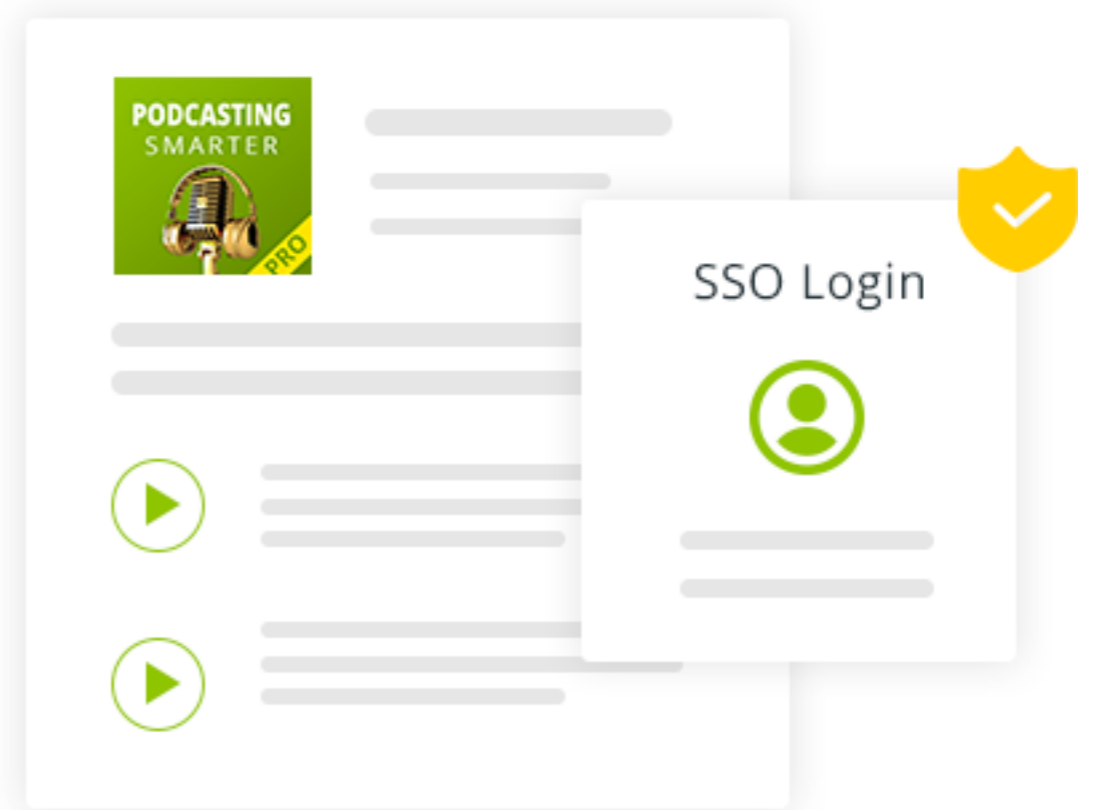- Multitasking (Is this a good thing?)

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Security

Are you creating content for public visibility, private visibility, or both?

Who will have access to what content?

What measures can you take to keep your content secure?

Considerations For Starting an Internal Podcast

• Decision Makers • Audience • Goal • Content • Benefits • Roles of Responsibility •

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Considerations

- Who's your audience?
  - Audience avatar

- Who will develop and manage the content?

- What do you want to achieve? Employee/company benefits?

- Content file types

(audio, video, etc.)

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Doing It Right: What's Needed

Equipment/Technology
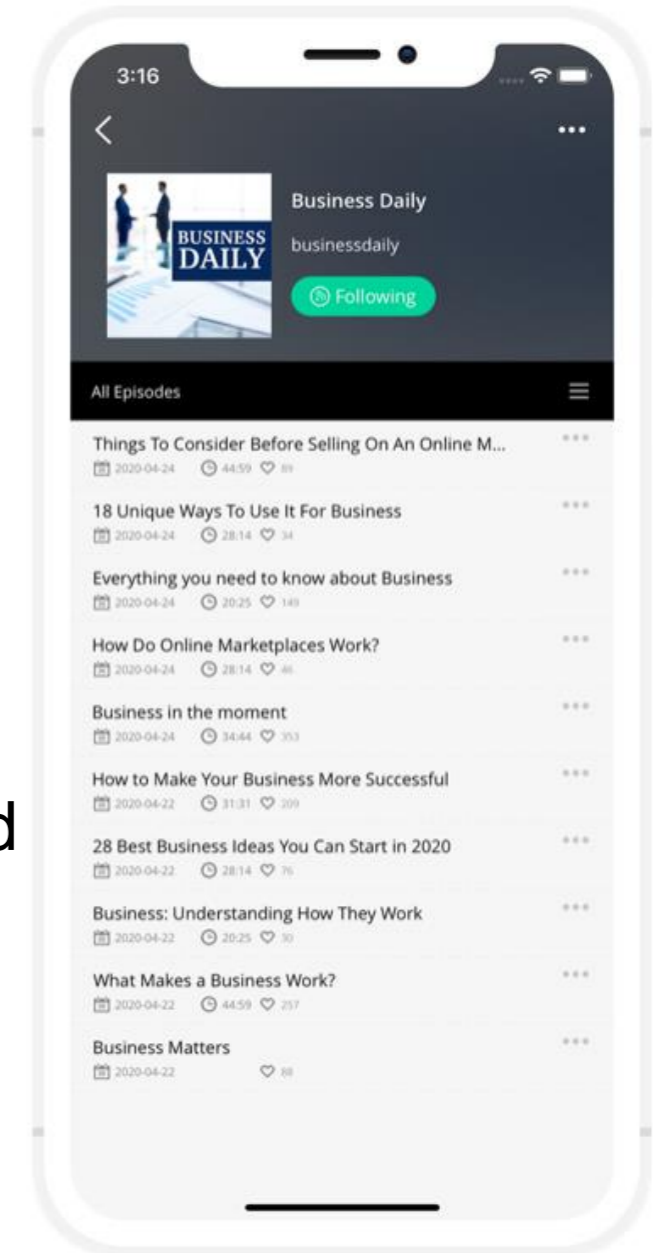
Promotion/communications plan

Content plan/calendar

Platform (Hosting)

Content security, access,

and segmentation

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Our Solution: Podbean Enterprise

• Built for speed, reliability, security and scalability

• Podcasting is one of the most engaging forms of media

• SSO Login integration

• Business level priority chat and ticket support

• Easy collaboration tools, content segmentation, and detailed

analytics to track listenership

• Podbean Pro App/Custom White Label Apps available

(iOS/Android)

• **Platform demonstration**

Resources

Scan the QR code to access a variety of resources for successful business/enterprise podcasting use cases, tips, and posts!

Podbean Enterprise Website

www.podbean.com/enterprise

Email Us For a Free Consultation

contact@podbean.com

Social Media

Facebook -

@podbeancom

Twitter - @podbeancom

Instagram - @podbean