

Podcasting Best Practices

Content

- Podcasts/vodcasts should be kept short, under 15 minutes.
- Break large amounts of content into multiple segments with applicable questions at beginning or end to engage students in what they are listening to.
- Only use video if it adds to the content, because video creates a larger file size. "Talking head" videos are not always worth the bandwidth.
- Edit podcast appropriately for content, quality and length.
- Provide notes for listeners to review content before and while they listen to the podcast.
- Use proper tagging of Metadata so that your podcast can be found and organized easily by podcasting software and directories.

Accessibility

- Audio podcasts should include a transcript.
- Video vodcasts should be captioned.

Tips

- Consider your target audience.
 - How much prior information/knowledge do they need applicable to the lecture/podcast?
 - Where should they get previous information/knowledge?
- Consider the purpose of the podcast.
 - Is its function to supply new content to students, or to supplement the reading/research?
 - When should the student listen -- prior to a reading or an assigned activity, or after?
- Have notes and an outline to keep your podcast on topic.
- Deliver valuable, informative, engaging, and entertaining content to your listeners that they can't get from any other media.
- Cut the theatrics and get to the point.