

# Podcast creating and sharing



<b>Link to digital tool</b>	<a href="https://anchor.fm">https://anchor.fm</a> <a href="https://podcasters.spotify.com/">https://podcasters.spotify.com/</a> & <a href="https://www.buzzsprout.com/index_new">https://www.buzzsprout.com/index_new</a> & <a href="https://www.wix.com/app-market/wix-podcast-player">https://www.wix.com/app-market/wix-podcast-player</a>
<b>Level of knowledge</b>	Basic digital knowledge and skills
<b>Learning objectives</b>	To be familiar with various digital tools and strategies and apply them to content creation.  To allow professionals from the CCIs and the tourism sector to enrich their virtual tours by generating and developing ideas in practice by creating or sharing podcasts.

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<b>Linked to module</b>	Modules 3 and 4.
<b>Description of the tool</b>	<p><b>A podcast</b> is an online audio programme available on demand. Podcasts can take the form of interviews, individual episodes or audio dramas.</p> <p><b>A podcast channel</b> is a place where creators can publish their recordings together in one place. Creators can personalise their channels by adding a name, some graphics and a description.</p> <p><b>Anchor</b> is a free web platform that allows you to create audio recordings, edit them and prepare them for publishing as a podcast. It is free to use— the only thing you need to do is create an account using</p>

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your email address. Anchor is integrated with a platform for podcast sharing, Spotify. All its features are described on the Home Page and tips for beginners can be found here: <https://help.anchor.fm/hc/en-us/sections/360004178272-Getting-Started-with-Anchor>

**Spotify** is a platform where you can share your podcast. It can be accessed through the web platform, a smartphone app or a desktop app. The platform is free to use, and you just need to create an account using your email. Spotify provides a detailed FAQ section where you can learn all about publishing a podcast: <https://support.spotifyforpodcasters.com/hc/en-us>

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<p><b>How to use the tool as part of the course</b></p>	<p>Podcasts are important tools for engaging new audiences and spreading information about virtual tours.</p> <p>During the tour a podcast can be used as an audio guide. It can also be used to give an introduction to a tour. It gives your clients the possibility to enrich their knowledge and get interested in or even fascinated with the subject.</p>
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### Creation Phases:

- Prepare - To record a podcast we don't need costly microphones, mixers and an expensive studio.  
To get started you need only your phone!
- Download the app - To record, edit and publish podcasts on your phone, we recommend using the Anchor app.
- Create an account on Anchor or another app for recording your podcast.

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|  | <ul style="list-style-type: none"><li>▪ Record a new podcast. In the Anchor app, we can record one or several audio tracks and make them into one episode; each recording constitutes one segment.</li><li>▪ Edit the recording and add background music from the library of available music.</li><li>▪ Publish your podcast (for instance, on the Spotify platform).</li></ul> |
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