



# Podcast Content Guide

Communication for Modern Corporate Workflow

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## uStudio Podcast Content Guide

Unless you've been hiding, you're already aware that podcasting is a huge trend with no signs of slowing. The latest research shows that **51% of Americans listen to podcasts**, averaging 6 hours and 37 minutes per week per listener. That's almost a full work day just consuming podcasts! By implementing private podcasts into your workforce, you'll get access to a powerful new source of company information.

**Don't know where to begin when it comes to creating private podcast content for your organization? We've outlined a few different items to keep in mind to create a successful program for your dispersed and growing workforce.**

### Setting Objectives & Goals For Private Podcasts

In order to grow and improve your communication as a business, it is important to set objectives and goals for your private podcast initiative. What does success look like to you? And, what exactly do you want to achieve with your private podcast?

Once you've established specific goals, you can then determine the best metrics and benchmarks to measure. Just make sure your objectives tie to a substantial business goal that your bosses care about.

If you are new to podcasting and don't know where to begin, take a look at what engagement looks like in your other intranet systems and communication mediums. When was the last time you rolled out a new method of communication? What was successful? Would you like this new form of communication (podcasting) to be in line with that success?

Whatever objectives and benchmarks you create, podcast success comes down to convincing executives that the investment is valuable. This is far easier if you set meaningful objectives, establish a measurement process, and consistently share results and analytics with your company's stakeholders.

### Common Use Cases for Private Podcasts

#### Sales Enablement

- Product one-sheets become recorded demos
- Written talking points become audio or video pitch practice
- Competitive battlecards become audio tutorials with the reps who know the competition inside and out
- Written customer feedback becomes live conversations with your customers on a podcast, sharing their experience with your company

#### Training and Learning

- Explain benefits, processes, and systems for employee onboarding
- Implement compliance training and use trackable audio and video to deliver required training and confirm they're viewed
- Partner Training
- Encourage knowledge sharing and enable passionate employees to develop and test their own podcasts quickly and inexpensively
- Enlist executives to share updates in a conversational format to help reinforce formal lesson plans

#### Internal Communications

- Town-hall meetings can be live-streamed via podcast
- Implement leader lounges and CEO personality shows
- Share essential updates and breaking news that your employees need to be successful

**And, many more!**

### Establishing SMART Objectives for Your Podcast

What do you seek to accomplish by implementing private podcasting in your business? Whatever you decide, the key is to set objectives that are SMART: Specific, Measurable, Attainable, Relevant and Timely. That means that every goal should be accompanied by a plan to evaluate progress. For instance, if your goal is to increase employee engagement with your sales training material, how will you measure the impact that the podcasts have had on engagement? When? Setting SMART objectives for your private podcast content can help define your objectives and give you the focus and motivation you need to deliver your key business messages successfully.

## Forming a Podcast Team

### Roles and Responsibilities

Your success with private podcasting will likely require a dedicated team with specialized roles. As you plan, it helps to know the types of team members who will need a seat at the table. Here are the most common categories of stakeholders that you should keep in mind as you create a private podcast for your enterprise.

**Executive Sponsors:** These are the people who underwrite your private podcast show and/or allow it to exist. Maybe they fund it directly, or maybe they simply give you permission to spend time on it.

**Titles:** C-Suite, SVPs, Executive Directors

**Producer / Creative Team:** These are the ideates and makers who are great at transitioning what needs to be said into the best way to say it. They brainstorm private podcast content ideas, come up with innovative ways to engage the audience, make the private podcast content, and release it according to a schedule or editorial calendar.

**Title:** Producer, Editor, Creative Director, Content Manager

**Strategist:** These are the messaging mavens who are looking for new or better ways to reach or engage their audience. They translate company goals into communications objects that are observable and measurable. Sometimes, they will take an active role in private podcast content creation; other times, they will brief a creative or content team.

**Title:** Communications, Enablement, Engagement or Strategy

**Audience:** Treat your audience as part of the team! Done right, your audience strategy shouldn't merely be about acquiring listeners. It should be about creating feedback loops between you and your audience. How will you create participation and engagement within your private podcast?

**Titles:** Employees, partners, customers

It's important to establish your team and verify "who's who" in the initial planning of your private podcast initiative. We recommend you share both uStudio points of contacts and internal point of contacts with all podcast admins and channel owners - especially if your organization has multiple channels and show admins within your podcast.

## Planning Your Podcast

### Channel Governance

To ensure consistency across your private podcast initiative, we recommended establishing show guidelines including length consistency and topical alignment.

**Length Consistency:** Length consistency is important to build muscle memory and set clear expectations for employee listeners. Example tactics of building expectations include creating a constant set of thumbnails for all episodes based on their length.



**Topical Alignment:** A topical alignment strategy is important to establish consistency and drive engagement without overwhelming your listeners with too much content. We recommend forming a few topical buckets that podcast shows can fall into throughout your organization. Examples of this include technical content, customer stories and interactions, operational updates, and more.

### Planning Multiple Shows

We all have been victims of writer's block at some point in our lives. And, as a podcaster, brainstorming new content for your episodes time and time again can seem intimidating. However, there are many strategies that can help keep your content current and optimized towards your business goals. An editorial calendar is a great way to manage a podcasting strategy and to ensure that nothing falls through the cracks when producing multiple shows for your business podcast.

**Audience** pertains to the target audience who will be exposed to your content. The content you produce for a certain podcast show within your channel might only be relevant to certain teams or organizations within your business. This is where the group function within uStudio's private podcasting application will come in handy.



**Groups** are available to allow uStudio administrators and content creators to restrict show access to certain target audiences. This enables content creators to restrict sensitive information to only those who should have access to it, as well as limit the content to the most relevant and pertinent.

**Frequency** pertains to the rate in which a new episode is posted within a show. Inconsistency can sadly lead to abandonment. Frequency is important and should be tracked in your content calendar to make sure no deadlines are missed and your employees are being exposed to consistent and relevant content.

**Length** refers to the amount of time of your podcast episode. For customers of ours who are producing long podcast episodes, some have found success in also producing a shorter wrap-up episode in which only the major points of the longer episode are touched on. This can also result in interesting analytics content. Reviewing podcast analytics gives you the ability to compare the success between different episode lengths and produce more efficient podcasting content in the future.

**Release time and date** is similar to your frequency. It can be helpful to keep track of exactly when the new episodes will be posted. Posting a new episode of a certain show the same day and time of the week can be helpful for employee engagement. When employees know when to expect new podcasting content, they are more likely to be on the lookout and give the new episode or show a listen.

**Format** of your podcast pertains to whether your show episodes will be in video or audio podcast format, and what style you will follow in your dialogue. Note that uStudio offers podcast shows available in both video and audio podcasting so that you can utilize the format that will best support your message and your audience.

## Best Practices for Naming Podcast Shows and Episodes

A few of our best practices and recommendations for naming your podcast shows and episodes include:

- Keep them short and succinct.
- Try to think of titles that are easy for your audience to read and understand at a glance, since they may be on the go.
- A name that is tied with your brand can be easy for your audience to remember.
- You can also consider naming your show something that is representative of your podcast content and topic.



## Make an Editorial Calendar



PODCAST SHOWS					
Audience	ALL	ALL	MARKETING	SALES	ENGINEER
Frequency	Monthly	Weekly	Biweekly	Daily	Weekly
Length	10 min	7 min	15 min	3 min	20 min
Release Day/Time	Last DOM	Mon	Wed	Daily 7am	Fri 3pm
Format	Video	Audio	Audio	Audio	Video

## Additional Tips

There are many free and paid project management tools that can help you build a business podcast editorial calendar. Even something basic like Google Calendar can be a great way to keep organized.

As you're planning new episodes, always keep your business goals in mind. It's important to be creative with your range of podcast topics but still make sure each contributes to a common business objective.

A helpful pattern to follow could be adding a new episode to your editorial calendar every time a new podcast episode is published. Another strategy could be to keep your episodes scheduled at least a month or two into the future. But, as you get closer to your record date, you can update your calendar each week to add a little more detail for planning each episode.

It is definitely better to have more ideas than not enough. You can always remove podcast episode content from your calendar at a later time if you feel it does not represent your business objectives. Color coding certain tasks or topics can also keep things organized and easy to follow visually.

Keeping track of company milestones, events, and announcements in your podcast editorial calendar can also help with designing new topics for your podcast show, especially if your enterprise podcast revolves around sales trainings or internal communications. If your business podcast show revolves around training, do you have a product release coming out? If so, you would want to have material ready to coincide with your release, which means you would need to start planning well in advance. Your editorial calendar can remind you of this.

If writer's block hits and you start to have trouble building unique episodes it can be helpful to get other members of your business involved outside of your podcast stakeholder profiles. What are your managers hearing on the sales floor? Can any of their thoughts or concerns be turned into a valuable podcast episode?

## Creating a Show by Writing a Simple Creative Brief

### Strategist

- Target Audience
- Content Objective
- Desired Outcome
- Key Messages to Convey
- Publishing Frequency
- Editorial Calendar & Themes
- Budget
- Legal restrictions (if any)



Creating a new show can be as spontaneous as hitting record on your phone, or it can be a planned affair between a strategist and a production team. If the latter use these checklists to help guide roles and responsibilities.

### Producer

- Show Name & Description
- Show Identity & Graphics
- Format, Style, Tone Details
- Quantity & Length of Episodes
- Talent Requirements
- Location & Tech Requirements
- Theme Music
- Production Calendar

## Formats for Podcast Episodes

**Interview Podcasts:** Interview shows usually include a consistent host and a new guest each episode. Interview shows will give your listeners the opportunity to learn from those who specialize in a specific niche that they might not otherwise have access to. Examples of when you could use interview podcasts include a sales show where important customers and industry leaders are interviewed.

**Conversational:** Conversational format shows typically have recurring hosts and guest hosts - unlike interview podcasts. They should feel like a conversation with people who are very familiar with each other.

**Educational:** Educational podcasts will feature a certain lesson or takeaway for your employees and listeners. Private podcasts serve as great educational and training tools for employees.

**Solo-casts:** Solo-casts will be recorded as one individual talking and cover topics that are important to the podcast creator. If you are looking to create a personal relationship with your listeners, this is the format for you. This podcast format would work well for CEO or company executive updates.

**Storytelling:** Storytelling podcasts allow you to be more creative and give your shows a more fictional-feel than they might otherwise have. This format would be great for customer stories, motivational stories from the road, overcoming hardships in the workplace, etc.

And, many more!

## Video vs Audio Format

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### Video podcasts might be more beneficial if:

- There are slides or visual training material you'd like to share to accompany your audio
- You have employees who have listening disabilities
- You would like to humanize your hosts. Especially with CEO-hosted podcasts, it can be nice to show face so they become more familiar to your dispersed employees
- You would like to give you podcast content that extra "wow" factor

### Determining Your Podcast Format:

- What do you want you audience to get from listening to your show?
- What are your business goals for this podcast?
- Who are the individuals who are able to help you with your podcast content?
- What format will help support you and your team's strengths?
- What will make your show stand out to your employees?

## Potential Hosts

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With any type of podcast, your episode host and guest speakers can play an important role in the success of your show. If you are unsure where to begin, here's some potential options of great people to feature in your private podcast.

**Key Executives:** Using audio podcasting for leadership communications can help employees to feel a more authentic, personal connection with top management. Especially with a large and remote workforce, podcasting can help employees feel more engaged with their leaders.

**Internal Champions:** An internal champion can be a manager, sales leader, or simply the top performing member of various organizations. Highlighting internal champions can also be a great word of mouth resource and inspiration to other employees across an organization.

**Industry Thought Leaders:** A thought leader in your industry can offer a unique perspective to your listeners. A thought leader can provide different types of training and learning material to employees - something other than what they would be able to experience internally. Someone who is recognizable in your industry can get your employees excited to listen to content they might not normally care to partake in. Industry thought leaders can also be a great resource for market information that helps employees become even more successful.

**Employees:** A "hear from a peer" show can help to encourage knowledge sharing and increase employee engagement. An example of private podcast content that features employees could be a show that shares personal stories about wins and losses that have been experienced on the sales floor. Having employees speak on your private podcast can also help to increase the company culture within your enterprise.

**Customers:** Asking valuable customers to speak and share their success stories or overall business feedback can give employees insight into pain points that they should be serving. The opportunity to share their personal stories will also strengthen the relationship customers have with your enterprise as they will feel that their opinions are valued.

**Partners:** Hosting partners to speak on your private podcast can help build a corporate community and overall business alignment. Especially during times of new business acquisitions or internal changes, hosting a partner on your podcast will help improve transformation management within your enterprise.

**Live Event Hosts:** uStudio offers the ability to stream live podcasts. If there is a relevant live event in progress your mobile workforce can listen to it anytime from anywhere. Live streaming podcasts enables subject matter experts to share their knowledge and connect with other interested employees, wherever they may be.

Are you still having trouble brainstorming future guest speakers for your private podcast? Your employees and other podcast listeners can recommend speakers that they'd like to hear on your show. This can be a great way to keep your employees engaged and enable you to continue producing the content they want to hear.

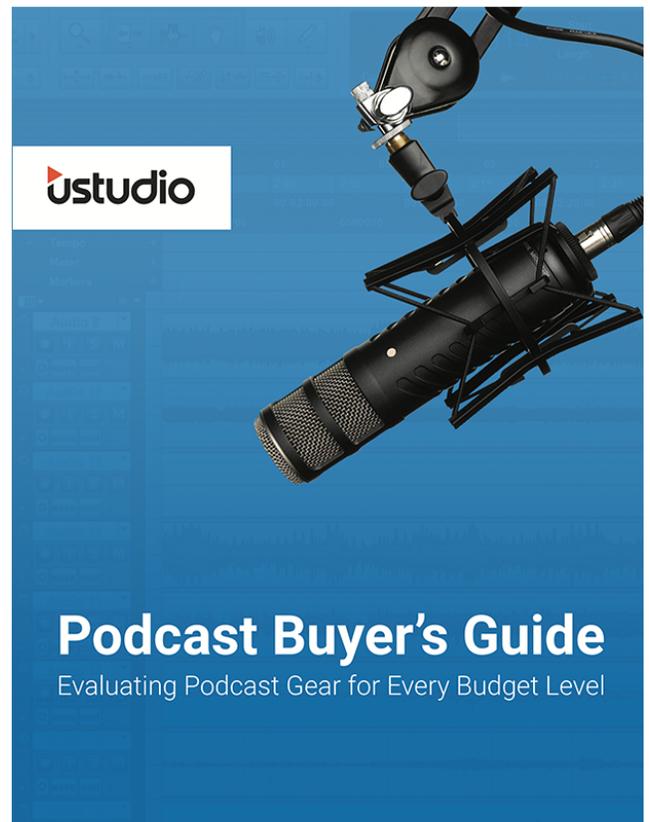
## Recording and Producing Content

There are helpful pieces of equipment that every podcaster needs to create their private podcast. This [helpful shopping guide](#) will outline the items to consider buying at all different price points. To be honest, many uStudio customers find success recording from their phone. If you can talk, then you can start podcasting. [Check out our podcast gear guide here.](#)

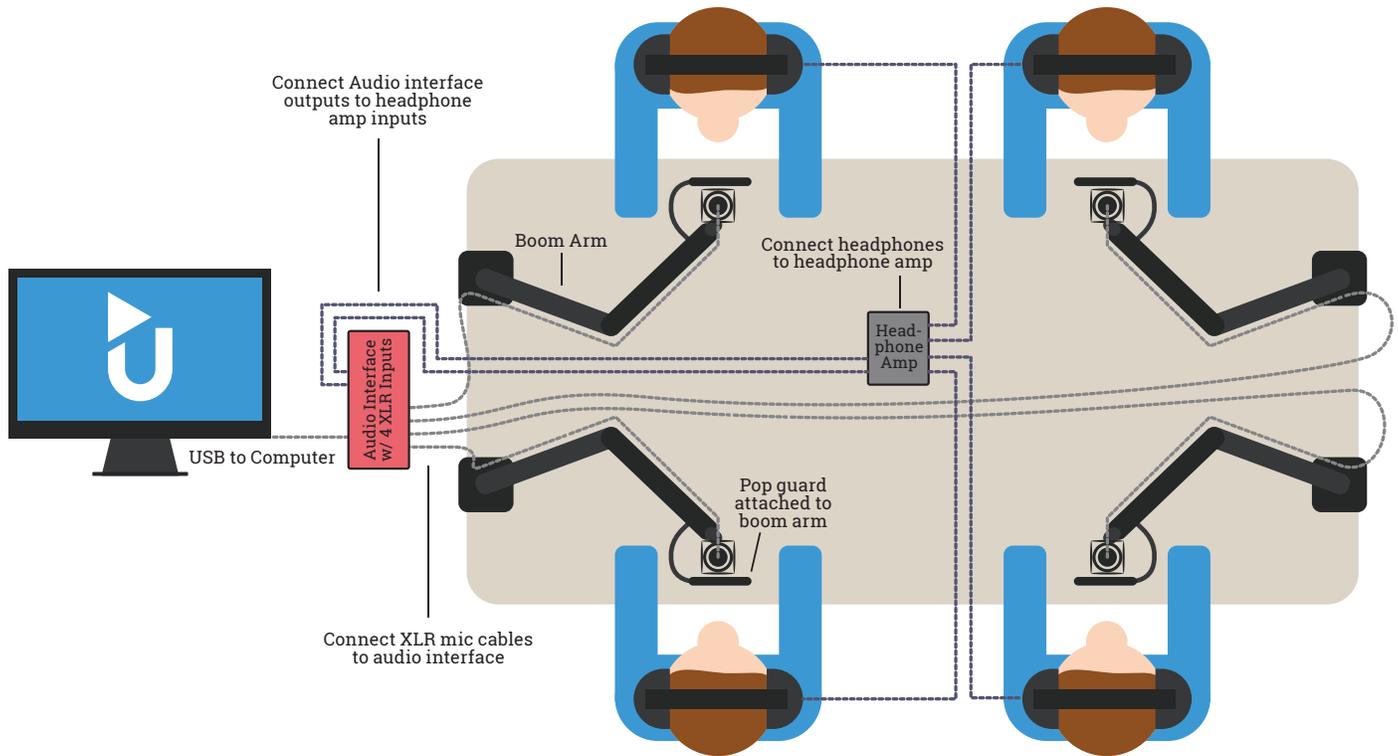
Remember that recording on-the-go will probably require different equipment than stationary recording. If you plan to record while traveling or feature multiple speakers on the podcast episode, you may want to purchase a few mics, or handheld mics, so each speaker can be heard equally. Our [gear guide](#) will again dive into these options.

When it comes to producing episodes, it can be helpful to scope out a few episodes to record at once. By planning ahead, you can maximize your time editing and keep to a strict release schedule without feeling constant pressure to record, edit and publish. Just like with popular consumer podcasts, there should be a regular cadence so employees develop listening habits and expectations.

Including music, external links, and more can also take your private podcast to the next level. [Read our blog post](#) that addresses the additional items that will easily create a more engaging experience for your employees.



## Podcast Set-Up



## Starting a New Show

Note that the below checklists are recommended best practices and do not guarantee success. Our [blog post here](#) dives into more best practices of how to promote your business podcast to your employees.

### Podcast Interest Checklist:

- Define the podcast show purpose and establish topical buckets.
- Identify private podcast team and stakeholders.
- Set launch target date.
- Plan communications to your organization announcing the podcast initiative.
- Create a small pilot group for your podcast.

### Show Planning Checklist:

- Purchase recording and/or production equipment. Check out our [buyer's guide](#) for uStudio recommendations.
- Establish a process for each show's content. This includes recording and producing.
- Brainstorm podcast show titles.
- Create podcast icons and graphics. Learn more about how you can customize uStudio to your business in our [blog here](#).

### Launch Checklist:

- Communicate show and podcast initiative kickoff to your employees. Ask that all employees subscribe to the new podcast shows.
- Consider hosting an internal launch event in your organization.
- Create at least a few podcast episodes for day one.
- Leverage a team of internal champions and podcast pilot group to help with promotion.

### Creating Consistency Checklist:

- Define episode cadence. This is important to establish listening habits.
- Constantly track adoption and engagement.
- Make necessary content changes based on engagement levels and employee responses to content.

## Podcast Launch Communication

Leading up to your Podcast Launch it is important to build excitement and let your potential podcast audience know what they are about to have at their fingertips. Below are three suggested emails to help you see communication strategies we have seen be successful with our customers.

### Pre-Launch Teaser

It is meant to highlight new content, the new way to access this content, and the date employees can expect to get access. A teaser email can generate buzz and let your audience know to be on the lookout for the announcement on launch day.

- **Subject:** Podcasting Coming Soon!
- **Suggested Time to Send:** 1 week prior to launch.
- **Body:**

**CompanyLogo**

### Be on the lookout for big changes coming soon!

We are thrilled to announce we're making a big leap into the future of team communications, podcasting. Globally, people listen to podcasts 5x more than watching movies. It's a fact – given the fast-paced and digitally connected workforce of today, we will be most successful as a company if we adapt to new ways of communicating. We hear you - It must be mobile, it must be downloadable, it must be easy to access.

Questions? Don't worry. We will be sending you additional information on [consider inserting launch date] during our official podcast launch on what this means for you and how you can easily access this new engaging content.

Thank you,  
Team Name or Leaders Name

### Announcement Email

On launch day, your podcast team should send out an email to your audience letting them know they now have access to download the app, the content they should see and subscribe to, and provide them the podcast user guide to give them a quick walk through of the app itself.

- **Subject:** Announcing Podcasting
- **Suggested Time to Send:** On Launch Day
- **Body:**

### CompanyLogo

## Podcasting is finally here!

In the U.S. alone, 40% of Americans listen to at least one podcast a week (and growing rapidly). We're excited to be part of this digital growth and are confident this medium will keep you better aligned and informed with company messages.

Our podcast shows are now officially available through the uStudio app, where you will have quick access to important content you need when you need it—at home, at your desk, or on-the-go. This includes the ability to download or listen to podcast content offline, at your convenience.

- Download from the Apple App Store
- Download at from the Google Play Store
- Access via Web

Please help us get started. Please tap your peers on the shoulder and encourage them to join. This new channel will include content you won't be able to access anywhere else, including email. We don't want anyone missing out on any big announcements or updates we share through these new channels.

The attached document will explain more on how to use the uStudio app, sign-in, and start subscribing to podcast shows. By subscribing, you will get notified as soon as new content is added. **((Attach customized document that outlines the user guides with details specific to your app))**.

So, what's available? **((Fill out details specific to your podcast application. Outline the shows you will be going live with and the content they can expect from those shows. Below is an example...))**

1. Leaders Outpost: Short notifications, announcements, or updates from key executives in the company. Employee questions will also be addressed live! **((Less than 15 minutes))**
2. A Specialist's View Point: In-depth sessions on a specific product or solution area from a key executive or industry leader. This show is sure to help you increase your sales and product knowledge. **((Greater than 15 minutes))**

Thanks for helping us increase the efficiency of our communications.

Happy Podcasting!  
**((Insert Team Name or Leaders Name))**

### One-Week Post Launch Email

One week after launching, keep engagement up by sending an email to your audience reminding them of all the new content they have access to now. In addition, give them a few tips on how to get the most out of their app by subscribing to shows and looking out for notifications. This is a great time to add a new episode to direct users to check out via the email.

- **Subject:** Have you signed into Podcasting?
- **Suggested Time to Send:** One week post announcement
- **Body:**

## CompanyLogo

### Have you signed into Podcasting?

Are you staying up-to-date with the latest company information? As a reminder, now that we have introduced private podcasting, you've got access to a powerful new source of company information.

We want to make sure you get the most out of your podcast experience. We've again attached this onboarding document that explains how to download the uStudio app and start using it for your convenience. *((Attach customized document that outlines the user guides with details specific to your app))*

If you have already signed-in and subscribed to our podcast shows, make sure you are on the lookout for app notifications you might be receiving from time-to-time. Here are a few episodes we think you might like:

- Insert Share Link for Specific Episode
- Insert Share Link for Specific Episode

Let us know if you have any questions. Happy Podcasting!  
*((Insert Team Name or Leaders Name))*

## Attracting an Audience

When your business podcast goes live, it's certainly a milestone to celebrate. But the release of a single episode does not automatically ensure weekly listeners. Promotion of your podcast is one of the most important steps to audience engagement. The good news is: it's much easier than you might think.



### Announcing Podcasting:

- CEO announcement
- Townhall presentation
- Email Blast
- Signage (Digital/Physical)
- Human Signage
- Launch Event & Swag
- First ### downloads get...



### Announcing New Shows:

- (the previous list +)
- Email Blast
- In App Banner Announcement
- Auto Subscribe
- First ### listeners get...
- First ### shares get...



### Announcing New Episodes:

- In App Notifications
- Auto-add to Unplayed List
- Teasing future episodes in current episodes
- Reliable release cadence (e.g. weekly on Thurs 10am)



### Ongoing Engagement:

- Leaderboard w/ prizes
- Reward for # of episodes or mins
- Guest spot on episode
- Ask for feedback/comments
- Read comments on air
- Contests

## Best Practices

In addition to points we have already made, there are plenty of things to keep in mind when considering private podcast engagement that can help to improve your podcast adoption:

- Utilize the news channel of your uStudio podcast to help with in-app promotion. The news channel is a feature unique to uStudio. Any of your employees that have push notifications on will receive a notification when a new episode is added to the news channel.
- Ask that your employees enable uStudio push notifications on their mobile devices.
- Have employees look out for their unplayed list. New podcast episodes will automatically be added to this list in uStudio. This will help them to easily find any new podcast content that they haven't listened to yet.
- Take advantage of uStudio grouping features and create personalized podcast content for various groups within your organization.
- Consider embedding share links for new show episodes inside the episode description for existing shows.
- Create user habits and have a reliable release cadence. Employees will be better about checking the app for new content if they have an idea of when new episodes will be posted.
- Be clear in your launch communications with what employees can expect with a private podcast and why this will benefit them. Include information on the content they might be receiving that they would not be able to experience elsewhere.
- Offer a guest spot on an upcoming podcast episode for those who have high listenership. People love to talk about themselves and employees will feel as if they are part of your company's story. This should also help your engagement and listen rate as employees will enjoy listening to their office peers.
- After asking for feedback and comments, read the responses on-air. Employees will be excited to hear their opinions out loud.
- Create an office leaderboard with prizes! Competition is always a good driver of motivation.
- Make your employee's podcast experience similar to a consumer experience. This includes the option of including fun "ads" or departmental updates or reminders to help break up your podcast content.
- Make sure all podcast shows follow your length consistency rules and topical alignment buckets.
- Measure podcast usage and content engagement with uStudio's analytics to continually make improvements.

## Additional Channel Creation

Once an organization within your enterprise decides to join uStudio, they must decide if they want to create a new instance of the app or if they want to use the existing instance using the same company code.

Mobile app branding requirements may be necessary if you are creating a new instance within the uStudio podcast. The uStudio branding requirements can be found in [this document](#).

## Adoption

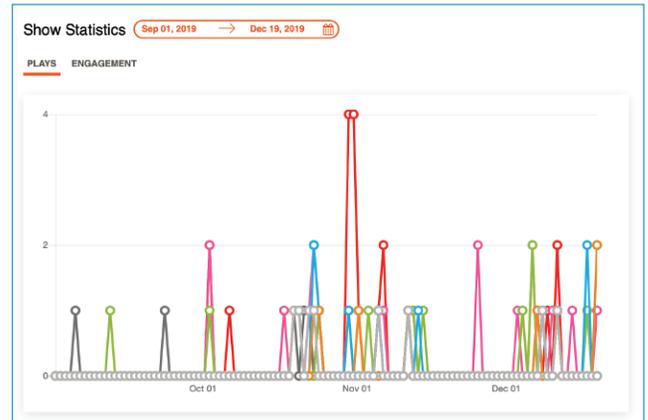
It is critical to measure and track adoption and engagement within your private podcast initiative. This helps to prove ROI, make improvements within your content, and ensure your employees are receiving the critical company messages you are delivering through uStudio. When onboarding, the uStudio team can help you brainstorm adoption goals to fit your business.

## Metric Dashboards

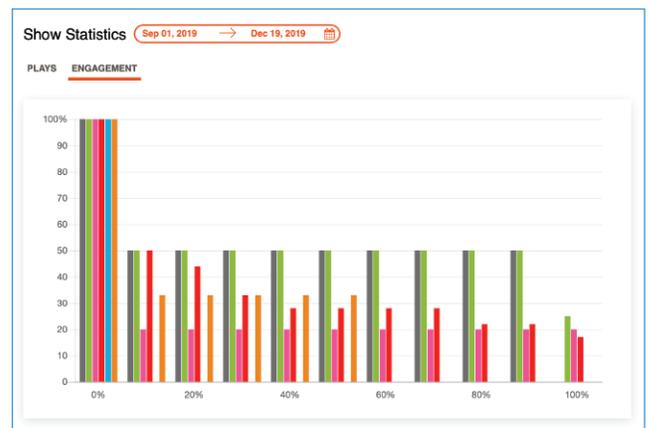
You are able to track adoption and engagement through the analytics available through uStudio. Dashboards within uStudio allow you to see a high-level view of your podcast application performance within a certain time frame. It focuses on when audience members are listening, your top content, and your most active audience members. It also gives you the ability to download detailed information on actions taken in the application to allow you to dive into data in a way that meets your needs. Learn how to use analytics to better understand your podcast audience in our [blog here](#).

When viewing a show in the uStudio PMC, a content admin or creator can select the metrics view which is visible under "Publish an Episode."

**Publish an episode**



The dashboard can show metrics pertaining to engagement and plays in both a table and graph format for your viewing preferences.



You can also view overall channel metrics by selecting "Administration" from the bottom left corner of the PMC, then selecting the dashboards tab from the left menu. Note that content analytics can also be downloaded as CSV files.

**Administration**

**Users**

**Groups**

**Dashboards**

## Metrics in the at a Glance Section

**Active Users:** Number of audience members that have logged into the application at the time frame selected

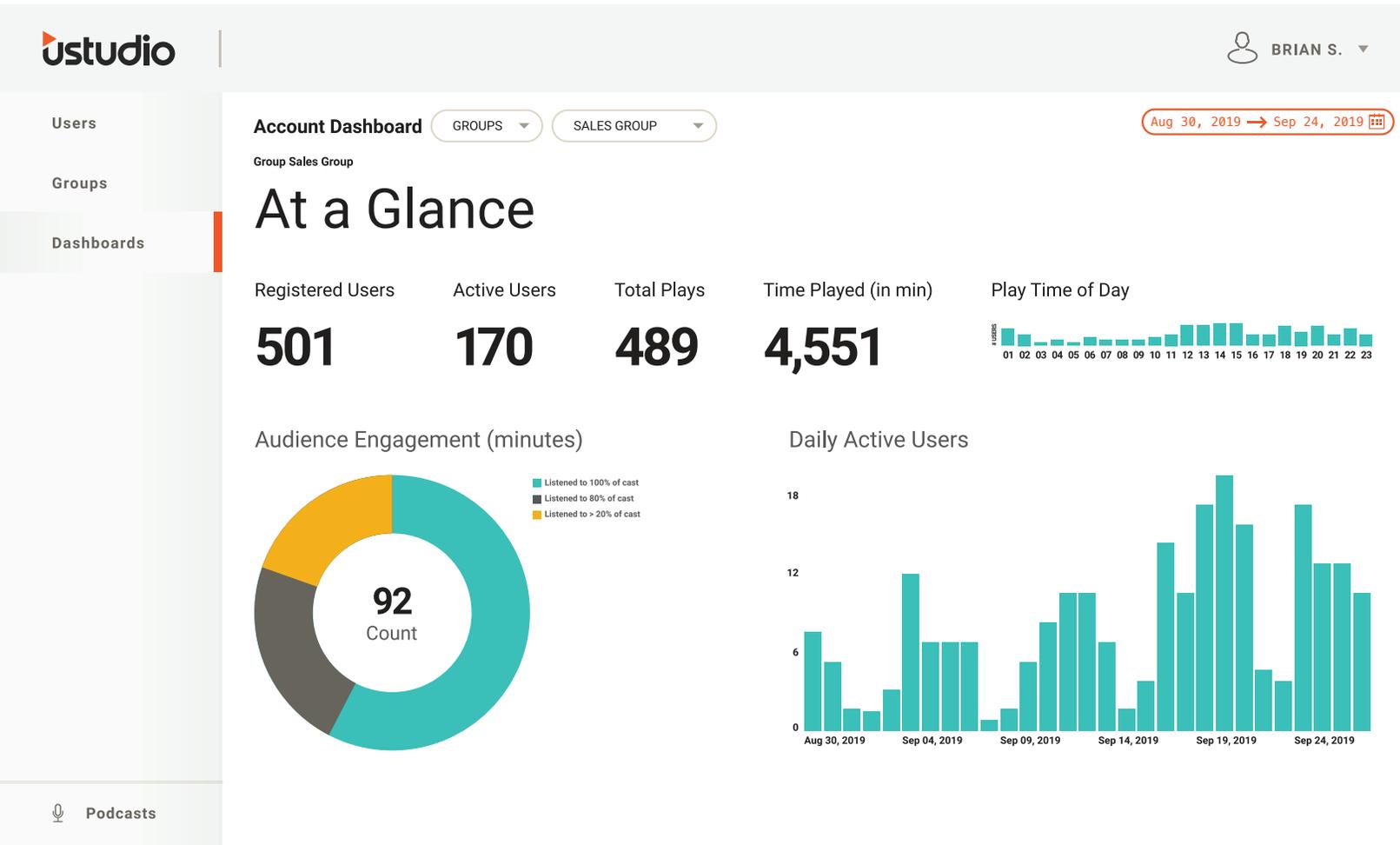
**Total plays:** Total number of times the play button has been clicked in the time frame specified. This can show more than one play per audience member if they have listened to episodes multiple times in the time frame selected.

**Time played in minutes:** Total number of minutes played across all audience members within the specified time frame.

**Audience Engagement:** Breakdown of the amount of time each audience member played during the time frame selected. This number will be smaller than the total plays since this graph only shows each audience member once whereas plays can show multiple plays per audience member.

**Time of Day (GMT):** This graph lets you see trends in the time of day your audience is listening to content. The times are displayed in Greenwich Mean Time and in Military Time format. To better understand what time of day your users are listening to content convert this data to your audiences time zone. Hover over individual bars to see the specific count of users for that time.

**Daily Active Users:** An Active User is Defined as an Audience member who has taken an action in the application. Actions include: logging in, listening, viewing content, liking episodes, and subscribing to shows. Hover over individual bars to see the specific count of users for that time.



## Available Metrics for Content Analytics

**Most Played Shows:** This will display the most played shows across all of your podcast content in the time frame specified. Plays will show a cumulative number of all plays. This will increase each time the play button has been clicked and will show multiple plays per users who have listened to an episode more than once. You have the ability to view and download a list of all shows by selecting the "View all XX rows" under the list.

**Most Played Episodes:** This will display the top episodes across your entire podcast content in the time frame specified. You have the ability to view and download a list of all episodes by selecting the "View all XX rows" under the list.

**Most Shared Episodes:** This will display the top episodes across your entire podcast content in the time frame specified. You have the ability to view and download a list of all episodes by selecting the "View all XX rows" under the list.

## User Data

**Most Active Users:** Most active users will show you all users sorted by those who have the longest play time in the app for the time frame selected.

## Internal Adoption Metrics

For those who use SSO for authentication within their podcast initiative, this offers the unique opportunity for private podcast content admins to compare user logins to credentials found on the organization's roster. By comparing the SSO attributes passed to uStudio by user metrics, your organization can better understand login activity and track users who should be leveraging the tool. If there are members who should be using the tool but are not, it would be worthwhile to dig into why, and contact their manager for feedback.

Once your organization has reached its adoption goal, it will be even more important to take note of engagement metrics to ensure logged in users and listening and responding well to your podcast content. From there, you can make slight changes and experiment with the format of your show, the length of your show, your podcast hosts and guest speakers, topics of your episodes, and more.

## Publishing Content

The PMC is uStudio's platform to view and publish content, and it is only accessible to channel administrators. You can always find the workflow for publishing podcast content in our [knowledge base](#) on the uStudio website.

## Uploading Episodes in Podcast Management Console

- Select "upload episode" in the top right in the Episodes section.
- Drag and drop one or multiple files onto the upload window to add several episodes at once, or select "Choose File" to open a finder and select one asset at a time. Best practice is to upload no more than three assets at a time.
- A progress bar will appear at the bottom of the upload window to let you know the progress of the upload. You may close out of the window as files finish uploading but do not close the uStudio PMC in your browser.
- Once files have been uploaded, uStudio will take a few minutes to process and convert the file into the best format for the podcast application. You may see the episodes show as a 0:00 duration until this complete.
- Episodes will, by default, take on the name of the file you uploaded. You may want to edit the name and thumbnail episode before publishing to a show.

## Creating Shows and Video Podcast Shows

**Note:** If you do not see the option to create a video show in your podcast admin experience this may not be part of your current offering. If you are interested in adding it to your offering please reach out to [support@ustudio.com](mailto:support@ustudio.com).

As a helpful tip for video shows, we recommend creating show artwork that indicates the content is video content. An example is putting a video icon in the corner like we did with our leader lounge below.

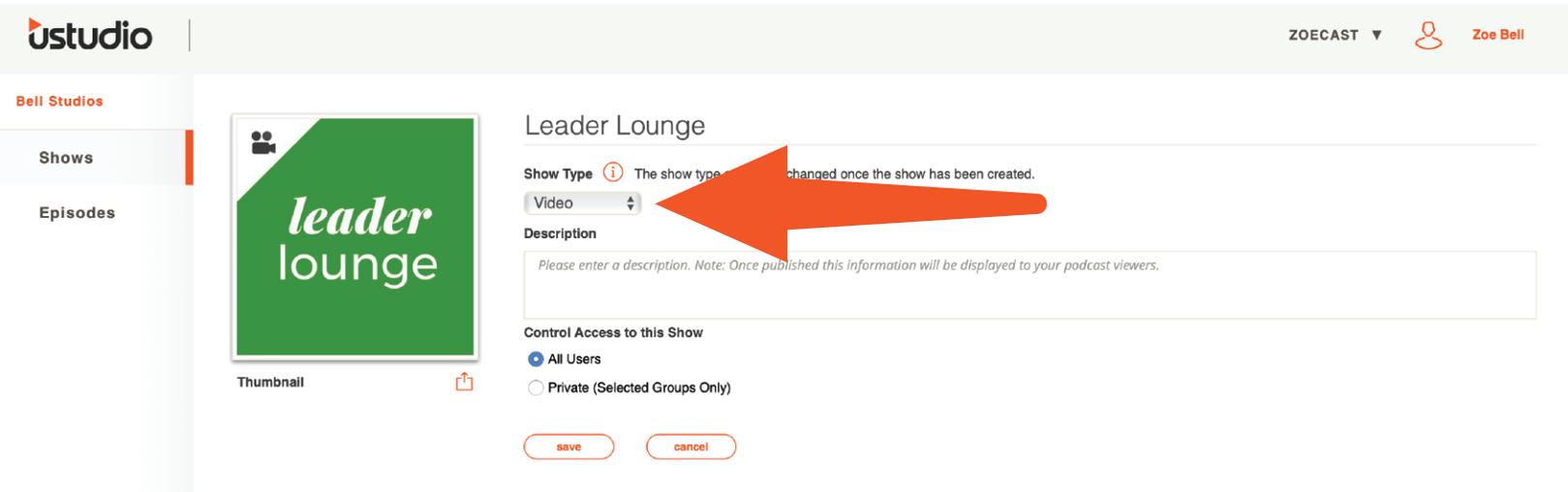
## Selecting Video Show Type

- Create a new show. To do this, navigate to the shows section of the console, then select the orange “create a show” button on the top right of the page
- Select “Video” in the Show Type

**Note:** Once you set the show type you will not be able to change it.

- Once you have created the show add video episodes to your episode section of the site and publish them to the video show.
- Your users will now be able to watch video when watching this show.

Learn how to upload episodes in the PMC in our [knowledge base article here](#).



## Effective Use of Keywords in the uStudio Podcast App

Keywords can be added to podcast episodes to help your audience members effectively search for your content within the uStudio mobile application.

**Effective and common keywords include:**

- Name of the episode.
- The topic of the episode.
- Name of episode host.
- Name of employees who are featured in the episode.
- And more!

Make it easier for your audience to explore content by creating a keyword structure that you use across all of your content. Then share this structure with you team as a tip to help them find what their desired content.

Once in the edit screen you have the ability to edit the episode keywords as well as the thumbnail, description and internal notes.



### Training 1

This training is how to instruct others through the creation process. Video guides can be seen here.

<https://embed.ustudio.com/embed/Dyt16KF8F0qp/UT19VAsDg0tk>

To add keywords to a podcast episode, click on the edit icon in the top right corner of the episode detail page.



Thumbnail

## How Encompass Health is Keeping Employees Engaged During COVID-19

**Description** (URLs in the description are clickable links in the podcast app.)

In this episode, Heather Hodges, Vice President of Professional Development at Encompass Health, explains how Encompass is using uStudio's private podcasting solution to communicate and engage with its dispersed employee workforce. Encompass has a large mobile workforce who is deployed all over the country and needed a creative solution to get COVID information out quickly. Listen to this episode to learn more about Encompass' content and engagement strategy and how they implement storytelling to connect their remote employees during difficult times.

Character Count: 556 (max 5000)

**Keywords**

Encompass Health, employee engagement, heather Hodges, customer, remote communication, best practice

## Keyword Rules

Our system supports the following keyword requirements:

- No individual keyword can be more than 30 characters.
- If you take all the keywords, join them with a comma "," and no spaces, then the total length has to be less than or equal to 500 characters.
- The code currently doesn't support unicode.

## Pro-tips for Your Podcast Episodes

**Keep it Short:** Try to think of titles and descriptions that are easy for your audience to read and understand at a glance, since they may be on the go.

**Add Links to the Description:** You can add links in an episode description allowing you to reference supporting materials. Make sure the link is the full link starting with http://.

**Consistent Keyword Structure:** Make it easier for your audience to explore content by creating a keyword structure that you use across all of your content. Then share this structure with you team as a tip to help them find what their desired content.

## uStudio Channels and Groups

Targeted content delivery ensures information gets to the right people fast!

Channels are the combination of content (one or more shows) and Groups (one or more users). It is a virtual concept that is best used to describe the end-user experience and not the admin experience.

**For Admins:** Channels can be created by opening a new Studio and managing all of the Shows in that studio to be access-controlled to the same Group(s) of users.

**For End Users:** They are unaware of Channels; they are only presented with the Shows the admins have given them access to.

	 Show A (private)	 Show B (private)	 Show C (private)	 Show D (public)
<b>Group X</b> 	✓	✓	✗	✓
<b>Group Y</b> 	✓	✗	✗	✓
<b>Group Z</b> 	✗	✓	✗	✓

## Never Stop Improving Your Podcasts

**ROI = 451%**

That's 4x the effectiveness of traditional communication channels

# of Employees	\$ 4000
Avg Annual Cost Per Employee (Salary+Benefits)	\$ 70000
Avg Hourly Cost Per Employee	\$36.06
Avg Monthly Hours Travel/Commute Per Employee	18
Podcast Users	\$ 1000
Avg Monthly Hours Played Per User	6.5
Annual Investment in uStudio	\$ 48000

**Loss Calculation**

	Average cost of productivity loss
Per employee, per month	\$360.58
Per employee, per year	\$4326.93
All employees, per month	\$1,442,314.54
All employees, per year	\$25,961,838.46

**Value Calculation**

	Average productivity value gained
Potential value per employee, per month	\$18.03
Per employee, per year	\$216.35
Podcast users, per month	\$18,030.00
Podcast users, per year	\$216,346.15

**ROI CALCULATION - PRIVATE INTERNAL PODCASTING**

Annual Value / Return	\$214,346.15
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Companies often neglect to consider the impact that internal communications have on their bottom line, or figure that it's too difficult to accurately measure. However, especially if you are needing to expand on budget or resources for your internal communication programs, you will need proof that your efforts are making a positive difference within your workforce.

There is at least one resource involved in communications that is relatively easy to quantify: time. An employee's time does not come cheap, and any on-the-clock time where they're not working amounts to a significant cost to the company.

One of the key benefits of an enterprise private podcasting solution is that it enables you to deliver key communications to employees during times that they might otherwise be idle or offline, notably when they're traveling for work. We refer to these largely idle hours as "windshield time."

Check out our ROI Calculator to help understand the time and dollars you are saving by implementing a private podcast solution.

To maximize the ROI of implementing an enterprise podcasting solution, you need to consistently monitor how your workers are interacting with the content. uStudio allows you to not only track each employee's use of the solution, but to segment the audience to understand how the content is performing among different parts of the workforce. Listening patterns may change and it is important that you actively monitor your analytics so that nothing goes unnoticed.

### What's Your Podcast ROI?

[Click here to find out](#)

Modernize the way your business communicates. uStudio's private podcast solutions allows businesses to deliver corporate audio and video content securely to any device in a modern, mobile-first experience. Our customers are reinventing employee, customer & partner experiences using uStudio's marketing-leading tools for podcasting and complete media management. uStudio's secure mobile and desktop products are purpose-built for enterprise use cases, helping business leaders reach increasingly remote and hard-to-engage employees with 5x the effectiveness of traditional channels. Our patented media platform delivers turnkey solutions for everything from town hall meetings to more effective sales training and customer success programs. This is why market leaders like Nike, Universal Music, Astellas, Facebook, Dell and Kohl's leverage uStudio's media solutions for speed, scale and competitive advantage.

Learn more and request a free personalized demo at <https://ustudio.com>



## Secure Media Solutions for Businesses

Deliver corporate audio and video content securely to any device, **IT not required**

### Private Podcasting

Deliver secure corporate content

### Live Audio Streaming

Secure real-time company events

### Private Podcast Hosting

A Secure place for your media

### Podcast Analytics

Track and measure podcast usage

### Podcast Distribution

Deliver secure media anywhere

**CONTACT US TODAY!**