



A Guide to Sharing Your Podcast Episode on Your Social Media and Email



Congratulations on being a podcast guest! As a thank you for being a guest we want to assist you in turning your guest appearance into a marketing vehicle for your company.

The purpose of this guide is to help you accomplish that task. First, we'll show you two email templates that you can customize, add the podcast link to, and send to your prospective and existing clients. Next, we've given you step-by-step instructions on how to share your podcast on LinkedIn, Facebook, and Twitter.

Let's get started . . .

Podcast Email Script #1: For Prospect List

Hello [Prospect's First Name],

I am so excited! I was recently a guest on [Host Name]'s podcast [Podcast Name]. We spent time talking about [Topic]. I thought you might find it interesting and wanted to share it with you.

Here is the link to the podcast: [paste link here]. You can download the podcast to your phone or computer very easily by clicking on the link.

I would love to hear how you thought I did on my first [or whatever number] podcast! Any feedback you have would be greatly appreciated.

Talk to you soon,

[Your Name]

Podcast Email Script #2: For Client List

Hello [Client's First Name],

I am so excited! I was recently a guest on [Host Name]'s podcast [Podcast Name]. We spent time talking about [Topic]. I thought you might find this podcast interesting since you and I have spoken about this topic.

Here is the link to the podcast: [paste link here]. You can download the podcast to your phone or computer very easily by clicking on the link. (If you have any trouble, just give me a call.)

I would love to hear how you thought I did on my first [or whatever number] podcast! Any feedback you have would be greatly appreciated.

Talk to you soon,

[Your Name]



How to Share a Podcast Episode on Your Social Media



Here is your step-by-step guide that will help you reach your ideal audience via social media. Once you receive the link to your published podcast episode, please follow these steps to share it on Facebook, LinkedIn, and Twitter.

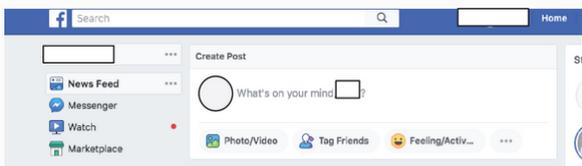
Facebook



1. Log into your Facebook account



2. At the top of your Facebook page click "Create Post" and a cursor will appear



3. You can type in a caption or leave it blank

Note: It is a best practice to include a caption
[Caption: the message that accompanies an image, video, or external link]

Caption Example: "It was such a pleasure to be a guest on @_____'s podcast. It was my first-ever podcast...I'd love to hear what you think!"



4. In order to mention (i.e. tag) the podcast host in your caption, type the "@" symbol and then type his/her Facebook name, leaving no spaces. As you type out the name, Facebook will generate suggestions of who you may be trying to mention. You can click on the individual's name if it appears in the drop-down list or continue typing out the name. Once you select a name or type it out, it should become blue in color

5. Next, open a new tab

6. Go to your email account

7. Open the email containing the podcast link

8. Copy the link from the email

9. Return to Facebook and paste the link below the caption you have written

10. If you would like to share your post to your Facebook Story as well, check the circle beside "Your Story"

11. In the drop-down menu to the left of "Your Story," select "Public"

12. Now hit "Share"

*If you have a Facebook Business Page, follow the same steps, above, to post the podcast

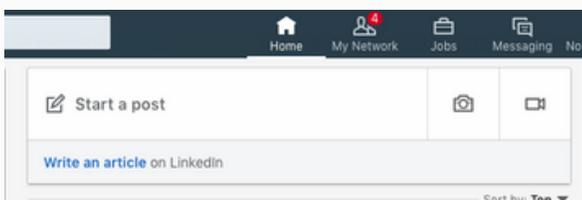
LinkedIn



1. Log into your LinkedIn account



2. At the top of your LinkedIn page click "Start a post" and a box with a cursor will appear

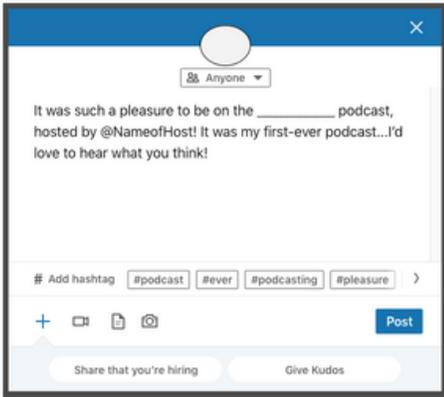


3. You can type in a caption or leave it blank.

Note: It is a best practice to include a caption.

[Caption: the message that accompanies an image, video, or external link]

Caption Example: "It was such a pleasure to be a guest on @_____'s podcast. It was my first-ever podcast...I'd love to hear what you think!"



4. In order to mention (i.e. tag) the podcast host in your caption, type the "@" symbol and then type his/her name. As you type out the name, LinkedIn will generate suggestions of who you may be trying to mention. You can click on the individual's name if it appears in the drop-down list or continue typing out the name. Once you select a name or type it out, it should become blue in color

5. Next, open a new tab

6. Go to your email account

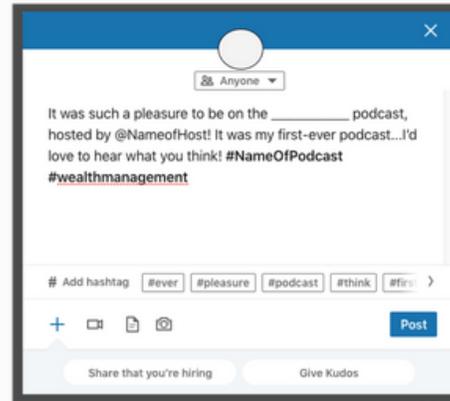
7. Open the email containing the podcast link

8. Copy the link from the email

9. Return to LinkedIn. Paste the link below the caption you have written

10. It is also a best practice to include hashtags in your caption, which allows LinkedIn to show your post to people outside your network who may be interested in your content. To do this, click "+ Add hashtag" at the bottom left corner of the post box.

Note: LinkedIn will make hashtag suggestions based on the content in your caption. This is a very useful tool to help you think of hashtags to include

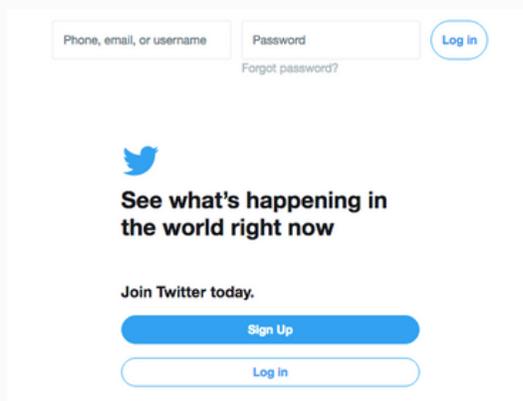


11. Next, hit the "Post" button

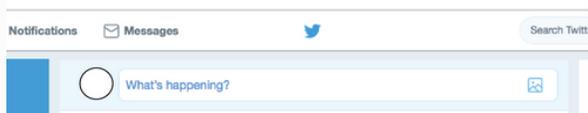
Twitter



1. Log into your Twitter account



2. At the top of your Twitter page, click inside of the box that has the message, "What's happening" to start a post, and a cursor will appear

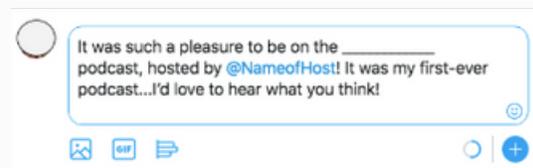


3. You can type in a caption or leave it blank.

Note: It is a best practice to include a caption.

[Caption: the message that accompanies an image, video, or external link] Keep in mind, Twitter has a 280-character limit

Caption Example: "It was such a pleasure to be a guest on @_____'s podcast. It was my first-ever podcast...I'd love to hear what you think!"



4. In order to mention (i.e. tag) the podcast host in your caption, type the "@" symbol and then type his/her name. As you type out the name, Twitter will generate suggestions of who you may be trying to mention. You can click on the individual's name if it appears in the drop-down list or continue typing out the name. Once you select a name or type it out, it should become blue in color

5. Next, open a new tab

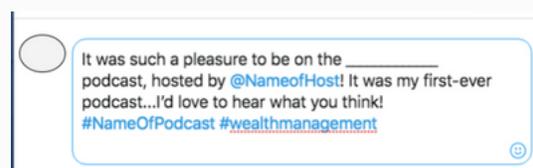
6. Go to your email account

7. Open the email containing the podcast link

8. Copy the link from the email

9. Return to Twitter and paste the link below the caption you have written

10. It is also a best practice to include hashtags in your caption since this allows Twitter to show your post to others who might be interested in your content



11. Then, select "Tweet"



A Guide to Sharing Your Podcast Episode on Your Social Media



We hope this guide will help you get your voice in front of prospects and clients in a new way. After all, podcasting is continuing to grow in popularity and has become one of the dominant mediums for reaching key groups.

We would love to hear how you were able to use this experience to get your voice heard.

Feel free to reach out to Aric Johnson at aric@topadvisorm.com

