**PODCASTING 4 – PUBLISHING**

ID3 Tags

* organize your podcasts
* info pops up in title
* info pops up in searches
* promotes your website

iTunes

* put your podcast in your iTunes library
* add or edit the ID3 info
  + name – episode number and show’s individual title
  + artist – you
  + album – podcast name
  + comments – website address
  + genre – podcasting
* keep the same format of tagging for every show

PUBLISH IT

1. Have your Weebly site developed

* start a blog (partner to your podcast)

1. Get a Buzzsprout account

* upload your podcast to Buzzsprout
  + title and description
  + your name
  + show name
  + keywords (Google keyword tool)
* post your podcast on your site
  + description (a couple of sentences rich in keywords)
  + artwork/logo
  + show notes (brief)
    - links, resources, etc. you talked about in the podcast

1. iTunes (do this at home)

* follow directions in your Buzzsprout account
  + save URL (once approved) to link to your Weebly site
* invite listeners to use iTunes and leave comments/reviews
* ask listeners to subscribe to your podcast
  + iTunes automatically downloads every new podcast you make to their iTunes account

You are now publishing to the world!!!

* through Weebly, you can connect to Facebook, Twitter, etc. to promote your podcast
* regularly promote any new material
* make your blog your podcast “script”
* get a YouTube account for your show