**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