

SPOTLIGHT ON PODCASTING: CONNECTION, COMMUNITY AND STORIES.

It is often difficult to reach current and potential library users. SALLY TURBITT and AMY WALDUCK have teamed up to explore some of the opportunities that podcasts provide to communicating with your users.

Creating content that engages and connects current and potential library users to your library's collection and programs is challenging. Collections are large and complex and we need to market our libraries to meet our communities where they are, rather than waiting for them to notice what we do.

Podcasting is a level playing field. All podcasts, regardless of their listenership or where they are from, are available across multiple platforms, including iTunes, just the same as the big ticket creators. That you can find a library podcast like ours, [Turbitt & Duck](#), come up in iTunes suggestions when you are listening to [Chat 10 Looks 3](#) or [Is It On?](#) shows that it is a medium of great opportunity.

Libraries are full of interesting topics for a podcast - new books, readers' advisory, book groups, community history - and podcasting itself is an excellent professional development opportunity for your staff with creating content, editing, sourcing and learning to use equipment all areas for learning and growth.

EVENTS

You can use a live event to get you started podcast recording - author talk, round table discussion with other library or organisation staff, collection discussion, book discussion, debate, live reading, performance or spoken word. Podcasts creates a platform for your library to reach an audience far bigger than who was in the library on that night, and shows a (potentially) international audience, what is happening in your library.

Podcasting also creates content you can use in small soundbites on your social media, website, and to demonstrate to the rest of your organisation the skills and knowledge that staff have. You can use your podcast to show your library users (and potential users) the depth and breadth of what your library has to offer.



CLICK HERE TO LISTEN

READERS' ADVISORY

Your library could create a podcast that highlights 'forgotten' titles in your collection, shares books unique to your community and gives your staff a platform to share resources and books they love. People love to talk about books, we know this from the numerous book groups and television shows that continue to grow. By creating a podcast and letting people hear the real voices of your library staff talking about their favourite books and why they love them, you create an inclusiveness that is difficult to replicate in other mediums.

If you don't work in a public library there are still plenty of opportunities for you to explore. How about a podcast discussing key texts for university courses or a monthly discussion of the special collections in your library? We all constantly talk about our collections and spend time finding the right resources for our members, and you can think of a podcast as just another way of sharing your knowledge.

PROFESSIONAL DEVELOPMENT

Mentor programs often connect library and information professionals from two different sectors – public and academic, or special and school – because looking outside your current place of work is valuable and having a broad learning network brings more knowledge to your professional practice. If you or your staff aren't able to access a formal program, podcasts can be used for professional development.

There are many podcasts that discuss the working lives of library people. Listening to how one [librarian in the United States manages a makerspace](#), can spark ideas for your own library space and understanding the inner workings of an archivist's day might help you define your career goals.

COMMUNITY HISTORY

Many libraries lack the space to display local history and heritage items on an ongoing basis, but you can use a podcast to talk about what you have instead. Describe it, discuss time, place and history – the perfect role for your local history librarian! If your library has run an oral history project, turn the recordings into episodes and share stories with other local history enthusiasts. You don't have to be a local to enjoy hearing about the lives and experiences of regular people.

SKILLS

Creating a podcast means you and your team need to be ready to get things wrong, research and look outside of your team for the right advice and ultimately take a big step with your library and put your content out there. Support from management and enthusiasm about putting your library's 'voice' online are key.

FINALLY

Learning how to create, manage and promote a podcast will build confidence and competence in the library staff involved. They will build technical, project management and marketing skills as well as becoming master storytellers.

For your ease of listening, we've [compiled a list of podcasters](#) on each of these topics for you to listen to. You can also visit our page on [how to podcast](#) for information about the Turbitt & Duck podcast process and setup, plus you can listen to our podcast on our [website](#), or via iTunes, Stitcher, Spotify, TuneIn Radio, or your favourite podcast app. 📻

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