



# HOW TO CREATE A SOCIAL IMPACT-BASED PODCAST?

*A Guide for the Beginners*



The guide was developed within  
**“Podcasting-Based Social Impact Learning Environment”** by Koç University Social Impact Forum, Stories for Impact, Geri Norai, and the Latvian Social Entrepreneurship Association.



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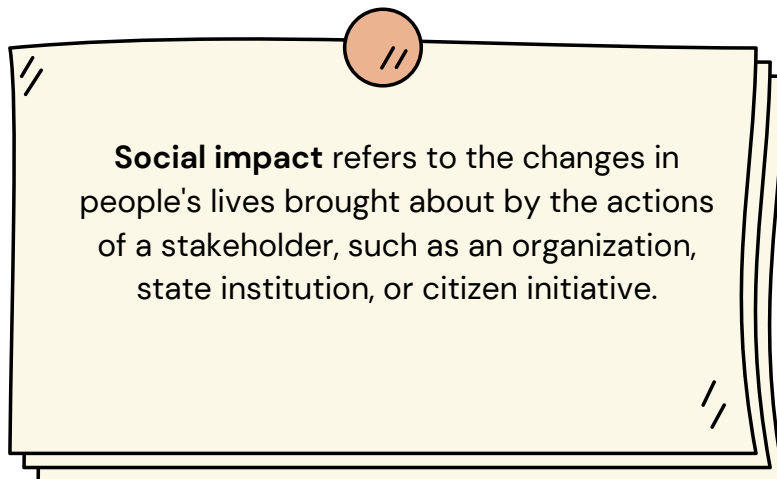


# 1. Introduction

## ***Project Summary and Partners***

The "Podcasting-Based Social Impact Learning Environment" project, co-financed by the European Union Erasmus+ Program, is being implemented from 2021 to 2024. This initiative is led by Stories for Impact (Estonia) in partnership with Koç University Social Impact Forum (Türkiye), Geri Norai (Lithuania), and the Social Entrepreneurship Association of Latvia (Latvia).

The project aims to inspire public, private, and third-sector professionals and young adults on social and environmental impact topics through podcasts and accompanying reference materials. It seeks to enhance their capacity to engage effectively in solving societal problems.



The project includes the production of social impact-focused podcasts, organizing two boot camps in Estonia and Latvia, preparation of brief and visual reference materials (in English, Turkish, Lithuanian, and Latvian), developing a guide detailing the steps to create social impact-based podcasts for beginners and networking events to disseminate project's outputs and to foster connections.

## ***Who is this guide for?***

This guide, "How to Create a Social Impact-Based Podcast: A Simple Way of Doing a Social Impact-Based Podcast," is designed for two main target groups:

### **BEGINNERS WHO WANT TO CREATE SOCIAL IMPACT-BASED PODCASTS**

If you're new to podcasting but are passionate about making a difference in social or environmental issues, this guide will take you through the journey from conceptualizing your podcast idea to effectively reaching your audience.

### **EXISTING PODCASTERS WHO WANT TO CREATE SOCIAL IMPACT-BASED CONTENT**

If you already have experience in podcasting but wish to refocus your content to address social or environmental issues, this guide will provide insights and strategies to realign your podcast with a social impact focus.

In summary, this guide will provide you information and motivation you need to start or develop further a podcast that creates awareness, educates, amuses, and benefits society.

## **2. Understanding Podcasting: What is a podcast?**

A growing number of people use podcasts because they provide a unique mix of news, entertainment, education, and narrative. However, what really is a podcast, and why has it grown to be such an effective tool in the modern digital world?

### **Definition of Podcast**

A podcast is an online digital audio file that may be streamed or downloaded. It frequently concentrates on particular topics or subjects and is usually a part of a series. Consider it a radio program for the digital age that is available anywhere, at any time, and lets listeners interact with the information whenever it suits them.

### **Key Characteristics of Podcasts**

- **Episodic Nature:** Podcasts are known for their episodic format, wherein new information is usually delivered on a daily, weekly, or monthly basis.
- **Diverse Themes:** Podcasts address a wide range of subjects, including self-development, business, education, health, and social issues.
- **Accessibility:** They are simple to locate and follow because they are available on various platforms, including Google Podcasts, Spotify, and Apple Podcasts.
- **Personal and Engaging:** Podcasts frequently establish a personal connection between the presenter and listeners, promoting a feeling of community.

Since its inception, podcasting has seen substantial evolution. It has evolved into a popular platform for media companies, celebrities, and even corporations to use for branding and outreach.

## **Why Podcasting?**

- **Flexibility for Listeners:** Podcasts are a flexible option for busy lifestyles because they are easier for listeners to tune into than radio.
- **Niche Targeting:** Podcasters can target particular hobbies or niches with their content, which helps them develop a loyal following.
- **Low Entry Barrier:** Almost anyone can create a podcast because it doesn't require expensive equipment or a lot of technical know-how.
- **Engagement and Community Building:** Podcasts have the power to establish solid listener communities that promote communication and involvement outside of the audio program.

## **The Growth of Podcasting**

The world of podcasting has expanded rapidly in the last few years. This increase has been attributed to multiple factors:

- **Technological Advancements:** Podcasts are now easier to access because of cell phones and better internet connectivity.
- **Increased Variety of Content:** A wide variety of listeners are drawn to podcasts, which cover nearly every hobby or topic.
- **Flexibility During Pandemics:** Podcast use increased during the COVID-19 epidemic as individuals looked for amusement, knowledge, and a sense of community during lockdowns.

## **Podcasting as a Medium for "Social Impact"**

Because of its intimacy, accessibility, and storytelling power, podcasting is a unique medium that works well for promoting social impact. Podcasts have the power to inspire listeners to take action for social change, spread inspirational stories, and increase the general public's awareness and knowledge of social issues. They are an effective instrument for advocacy and education that can have a long-lasting impact on societal concerns by reaching a large audience.

## **3. What is social impact?**

Social impact refers to the changes in people's lives brought about by the actions of a stakeholder, such as an organization, state institution, or citizen initiative. The impact can be positive or negative, intentional or unintentional, short-term or long-term, and affect individuals,

organizations, or societies. In a broader context, 'social impact' also includes environmental effects.

The creation of social impact usually refers to the significant, positive changes that address social or environmental challenges. It includes social, cultural, and environmental improvements, aiming to enhance beneficiaries' welfare and well-being, particularly those marginalized or underserved.

## 4. Why is creating a social impact-based podcast important?



**Amplifying Voices and Stories:** Podcasts can serve as platforms for amplifying mainstream voices and stories, as well as those that are underrepresented. This approach aligns with the concept of social impact, which includes cultural impacts involving changes to the norms, values, and beliefs of individuals that guide their cognition of themselves and their society, as described by Burdge and Vanclay (1996).



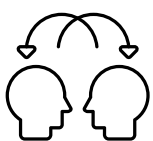
**Educating and Informing:** Podcasts dedicated to social impact educate and inform listeners about critical issues, enhancing listeners' knowledge and awareness of societal challenges. This educational aspect directly connects with the intentionality component of social impact, which aims to inform and drive understanding and action toward social issues.



**Inspiring Change and Action:** Social impact podcasts can motivate listeners to take action. By highlighting solutions and interviewing change-makers, these podcasts demonstrate the feasibility of positive change, aligning with the measurable change aspects of social impact, as discussed by Young (2006) and Martin and Osberg (2007).



**Building Communities and Driving Sustainable Change:** These podcasts foster community and contribute to sustainable societal changes, influencing listeners' perspectives and actions over time. This aspect of sustainability and community building is a critical element of social impact, reflecting the findings in the literature on social entrepreneurship and social impact measurement.



**Enhancing Empathy and Understanding:** Social impact podcasts strengthen empathy and understanding by sharing diverse perspectives, leading to a more inclusive society. This aspect aligns with the cultural impact component of social impact, as discussed by Burdge and Vanclay (1996).



## 5. Steps to create a social impact-based podcast

It is important to identify the core social or environmental problem your podcast will address, propose solutions or insights through your content, understand and engage with your stakeholders and target audience, and, importantly, develop a Theory of Change. This theory will be your roadmap, illustrating how your podcast intends to achieve the positive social impact you envision.

### **What is your problem?**

The first step in creating a social impact-based podcast is identifying the specific problem or issue you want to address.

#### **DEFINE THE PROBLEM**

Clearly articulate the social issue your podcast will focus on. Understanding the problem deeply is essential to make a real difference.

#### **ANALYZE THE ROOT CAUSES**

Utilize tools like a “problem tree analysis” to explore the root causes behind the social issue. This will help in crafting more effective and targeted content for your podcast.

#### **SCOPE AND IMPACT**

Assess the scope of the problem – is it local, national, or global? Understand how it impacts various communities or society at large.

### **What is your solution?**

After identifying the problem, the next step is to propose solutions or ways to address it through your podcast.

#### **OBJECTIVE TREE METHOD**

Transform the negative statements from your problem tree into positive ones to design your solution. This method helps visualize the positive changes your podcast aims to promote.

#### **FEASIBILITY AND INNOVATION**

Evaluate the feasibility of your solutions and consider if they bring new ideas or approaches to the table.

#### **ALIGNMENT WITH GOALS**

Your solutions should align with the overall objective of your podcast, creating a coherent message.



## **Who are your stakeholders and target audience?**

Identifying your stakeholders and target audience is critical to the impact and reach of your podcast.

### **STAKEHOLDER IDENTIFICATION**

Recognize the individuals, groups, or organizations that have an interest in or are affected by the problem you are addressing. This includes potential collaborators, experts, and communities impacted by the issue.

### **DEFINE YOUR AUDIENCE**

Clearly define who your podcast is targeting. This could include affected communities, policymakers, activists, or a broader audience interested in social change.

### **ENGAGEMENT STRATEGIES**

Develop strategies for engaging your audience and stakeholders in a meaningful way. This could include interactive segments, listener surveys, or collaborative episodes.

## **Creation of your podcast's Theory of Change**

A Theory of Change (ToC) is a strategic plan outlining how your podcast will achieve its intended social impact.

### **DEVELOPING THEORY OF CHANGE**

Detail how your podcast will contribute to the desired change. Include the problem, the changes you want, and your planned activities.

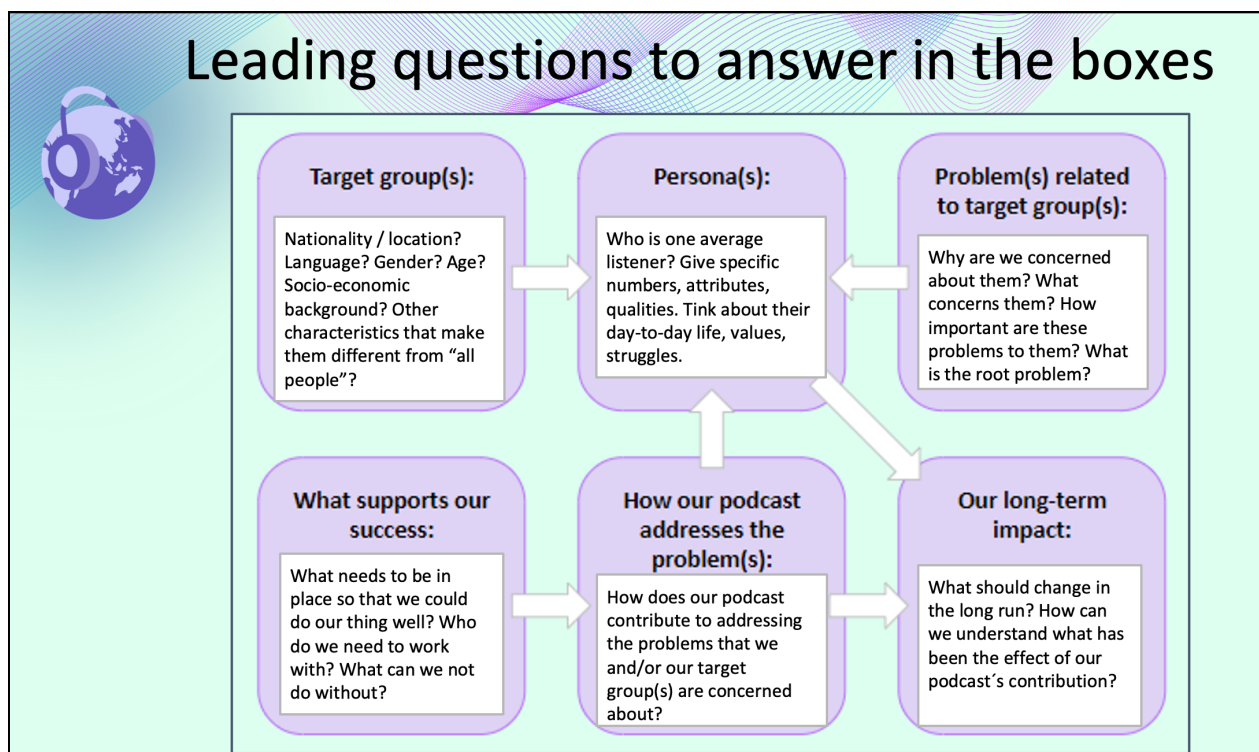
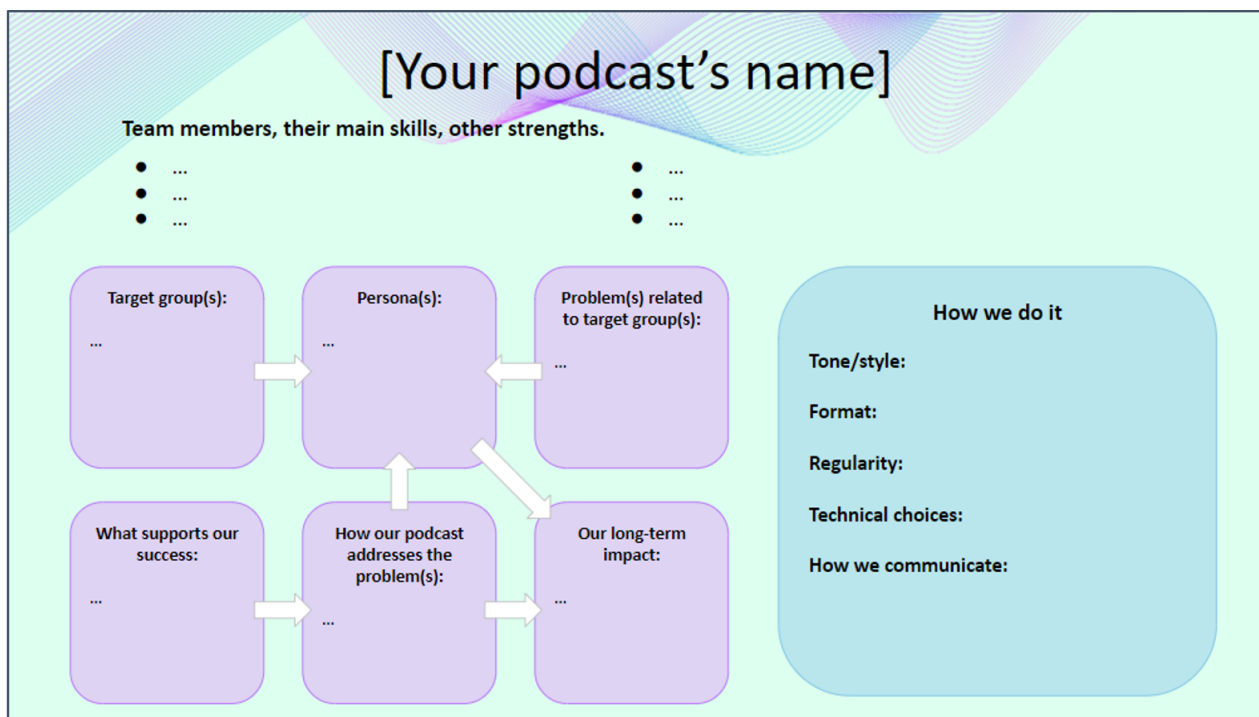
### **SET IMPACT GOALS**

Define the changes or impacts you aim to achieve through your podcast. This could range from raising awareness to influencing policy changes or community actions.

### **MEASUREMENT AND EVALUATION**

Plan how to measure and evaluate the changes your podcast aims to bring about. This should involve regular data collection and analysis to assess your strategies' effectiveness and impact.

When you start to think about your podcast, you can use the worksheet below to work on the social impact base of your idea. This worksheet was created for the second boot camp of the project and used by the participants very effectively. This worksheet attempts to present how to follow the steps of the social impact thinking approach, which is considered critical for the social impact podcast development.



## 6. Defining the Podcast Concept

Having identified the problem and potential solutions and understanding your stakeholders and target audience, it's time to define the concept of your podcast. Creating a social impact-based podcast involves several thoughtful steps, each crucial to the success and reach of your program. Let's dive into these steps: selecting your podcast's topic, determining its format and structure, and understanding your target audience.

**The first step is choosing a topic.** This is your most crucial decision, as it sets the direction for your entire podcast. The topic should be closely tied to a social issue you're passionate about and knowledgeable about. It's not just about picking a subject that interests you; it's about finding an area where you can add value through your insights, experiences, or research. This topic should also have relevance to a broader audience, inviting listeners who are equally passionate or curious about the issue.

**Once your topic is selected, consider the format of your podcast.** Podcasts can come in various formats, each offering a unique way to present content and engage with listeners. Here are some standard formats used in podcasting:

### INTERVIEW FORMAT

This popular format involves the host interviewing one or more guests. It's ideal for bringing in expert opinions, diverse perspectives, and personal stories related to the podcast's theme.

### CO-HOSTED

Two or more hosts discuss a topic, often bringing different viewpoints or engaging in a conversational style. This format can make the content feel dynamic and spontaneous.

### SOLO MONOLOGUE

In this format, the host speaks directly to the audience, sharing insights, narrating stories, or discussing topics. It's a more personal approach and can create a strong connection with listeners.

### PANEL DISCUSSION

Multiple guests, often experts or people with different perspectives, are brought together to discuss a specific topic. This format is excellent for exploring various facets of an issue.

### NARRATIVE/STORYTELLING

This format involves telling a story, often with a beginning, middle, and end. It can be factual or fictional and is excellent for podcasts focusing on history, true crime, or thematic stories.

### EDUCATIONAL/INSTRUCTIONAL

These podcasts aim to educate the audience on a specific topic or skill. The format is more structured and designed to provide information in a clear, concise manner.

### HYBRID

A mix of several formats, hybrid podcasts might combine interviews with storytelling or discussions with educational segments.

The format should align with your strengths as a host and the nature of your topic. Some issues lend themselves better to deep, investigative storytelling, while others might benefit from varied

perspectives brought in through interviews.

**Then, think about the structure of your episodes.** This includes the length of each episode, the presence of segments or recurring features, and the overall pacing. Consistency in structure can help build a loyal audience, as listeners will know what to expect with each episode.

**Finally, understanding your target audience is vital.** Who are you making this podcast for? Are they individuals directly impacted by the issue, activists, educators, or the general public looking to learn more? Knowing your audience will guide not only the content and tone of your podcast but also your marketing and engagement strategies. It's about creating content that resonates and fosters a community around the shared interest in the social issue.

## 7. Planning the Episodes

After defining the concept of your podcast, the next step is planning the episodes. This step is crucial as it shapes how your audience delivers and receives your content. Effective episode planning involves outlining each episode's content, researching your topics or guests, and ensuring each installment aligns with your overall podcast theme and objectives.

**A well-structured outline** is essential for each episode to ensure it flows logically and covers all necessary points. An effective outline typically includes:

- **Introduction:** Start with briefly introducing the episode's topic and previewing what will be discussed. This is where you set the tone for the episode.
- **Main Content:** Detail the primary discussion points, stories, or interview questions. This section is the heart of the episode, where the topic is explored in depth.
- **Conclusion:** Wrap up the episode by summarizing the key takeaways and offering your listeners a final thought or action point.

When researching for your podcast, if your episode focuses on a specific topic, conduct comprehensive research to gather accurate, up-to-date information. If you're interviewing guests, research their background, previous work, and any relevant information that can inform your questions. Tailor your questions to elicit insightful, engaging responses.

**Decide on the length and frequency of your episodes.** This might vary based on your content and audience preferences. Some topics need longer, more in-depth discussion, while others can be effectively covered in shorter episodes. Similarly, consider how often you can realistically

release episodes without compromising quality. Maintaining a consistent schedule is important for audience retention, whether weekly, bi-weekly, or monthly.



## 8. Gathering the Necessary Equipment

For your social impact-based podcast, having the right equipment is essential. Good quality equipment contributes significantly to your podcast's overall sound and professionalism. Below is a summary of the necessary equipment and some recommendations to get you started.

### ***Microphones: Types and Recommendations***

The microphone is crucial for capturing clear and quality audio. Here are some options:

- **Dynamic microphones** are robust and less sensitive to background noise, perfect for non-studio environments.
- **Condenser microphones** capture more detailed sound but are better for quiet, studio-like settings.
- **USB microphones** are an excellent option for beginners. USB microphones are easy to use and budget-friendly.
- **XLR microphones** offer superior sound quality and require additional equipment like an audio interface.

When choosing a microphone, consider your recording environment and the type of sound quality you aim to achieve. Do not forget to try your computer's microphone also! Some computers have really good-quality microphones. Make a demo recording, then decide whether you need a separate microphone.

### ***Headphones***

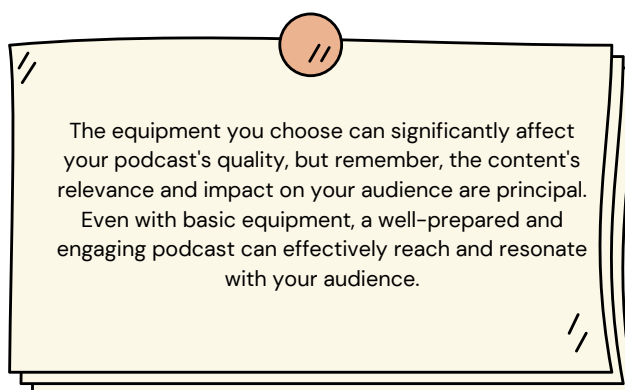
Good headphones are key for monitoring your recording and editing process.

- **Closed-back Headphones:** Ideal for recording sessions, as they prevent sound leakage.
- **Open-back Headphones:** Better suited for editing due to their natural sound profile, but not recommended for recording.

## ***Recording Software***

Your choice of recording software is vital for recording and editing your podcast.

- **Free Options:** Audacity and GarageBand are excellent for beginners, offering essential recording and editing tools.
- **Paid Options:** Adobe Audition, Logic Pro, or Pro Tools provide advanced features for more sophisticated editing.
- **Online Recording Platforms:** Online platforms like Zoom can be incredibly useful for remote interviews or when you don't have access to sophisticated recording setups. Zoom is free and simple to use and allows you to record conversations with guests from anywhere in the world. The audio quality from Zoom recordings is generally good for podcasting, especially when each participant uses a decent microphone.



## ***Should you podcast and/or videocast?***

In today's media environment, where mixing media types is increasingly common, you might think about using both podcasts and videocasts for topics related to society or the environment. Podcasts are great for deep dives into subjects and are easy to listen to on the move, making them ideal for conversations, interviews, and storytelling about these important issues. The personal nature of audio creates a strong connection with listeners, building a loyal audience.

However, the growing trend of video recording podcast sessions introduces new ways to connect with people. This method brings together the thoroughness of podcasts with the visual appeal of videocasts, allowing you to reach a wider audience. Visual elements can make storytelling more effective, making complicated subjects easier to understand and more engaging. This combined

approach meets the varied preferences of different audiences, giving them the option to either listen or watch.

For those in education and activism, this mixed format extends your reach and influence. Educators can deliver content in a format that supports audio with visuals, improving the educational experience. Activists can show their work, giving a face to social and environmental issues, which makes these issues more relatable.

Adding video recordings of podcast sessions provides the advantages of both formats: the ease and personal touch of audio with the engaging visuals of video content. This strategy ensures your message has a broad impact, accommodating various ways people consume content and making your advocacy for social or environmental issues more effective.

## 9. Recording and Editing Your Episodes

Once you have your equipment and episode plan ready, the next step in your podcasting journey involves recording and editing your episodes. This phase is where your ideas and preparation materialize into the final product that your audience will hear.

Before you start recording, it's crucial to set up a conducive recording environment:

- **Quiet Space:** Choose a quiet room where you can control the ambient noise. Unwanted background sounds can be distracting and reduce the quality of your recording.
- **Equipment Setup:** Set up your microphone, headphones, and other equipment according to the manufacturer's instructions. Ensure everything is working correctly before you start recording.

Editing is where you refine your podcast, enhance its quality, and give it a professional touch:

- **Removing Mistakes:** Edit out any errors, long pauses, or unwanted sounds. This step is crucial for maintaining a smooth, professional-sounding podcast.
- **Adding Elements:** Incorporate music (intro/outro), sound effects, and other elements to enhance the listening experience. Ensure you have the right to use any music or sound effects in your podcast. Some royalty-free music website suggestions are in the "Useful Resources" section.

You can choose an editing software that suits your skill level and the complexity of your podcast:



- **Beginner-Friendly Options:** Software like Audacity (free) and GarageBand (for macOS users) are user-friendly and offer basic editing features.
- **Advanced Options:** If you require more sophisticated editing capabilities, consider software like Adobe Audition, Hindenburg Journalist, or Reaper.



## 10. Choosing a Podcast Hosting Platform and Submitting to Podcast Directories

After recording and editing your episodes, the next crucial step is to select a podcast hosting platform. This platform will store your audio files and distribute your podcast to various listening platforms like Apple Podcasts, Spotify, and Google Podcasts.

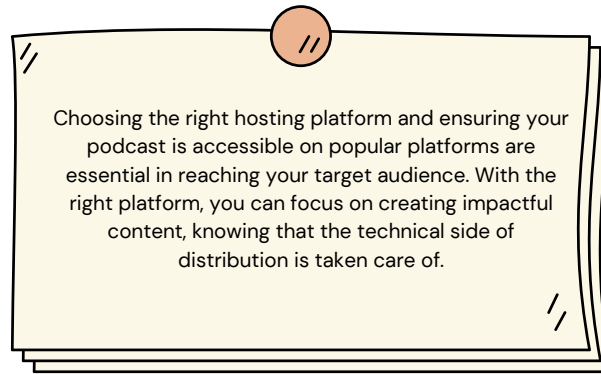
A good podcast hosting service not only stores your files but also provides valuable tools like analytics, easy integration with podcast directories, and support for RSS feeds. Consider these factors too, when choosing a hosting platform:

- Look for platforms that offer detailed analytics, which can provide insights into your listenership and help tailor your content.
- Choose a platform with a basic interface, especially if you're new to podcasting.
- Evaluate the cost of the hosting service. Many platforms offer free basic plans with options to upgrade for more features.

Popular hosting platforms include Anchor, Libsyn, Podbean, and Buzzsprout. Each has unique features, so it's worth exploring a few to find the best fit for your podcast.

Most hosting platforms offer easy integration with major podcast directories. Podcast directories are platforms where people search for and listen to podcasts, so being present on these platforms increases your podcast's visibility and reach. It's important to ensure your podcast is available where your audience is likely to listen. Submit your podcast to stores like Apple, Spotify, Google Podcasts, Stitcher, Overcast, and Pocket Casts. Each platform has its own submission

process. Your hosting platform will provide an RSS feed URL, which you'll need to submit to the directories. This feed automatically updates these platforms when you release new episodes.



## 11. Disseminating the Podcast and Engaging with the Audience

After your podcast is recorded, edited, and submitted to various directories, the next step is dissemination – effectively distributing and promoting your podcast to reach and engage your target audience. A well-planned dissemination strategy is vital for attracting and retaining listeners, growing your audience, and maximizing the social impact of your podcast. Remember to apply your theory of change and problem tree when creating your dissemination plan.

Developing a comprehensive dissemination strategy involves several key components:

- Determine the most effective channels for promoting your podcast. This can include social media platforms (like Twitter, Facebook, and Instagram), your website, email newsletters, and collaborations with other podcasters or influencers.
- Utilize social media platforms to share episodes and engage with your audience. Regular posts and updates can keep your audience engaged and attract new listeners.
- Consider creating a blog or website for your podcast where you can post episode transcripts, show notes, and additional content. This not only provides extra value to your listeners but also improves your podcast's discoverability through search engines.
- Sending a newsletter can be a direct line to your audience, providing updates on new episodes, exclusive content, or upcoming events.

Networking with other podcasters can significantly broaden your reach. You can invite guests who can bring new perspectives to your podcast or consider being a guest on other podcasts to reach a wider audience. Or you can collaborate with other podcasters for cross-promotion. This

can be as simple as mentioning each other's podcasts in your episodes or sharing each other's content on social media.

Building a community around your podcast can foster loyalty and increase audience engagement. Encourage listener interaction by asking for feedback, responding to comments, or including listener-generated content in your episodes. Consider hosting or participating in events, webinars, or meetups (virtual or in-person) to connect with your audience and network with other podcasters. Regular engagement with your audience through various channels keeps your podcast in the minds of your listeners and encourages them to tune in to new episodes.

By effectively disseminating your podcast and engaging with your audience through multiple channels, you can build a strong listener base, foster community, and amplify the impact of your podcast. Dissemination is an ongoing process that evolves with your podcast and grows with your audience.

## 12. Growing the Podcast

As your podcast establishes a listener base and creates a community around your social impact topics, the focus naturally shifts to growth and sustainability. Growing your podcast involves expanding your reach, understanding and utilizing analytics for strategic improvements, and considering various monetization options to support your endeavor.

Expanding the reach of your podcast is essential for amplifying its impact. This can be achieved through various strategies:

- Use social media platforms not just for engagement but also for promoting your episodes. Utilizing paid promotions can help in reaching a broader audience.
- Partner with other podcasters, influencers, or organizations aligned with your podcast's theme to tap into new audiences.
- Optimize your website and content for search engines to improve discoverability.
- Featuring guests with their own following can attract their audience to your podcast.

Understanding your podcast analytics is critical to growth. Most hosting platforms provide data on who your listeners are. You can tailor your content to suit your audience's preferences better and analyze which episodes perform well to understand what content resonates with your audience. Look for trends in listener engagement to determine the best times to release episodes and the most effective promotional strategies.

## ***Should you mix podcasting with other activities?***

Combining podcasting with other activities offers a powerful way for those focused on social and environmental issues to expand their reach and effectiveness. Podcasting alone is a strong tool, but when used alongside different methods, it can lead to even greater engagement and opportunities for funding.

For instance, after discussing a topic on a podcast, holding a workshop or a seminar on the same subject can encourage more in-depth discussion and personal interaction. Using social media to continue the conversation can keep the audience engaged and turn listeners into active community members.

Financially, podcasts can lay the groundwork for creating detailed educational content or courses, offering listeners a chance to dive deeper into subjects for a fee. Hosting live events or panel discussions related to podcast topics can also generate income while increasing the visibility of the cause.

Collaborating with other organizations or influencers can help spread the message further, bringing new perspectives and reaching new audiences. This not only increases the podcast's reach but also adds depth to the content with various viewpoints.

Getting involved in community projects or environmental initiatives that relate to podcast topics can also make a big difference. Whether it's leading a local clean-up, educating students, or working on policy change, these actions help turn discussions into tangible outcomes.

## ***Considering Monetization Options***

Monetizing your podcast can provide the financial support needed to sustain and grow your podcast further. Here are some monetization strategies:

- Sponsorships: Partner with brands or organizations that align with your podcast's values and topics. Sponsorships can be a significant source of revenue.
- Listener Donations: Platforms like Patreon allow listeners to support your podcast financially, often in exchange for exclusive content or perks.
- Merchandising: Selling branded merchandise can be another revenue stream and also serves as a marketing tool.
- Paid Content: Offering premium content, such as exclusive episodes or early access to content, can be a monetization route.



## 13. Conclusion

As this guide comes to an end, it's important to take a moment to consider the process of developing a social impact-based podcast. Every stage of the process, from planning your podcast and understanding the complexity of social issues to interacting with listeners and thinking through revenue alternatives, is vital to the success and influence of your podcast.

### Key Takeaways

- **The king is content!** Never forget that your podcast's content is its core component. The success of your podcast and its capacity to create change will depend on the impact of its material, accuracy, and relevancy.
- **Engagement drives growth.** Interacting with your listeners and creating a community around your podcast is essential. This interaction increases the social impact you want to have while also assisting in the growth of your podcast.
- **Adapt and evolve!** Both social issues and podcasting are constantly changing. To stay current and productive, be ready to modify your strategy, format, and content as necessary.
- **Sustainability matters!** If you're thinking about making your podcast a long-term endeavor, explore ways to make it sustainable, including potential monetization, to support your efforts.

Starting and maintaining a social impact-based podcast is a continuous process. Your podcast will change as you develop and gain knowledge. Stay committed to your mission of driving social change and make use of your platform to inform, inspire, and engage your audience.

Creating a podcast with the goal of driving social change is a worthy effort. It's an adventure filled with learning, challenges, and opportunities to make a real difference on behalf of the changing world. As you embark on this path, remember the power of storytelling and the impact that well-crafted, thoughtful content can have on the world. Your voice, your message, and your passion can be catalysts for change. Keep pushing the boundaries, stay true to your goal, and let your podcast be a source of inspiration and change.

## **14. Example of Good Practice:**

### **"Mis mõttes? / In What Sense?" (Estonia)**

***"How to successfully start a social impact podcast?"***

#### ***Introduction to the Podcast***

In 2023, a social impact consultancy known as Stories For Impact launched a groundbreaking podcast. This podcast, focused on the pressing issues within the mental health system, quickly gained popularity, even climbing to the TOP1 spot among Estonia's most listened-to podcasts according to Podtail.

#### ***Origin Story***

Stories For Impact, a firm dedicated to increasing the effectiveness of organizations aimed at improving human well-being, identified a unique opportunity. While numerous media outlets had extensively covered mental health awareness and personal stories, there was a gap in discussions about the mental health system itself. Despite the potentially dry nature of a "systemic view," the team, supported by the Erasmus+ adult education programme and its international partners, started a podcast focused on making a positive impact on society.

#### ***Format and Frequency***

The podcast episodes, lasting between 60 to 120 minutes, feature a host engaging with one or two guests. These episodes, which are recorded in both audio and video formats, are published across various platforms, including YouTube. Averaging two to three releases per month, the podcast explores various topics. From evaluating the evidence basis of therapies and leadership challenges in mental health institutions to sharing the experiences of mental health influencers and activists, the podcast offers a comprehensive overview of the mental health system.



## Engaging the Audience

The podcast's launch was interactive, involving the audience in choosing its name through a social media campaign. Ongoing engagement tactics include conducting polls on Instagram and Spotify and offering newsletter subscriptions. The podcast has also made its presence felt offline, particularly at the Opinion Festival, where the team gathered myths about mental health from the audience. These myths were then explored and often debunked in special episodes, sparking further interest and discussion among listeners.

## Impact Achieved So Far

The podcast has shed light on previously unaddressed topics in the Estonian language, such as new scientific perspectives on personality disorders. Its educational value has been recognized by state and non-governmental institutions, which have incorporated links to the podcast in their websites and newsletters, enriching their existing educational materials.



*The mental health myths submitted by visitors at the Opinion Festival 2023 were later addressed in podcast episodes. (Photo credit: Jaanika Siiraja).*

## 15. Useful Resources

### Podcast Channels of the Project Partners:



## STORIES FOR IMPACT

**Name of the Podcast:** Mis mõttes? / In What Sense?

**Language of the Podcasts:** Estonian

**Podcast Topic:** We are bold. We don't fear an overdose of mental health topics. Quite the contrary. We are incredibly curious about the fact that as this field gains more spotlight, it seems to become increasingly complex. Young people are more anxious. Adults are consuming more sedatives. Decision-makers seem ever more exhausted. The workload on specialists is growing to breaking point. And all these trends were visible even before the pandemic. How so? Our conversations here delve into the most pressing pain points in the mental health sector and, of course, the most effective solutions. In doing so, we avoid so-called inspiration porn: better to thoroughly dissect one unresolved issue than to offer ten quick and seemingly inspiring but less impactful solutions.

 [Listen from here](#)

## KOÇ UNIVERSITY SOCIAL IMPACT FORUM (KUSIF)

**Name of the Podcast:** Etkiye Dair / About Impact

**Language of the Podcasts:** Turkish & English

**Podcast Topic:** Episodes where different social enterprises and social entrepreneurship ecosystem actors share their views on social impact, Koç University students discuss social impact conceptually, and social impact measurement and management experts share their experiences and suggestions are available on Spotify's "About Impact" account. At the same time, the episodes recorded in English with the moderation of the KUSIF team, in which the impact-oriented education approach in universities is discussed in detail, are also available on "About Impact." In these episodes, the impact education approach in universities was discussed both in the context of the experiences of the courses conducted by the KUSIF team and the perspectives and experiences of Koç University faculty members from different departments.

 [Listen from here](#)

## GERI NORAI

**Name of the Podcast:** GERAI/NEGERAI

**Language of the Podcasts:** Lithuanian & English

**Podcast Topic:** Social impact podcast for everyone trying to create positive change and avoid the negative impact.

 [Listen from here](#)

## SOCIAL ENTREPRENEURSHIP ASSOCIATION OF LATVIA

**Name of the Podcast:** Social Impact Stories From Social Entrepreneurs

**Language of the Podcasts:** Latvian

**Podcast Topic:** The Social Entrepreneurship Association of Latvia has produced podcast and videocast episodes on social entrepreneurs and their social impact stories in collaboration with existing podcasters. It is a way to increase the social impact of the project by integrating social entrepreneurship content into podcasts that would not otherwise talk about it. The episodes were produced in collaboration with the conversation platform "VASA", the podcast "Pirms darba" ("Before Work", broadcast "Pāreja" ("Transition"), podcasts "Find-U Simply-U" and "Ogres DOMS".

 [Listen from here](#)

### Reference Materials For Social Impact-Based Podcasting

- [English Version](#)
- [Estonian Version](#)
- [Turkish Version](#)

- [Lithuanian Version](#)
- [Latvian Version](#)

### **Podcasting Guides and Tutorials**

- [Podcasting Basics by Transom](#): Offers a comprehensive guide to starting a podcast, including equipment recommendations and storytelling tips.
- [The Podcast Host Academy](#): Provides online courses, resources, and a supportive community for podcasters at all levels.
- [Buzzsprout's Podcasting Guides](#): Features a collection of guides covering various aspects of podcasting, from starting to growing your audience.

### **Equipment Reviews and Recommendations**

- [Sound on Sound](#): Offers detailed reviews of various audio equipment, including microphones and mixers.
- [Podcast Insights](#): Provides equipment reviews, software recommendations, and setup guides specifically for podcasters.
- [Wirecutter by The New York Times](#): Contains reviews for podcasting equipment, focusing on quality and affordability.

### **Editing Software**

- [Audacity](#): A free, open-source digital audio editor and recording application.
- [Adobe Audition](#): A more advanced audio editing software offering a range of features for professional editing.
- [GarageBand](#): Ideal for Mac users, offering a user-friendly interface for recording and editing podcasts.

### **Online Platforms for Remote Recording**

- [Zoom](#): Useful for recording remote interviews, easy to use, with good audio quality for podcasting.
- [Zencastr](#): Offers high-quality remote recording and is specifically designed for podcasters.
- [SquadCast](#): Another platform for recording high-quality audio remotely with guests.

### **Podcast Hosting Platforms**

- [Libsyn](#): One of the oldest and most reputable podcast hosting services.
- [Spotify For Podcasters](#): A free podcast hosting service known for its ease of use and integration with Spotify.

- [Podbean](#): Offers hosting services with advanced analytics and monetization options.

### **Podcast Directories for Submission**

- [Apple Podcasts](#): The largest podcast directory, essential for reaching a broad audience.
- [Spotify](#): Offers extensive reach and integrates well with various hosting platforms.
- [Google Podcasts](#): Increases discoverability through Google's search capabilities.

### **Royalty-Free Music Websites**

- [Free Music Archive](#): This platform offers a vast selection of high-quality music tracks available under Creative Commons licenses. It's known for its wide variety of genres and ease of use.
- [Incompetech](#): Created by composer Kevin MacLeod, Incompetech is a favorite among podcasters for its extensive range of royalty-free music. The site allows easy searching by genre and mood.
- [Bensound](#): Bensound provides a diverse collection of free music tracks suitable for various podcast themes. It requires attribution and is appreciated for its user-friendly interface and quality of music.
- [YouTube Audio Library](#): A highly accessible resource, the YouTube Audio Library offers a wide array of free music and sound effects. It allows filtering by genre, mood, and other criteria, making it convenient for podcasters to find the right track.

### **Online Communities and Forums**

- [r/podcasting\\_on Reddit](#): A community where podcasters share advice, experiences, and resources.
- [Podcast Movement](#): Offers conferences, online events, and a community for podcasters to network and learn.
- **Facebook Groups**: Numerous groups exist for podcasters to connect, share insights, and seek advice (e.g., Podcast Movement – Community).

### **Books on Podcasting and Storytelling**

- "Out on the Wire: The Storytelling Secrets of the New Masters of Radio" by Jessica Abel
- "Podcast Launch: A Complete Guide to Launching Your Podcast" by John Lee Dumas
- "Sound Reporting: The NPR Guide to Audio Journalism and Production" by Jonathan Kern

### **Guide on Social Impact**

[Maximize Your Impact: A Guide For Social Entrepreneurs](#) (available in English / Estonian / Turkish)

[Impact Thinking Approach](#)

[Impact Management Toolbox](#) (available in English / Estonian / Lithuanian / Latvian)

### **Reference List**

Burdge, R. J., & Vanclay, F. (1996). Social impact assessment: A contribution to the state of the art series. *Impact Assessment*, 14(1), 59–86.

Martin, R. L., & Osberg, S. (2007). Social Entrepreneurship: The Case for Definition. *Stanford Social Innovation Review*, 5(2), 29–39.

Young, D. R. (2006). Social Enterprise in the United States and Europe: Understanding and Learning from the Differences. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 17(3), 246–262.