



Podcasting For Charities
Charlotte Foster (she/her)

Who is Charlotte?

Making podcasts since 2017.

Mucking around on the radio and behind the scenes since 1998.

Marketing and Communications manager in the Third Sector.

Now running Charlotte Foster Podcasts and volunteer as non - executive director of CIC



What Is A Podcast?

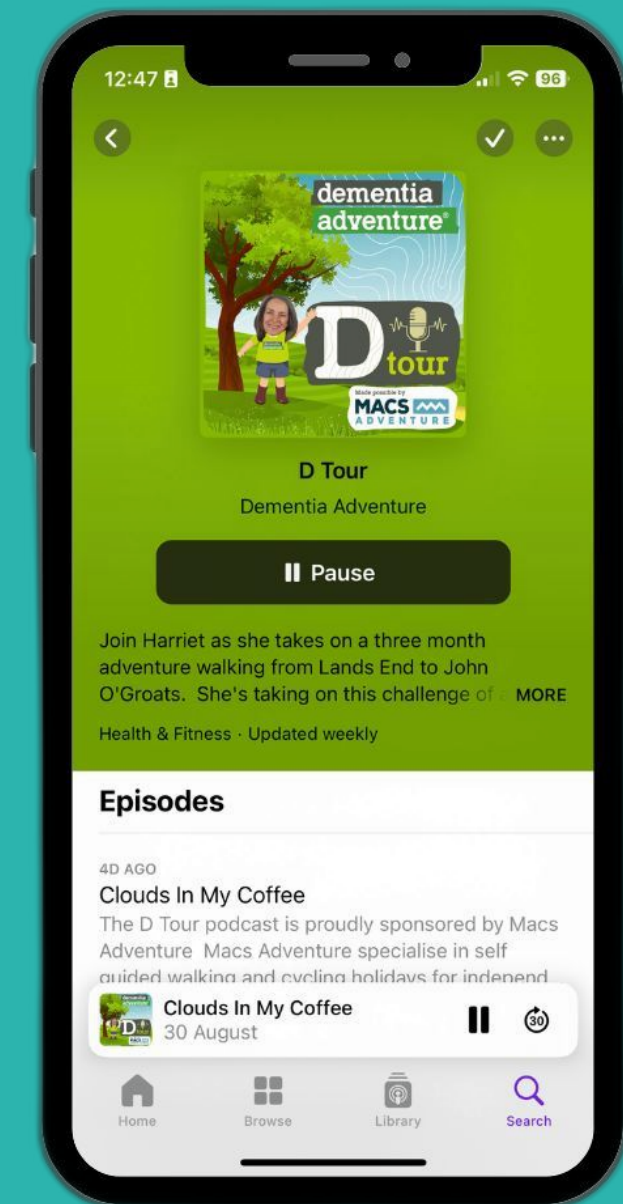
A podcast is a digital audio file, which can be downloaded from the internet and listened to on various digital devices.

They are usually a series of episodes which are personal in tone which can be highly produced, like slick expensive box sets, or as cheaper, conversational programmes.



Who Is Listening?

- More UK adults than ever are listening to podcasts:
- Weekly UK podcast listeners 15+ spend an average of 5 hours and 27 minutes listening to podcasts in a typical week.
- Young UK adults are loyal consumers of podcasts:
- Podcasts are an excellent way to reach the sought-after 35-54-year-old UK segment, many who are in their prime spending years:
- The 55+ UK population are increasingly listening to podcasts
- Forty-eight percent of Black UK adults listen to podcasts each month,
- Newcomers to weekly podcast listening are more likely to be Gen Z
- Reach among UK women monthly podcast listeners is up.



Why Podcasts Are Awesome!

Trusted medium for content.

Allow endless creativity

Opportunity for a deep dive.



Terrible Reasons To Have A Podcast.

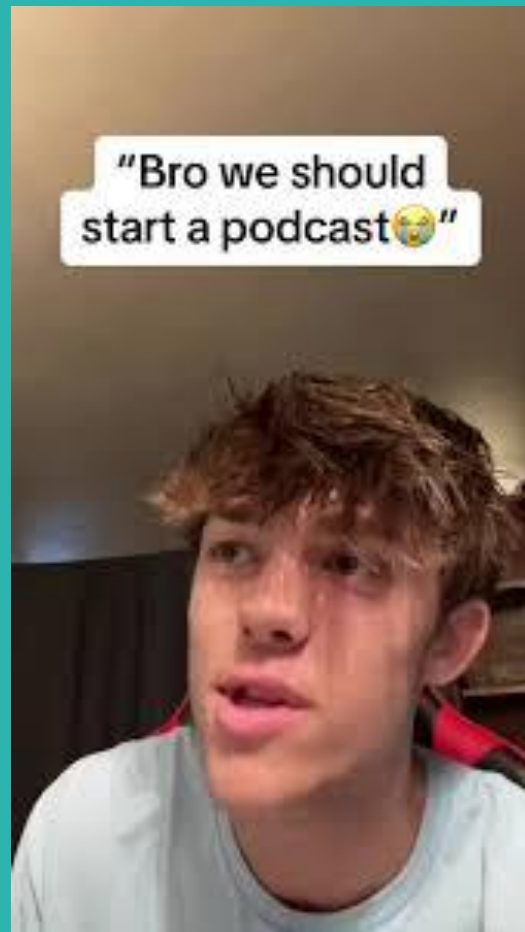
Everybody else
has one.

You want to make
money quickly.

Your mum says
you've got a nice
voice and "you
should have a
podcast"



Dude Podcasting in 2024



Fantastic Reasons To Have A Podcast.

Show authority in
your area of
expertise with
thought leadership

Share reports,
research and
insights

Build and
strengthen
supporter
relationships

Boost campaigns



How To Start A Podcast...



Plan.

"Time spent in preparation is seldom wasted."



But What To Plan...?



- Why you are starting a podcast?
- What format are going with?
- How long the episodes will be?
- Will it be a series or ongoing?
- How often will your podcast come out?
- Who do you want to listen?
- What do you want them to do or feel after they've listened?
- What does success look like?

The Kit's A Bit Baffling...

- Microphone - one for everybody being recorded.
- Headphones
- Recording Device
- Online Recording Studio App
- Audio Editing Software



Dementia Adventure - D Tour Podcast



Community Leisure UK - Active Kindness Podcast



QNIS - The QNIS Podcast



Purple Rainbow



Pancreatic Cancer Podcast



Lesley Goodburn
@lgoodbu



Great to hear from Phil and Annabelle a couple of weeks after the purple rainbow pancreatic cancer podcasts Annabelle said "We have had a few people get in touch who listened and they will now go on to have screening for pancreatic cancer!" great result [#sethslegacy](#) [#30PRpodcasts](#)

Connect With Charlotte



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