



Barking Owl: August – Podcasts and videos (26/08/25)

Summary:

The Barking Owl network meeting focused on podcasts and videos, with participants sharing their experiences and preferences while discussing the challenges and potential of creating such content. The group explored various aspects of podcast production. The conversation ended with plans for an upcoming NAVCA campaign focused on local volunteering infrastructure, including potential podcast and video projects, along with discussions about the effectiveness of authentic video content and upcoming meeting topics.

Join the conversation on the NAVCA website:

Podcasts: <https://www.navca.org.uk/posts/podcasting>

Animated videos: <https://www.navca.org.uk/posts/animation-software>

Vlogger kit: <https://www.navca.org.uk/posts/vlogger-kit>

Sign up for the next Barking Owl meeting: <https://www.navca.org.uk/members-events>

What is a podcast, and is it worth it?

We asked the important question, 'what is a podcast?', and raised the important point that many podcasts are actually filmed now too, with videos available to watch on Spotify and for social media. We talked about using voice-notes to present information and whether this would count as a podcast. We discussed whether podcasts should be short and entertaining or informative, with concerns raised about the time commitment and lack of funding for production.

Many people in the group didn't have any experience with recording a podcast, and we all expressed concern about the amount of time it takes to record a podcast vs the payoff. Emily shared NAVCA's experience of collaborating with external consultants to produce two podcasts, highlighting the benefits of using existing expertise and resources. The participants expressed interest in exploring podcast production further, with concerns about audience reach and the effort required. Emily suggested starting by partnering with organisations that already have the necessary infrastructure in place.

One issue we raised was whether people listen to work-related podcasts outside of work time, or even at work. Most of us listen to podcasts for leisure time.



The team questioned if their target audience, including the voluntary sector, would listen to work-related podcasts during their busy schedules, and they considered whether podcasts could be used to complement existing content like bulletins. While some members expressed interest in exploring podcasts, others highlighted the challenges of audience reach and the need to clearly define the purpose and audience for any produced content.

Longevity of content

The group discussed the importance of creating evergreen content, promoting videos across multiple channels, and repurposing video content into blogs, social media posts, and transcripts to maximise reach and longevity.

Video production tools

The group discussed video production equipment and editing tools, with participants sharing their experiences using smartphones, DSLR cameras, and free tools like Canva. They noted that while professional equipment can be useful, smartphones are increasingly sufficient for most video needs, especially given the casual nature of Zoom meetings during the pandemic. The discussion concluded that many organisations, including their own, have successfully created content using basic equipment like phones.

We talked about using your 'mojo' – mobile journalism, which one Barking Owl member learnt from studying journalism. We talked about the importance of authentic content, and recognised that not everything has to be super polished.

NAVCA Volunteering Campaign

Emily discussed plans for a NAVCA campaign in autumn focused on local volunteering infrastructure, including potential member stories and a podcast/video project.