

# Social media promotion checklist

*the*  
Social Snippet

*In the world of podcasting, social media can be a crucial tool for fostering meaningful connections, expanding your listener base, and strengthening your podcast's brand identity. By integrating your podcasting with a strategic social media approach, you pave the way for a podcasting journey that thrives on interaction, engagement, and long-term impact. You want to inspire your community to jump right from your page right into listening to your podcast!*

*What is the best way to leverage your social media to increase your download numbers and bring in more listeners to your community? We've got you covered. Once you've finished recording your episode, follow the steps below to create impactful social media content.*

- Create graphic posts
  - Download your podcast transcription from Riverside.fm
  - Pull any meaningful quotes from your transcription that you believe will resonate most with your ideal audience
    - Tip: Use Riverside's Magic Clips to see what comes up
  - Use a template on Canva to turn your quotes into graphic posts for your feed
    - Tip: Use colors that are in your branding kit or similar to your podcast cover art so that it is easily recognizable by your community
  - Write a caption for each graphic post with help from the content you've pulled from your transcription
- Create clips
  - Look for short, high-value parts of the conversation to clip (Tip: Try Magic Clips)
  - Ensure each clip is under 60 seconds (Tip: shorter clips perform better on social media)
  - Format the clip into a 9:16 aspect ratio
  - Use Riverside's caption generator, Capcut, or Instagram's editor to add subtitles
  - Create captions for each clip, using your notes from the transcription (or jump into an AI tool like ChatGPT to help you with a caption)
- Post across multiple channels or platforms
  - Prepare posts for wherever you have an audience and feel your ideal listener might see your content: LinkedIn, Twitter, Facebook, Instagram, YouTube, Pinterest, Tiktok, etc.

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*Note: This is page 2 of this guide.*

- Posting on your feeds
  - If possible, spread out your posts throughout the week. Consistency is queen on social media, so it's best to spread your posts out so that you can remain consistent
  - Even if something is redundant for you, it is not likely everyone sees your content every time, so feel free to share multiple clips from your episode
- Posting on your stories
  - Appear on your stories to share some anecdotes from the episode and tell people why they should listen. This creates and deepens a personal connection.
  - Add subtitles to your stories
  - Add a link to your stories that your audience can use to listen to the episode
- Bonus: If your episode features a guest
  - Prior to booking the guest, connect about expectations around sharing on social media or with an email list
  - Send your guests assets to post on their own socials
    - Extra bonus if you do it in their own branding
  - Invite your guests to be a collaborator on your posts
  - Tag your guests in any posts, reels, or stories where you mention the episode