

Podcasting for Talent Acquisition Checklist



1. Define Your Purpose

- What's the goal? (e.g., attract candidates, showcase culture, support EVP)
- Who is the audience? (candidates, hiring managers, internal teams)
- What message or stories do you want to tell?



2. Plan Your Podcast

- Choose a format (e.g., employee interviews, leadership Q&A, behind-the-scenes)
- Decide on a name and tagline that reflect your employer brand
- Set episode length (ideally 10-20 minutes for busy professionals)
- Decide on frequency (e.g., monthly, bi-weekly)



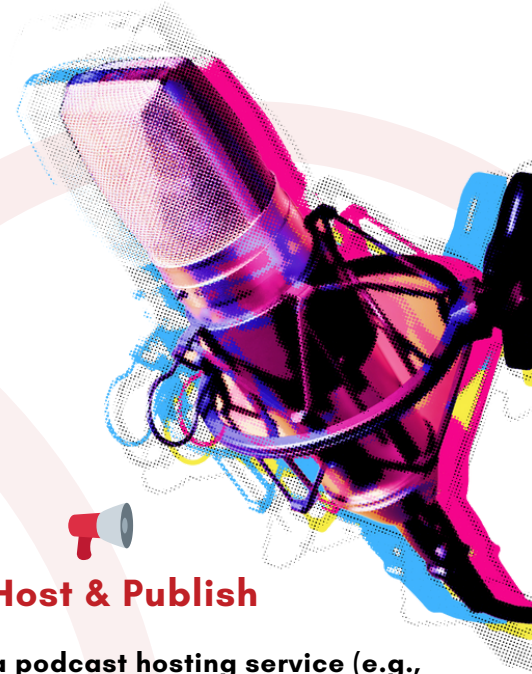
3. Gather Your Equipment

- USB Microphone (e.g., Samson Q2U / Blue Yeti)
- Headphones (to avoid audio feedback)
- Quiet room for recording
- XLR Microphone and Audio Interface (Optional)
- Pop filter and boom arm (Optional)
- Acoustic treatment (e.g., foam panels, carpets, curtains) (Optional)



4. Recording & Editing Tools

- Choose a platform: Riverside.fm, Zoom, or SquadCast
- Editing tools: Audacity, Descript, GarageBand
- Add intro/outro music (use royalty-free music or create your own)
- Export to MP3 or WAV format



5. Host & Publish

- Sign up with a podcast hosting service (e.g., Buzzsprout, Spotify for Podcasters, Libsyn)
- Write episode titles and descriptions (SEO-friendly)
- Upload artwork (1400x1400 pixels minimum)
- Submit to platforms: Apple Podcasts, Spotify, Google Podcasts



6. Promote Your Podcast

- Share on LinkedIn (company and personal profiles)
- Embed in your careers site or job ads
- Share clips on social media (audiograms, reels)
- Use in nurture emails to talent pools
- Involve employees in promoting episodes they're featured in



7. Measure & Improve

- Track downloads and listens
- Monitor candidate feedback and hiring impact
- Ask new hires if they listened
- Iterate content based on what resonates