

Best Practices For Promoting Your Podcast Interviews On Social Media

If you're on a podcast and no one knows about it, does it make a difference?

Social media is one of the best and easiest ways to promote your podcast interviews as a guest. Most likely know and understand this but aren't quite sure how to execute it. You can easily create multiple pieces of content from each interview. Here are some of our best practices for sharing your interviews on social media.

1 Promotion Is Not A One-Way Street

It isn't only the responsibility of the host to promote your podcast interviews. It is a collaborative effort. It nurtures your relationship with the host, which can open up future opportunities. Plus, it shows them that you appreciate them and their valued audience.

2 Maximize Your Benefits

The most obvious reason for sharing your interviews is the positive impact it can have for you and your business. The more people that know about your interview, the more opportunity to show your expertise, expand your authority, overcome obscurity, and gain quality leads and customers from the interview.

3 Promotion Starts With Your Interview Invite

You don't have to wait until your interview is live to start promoting it. As the time nears for your interview, post about how you are excited and looking forward to your interview, making sure to tag the host and/or the show.

4 Make It Part Of Your Interview Process

Our success is proportional to our systems. Develop a system so that you know what needs to be done once your interview is published. Plan to create multiple forms of social media content and schedule your posts across all your social media platforms as your interviews go live.

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5 Podcast Interviews Are Evergreen

80% of podcast listens happen within the first 30 days it goes live, but what about that other 20%? Podcast interview marketing is a marathon, not a sprint. It creates a long tail of success through evergreen content. Which means promoting them isn't a one-off effort. Your posts can be recycled and reshared long after they go live.

6 Multiple Content Options

You can create several assets and social media posts from just one interview. The interview announcement, audiograms, sizzle reels, quote graphics, just to name a few. Posting each of these assets across each of your social media platforms can easily give you a month's worth of social media content.

7 Keep It On Brand

Using your brand style guide, you'll want to match any social media content you create to your brand imagery. Brand consistency is important in elevating your brand and portraying your expertise.

8 Tom's Toolbox of Resources

If you are a DIY-er and prefer to keep this in-house, below are some resources to help you create and schedule your posts across your social media platforms.

Audiogram Creation

- [Headliner](#)
- [Wavve](#)

Graphic Design Tools

- [Buffer by Pablo](#)
- [Canva](#)

Scheduling Content

- [Buffer](#)
- [HootSuite](#)
- [Hubspot](#)
- [Loomly](#)