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# YOU-POD

YOUTH ENGAGEMENT THROUGH  
PODCAST CREATION.  
HANDBOOK





# Overview

- How can podcasts contribute to youth work?
  - Why is digital competence useful?
  - What role does CREATIVITY play in youth work?
- Podcasts impact on youth engagement & participation
- What competences can be acquired through podcasting?
- Step by step podcast





# How can podcasts contribute to youth work?

## **Benefits.**

- Teaching youth to express themselves through podcast making
  - Get to know other cultures and learn about diversity
    - Engaging young people
      - Learn and apply non-formal education methods
      - Gives a chance to learn different learning methods
  - To have a break from day to day work and have a creativity boost
    - Good chance to promote your organization
      - Networking opportunities
- Participants can develop their language/communication and soft skills
  - Learn teamwork





## **Apply.**

- Increase diversity in the organization
- Apply more creative methods in day to day work
  - Raising awareness about different topics
    - Using storytelling as tool
- Giving young people a chance to structure their ideas
  - Gather feedback
- Meeting future partners for projects/collaboration
  - Finding your own role in the team
    - Stand out in your field



# Why is digital competence useful?

- Being able to use different tools, physical and digital
- For learning, dissemination, research, have fun, empower creativity
- To develop yourself
- Important for social connections
  - Media literacy
  - Expands horizons
- People can make an impact
  - Art, creativity, expression
  - Problem solving





# What role does CREATIVITY play in youth work?

## **LIBERATING**

Total freedom of imagination

Release of control

No restriction

## **CONNECTING**

Team building

Love for diversity

Vulnerability

## **ENGAGING**

Connection to the topic

Awareness-empowerment

Inclusion

Mobility

## **DEVELOPING**

New tools and methods

Keeps us fresh

Leads to feedback

## **AMUSING**

Having FUN

Safe environment

Feeling smart-dopamine

Games

## **REFLECTION**

Change of bad habits

Mindset self expression



# Podcasts impact on youth engagement & participation

\*Personal growth

\*Creativity

\*Space for expression

\*Awareness

\*Cooperation using technology

\*Information consumption is more fun

\*Discussion

\*Word of mouth

\*Non-formal education

\*Ideas for new projects & training courses

\*Podcast creation

\*Education

\*Critical thinking

\*Community contribution

\*Team work

\*Confidence boost

\*New audience reach



# What competences can be acquired through podcasting?



## **Attitude.**

- Being openminded&creative
- Willingness to accept oneself
- Readiness to adapt&overcome
- Being confidence
- Being flexible
- Being curious
- Readiness for teamwork
- Being ready to take leadership
- Being motivated

## **Knowledge...**

- of self acceptance
- of design
- of confidence
- of communication
- of keeping the flow
- of new insights
- of brainstorming

## **Skills.**

- Time management skills
- Improvisation skills
- Content creation skills
- Skill to adapt&overcome
- Communication skills
- Skill of keeping the flow
- Teamwork skills
- Theatrical skills
- Leadership skills
- Copywriting skills
- Designing skills
- Editing skills
- Researching skills
- Brainstorming skills





# Step by step podcast

- Choose the topic of the podcast
- Choose the topic of the episode
- Research on topic
- Choose the talking style (interview, free flow, narration etc.)
- Prepare script/strotyboard
- Record your episode
- Edit the recording
- Design the cover photo
- Choose the hosting platform (podcasters, spreaker, etc.)
- Choose where to post it (spotify, apple music, etc.)
- Promote





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