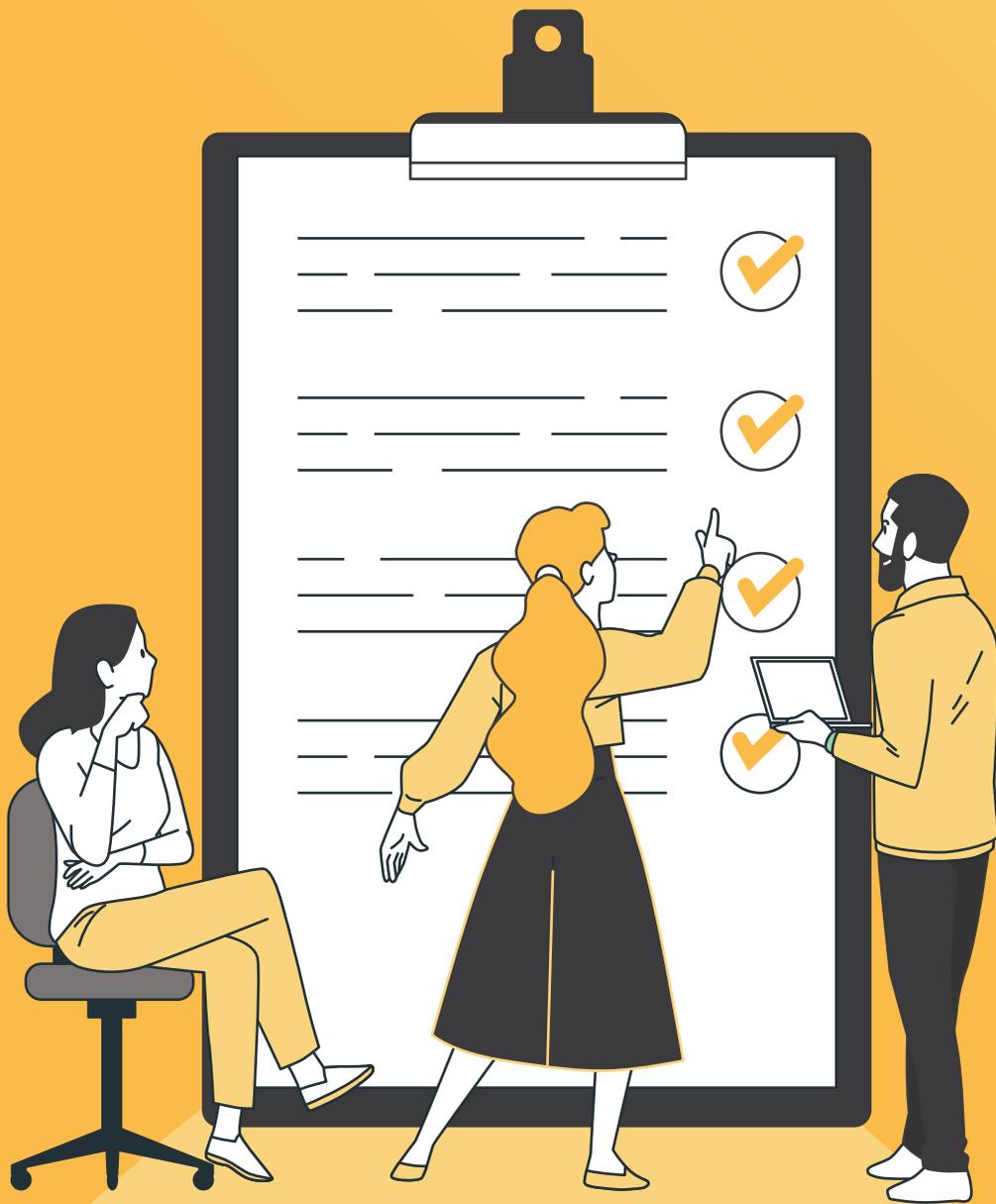


# A Topic Checklist for Higher Education Podcasts



# A Topic Checklist for Higher Education Podcasts

Before starting a podcast, it's important to solidify your topic choice. Though you may be tempted to figure out the specifics of your topic as you go, it's always best to have a plan. After all, if you're unsure about your topic, then your audience will be too. Understanding your topic inside out before you begin will help you gain stronger audience engagement from the start.

This topic checklist consists of 6 steps that you can take to establish your podcast topic. Answering these questions will help you to not only evaluate your own understanding of your topic, but also its potential effectiveness and relatability for your audience.



## Know your audience

Before selecting a topic, it's important to confirm that said topic is relevant to your target audience. Spend time looking at university media channels to see what topics and interests they're already covering. If a topic is already being discussed in a media channel in some way or another, don't shy away from covering that topic! Instead, aim to direct user interest in that channel towards your podcast on that topic.



## Research and know your topic

One of the factors that makes creators successful is a passion and knowledge for their topic of choice. Choosing topics that you aren't excited about or that you may not be familiar with will make producing quality content harder. Having interest in a topic will keep you engaged and ready to aim for podcast growth.

However, you'll also want to ensure that you have room to learn. While being familiar or even well-versed in a topic will certainly help you in creating content surrounding that subject, be prepared to keep researching and staying on top of the latest news and trends.

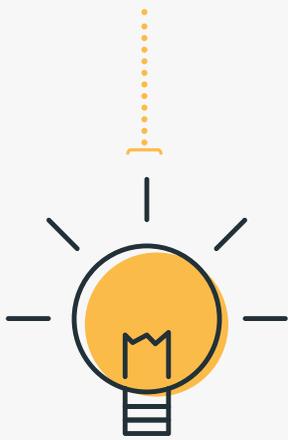


## Know what sets your topic apart

Within any given topic there are subtopics. Though you may want to get started and worry about finding your area of focus later, knowing your niche right away will not only boost engagement, but also help you figure out the best structure for your podcast and what guests would bring the most engagement to your podcast.

Pay attention to what niches other podcast creators are exploring and look for areas that seem less discussed. Though you may be tempted to hop on a popular niche, know that doing so will put your new podcast in competition with well established podcasts. That being said, don't be afraid to be unique with your topic choice.

# A Topic Checklist for Higher Education Podcasts



## Know how you'll explore the topic

One of the reasons that creators choose to produce podcasts is that they provide a unique way to explore topics. Though there are a lot of structures to choose from, you'll want to stick to one or two formatting options at the most. Be consistent in your formatting so that your audience knows what to expect, but shaking it up sometimes can also keep listeners interested.

Here are a few format ideas to get you started:

- The solo/monologue podcast
- The interview podcast
- The co-host podcast
- Narrative podcast

Sticking to one format for a podcast is a good way to ensure growth. However, once you've established a pattern of familiar formatting with your audience, don't be afraid to mix it up every now and then and feature an episode with a different format.



## Know why the topic matters

When choosing a topic, think of ways that your topic will provide value to your audience. Asking these questions can help you identify the usefulness of your topic:

- What will my audience learn from this podcast?
- Why is it important for them to care about this topic?
- What are some of the key takeaways your audience will have after engaging with your podcast?
- Why do those takeaways matter?



## Consider what guests you'll invite to discuss your topic

One of the most effective ways to raise engagement with podcasts is to invite guests. The guests you choose can bring your topic to life—your audience will have the chance to learn about it from the perspective of people who have experience with that field or area of knowledge in real life.

In addition to making your topic choice more tangible, inviting guests also provides an element of credibility. Choosing guests who are experts in fields related to your topic demonstrates to your audience that your podcast is a trustworthy source of information that they can keep returning to.