

# AFROS & AUDIO VIRTUAL PODCAST FESTIVAL

## How to Repurpose Content from ONE Episode

### DESCRIPTION:

Your social media followers are overwhelmed daily with content. Sharing one post about your episode is not enough. One of my favorite things about Crackers In Soup is we show our clients how to (or they hire us to) repurpose their content and get the most out of ONE EPISODE! After this session, you will leave with tips, tricks, and ideas on how to create numerous pieces of content for each and every single one of your episodes!

#### Takeaways:

- At least 10 different ways to repurpose content from one episode.
- How your show notes can be placed in 3 different mediums.
- Why NOT using video is wasting content.



## **FACILITATOR:**

Bethany Hawkins is the CEO and Founder of Crackers In Soup, a podcast management company that focuses their concentration on up-leveling women of color, or allies of women of color's, podcasts or help them finally launch that podcast they have been talking about creating for years.

In deriving the name for the business, Bethany thought of her daughter and her love for soup...and crackers. She would only eat soup with crackers and when asked why, she stated, "Crackers make it better." No argument here. Bethany's knowledge extends far outside podcast management. She brings over 20 years of experience in learning how to be organized, people management, administration work, and creative thinking. She works efficiently and is detail oriented. Her favorite personality trait about herself is her ability to visualize and then implement. She can see what you want for your podcast and then strategize how to make that happen.

Her favorite part of Crackers In Soup; "The people we work with begin as clients but then turn into family. We share our hopes, dreams, successes, and struggles in not only their podcasts, but our daily lives." Crackers In Soup specializes in creating intro/outros, cover art and post recording services such as editing, show notes, etc.

Bethany is also the cohost of Chatting Over Chowder, a podcast where we ask women (mostly of color) in the podcasting industry about what podcasts they listen to...while we eat chowder! Listen now wherever you listen to podcasts.

## **LOGISTICS:**

**Date/Time:** Saturday, November 13<sup>th</sup>: 2:50 PM - 3:45 PM

**Format:** Workshop and Q&A

