

# Massive, Open Online... Conversations:

**How to Immediately Create  
Empathy and Give Learners  
Voice in Your Learning**



## Social Podcasting - A New Approach

Social podcasting is an innovative approach that differs from the traditional podcasting model. It **enables the audience to become creators and contributors**, resulting in a more inclusive and diverse experience.



# Focus on Listeners and Fans

In social podcasting, the audience is encouraged to participate in the conversation by contributing their opinions, experiences, and perspectives. This results in a **community-like environment where everyone's voice is heard**, creating a more invested and connected audience.



# Hosts Take a Back Seat

Social podcasting is not about the host being the central figure, but about allowing everyone to have a voice. This helps to keep the content interesting and engaging, as **the change in voices and outlook can provide fresh perspectives.**

**Take a Back  
Seat Sean!**



## More Exposure and Reach

Social podcasting can increase the podcast's exposure and reach, attracting **a wider audience with its diverse and inclusive approach**. The multiple perspectives and voices also provide a fresh outlook and keep the content interesting, helping to retain listeners and keep them engaged.



# Traditional vs Social Podcasting

	Traditional Podcast	Social Podcast
<b>Production/Direction</b>	Top Down Podcast Producer	Bottom Up Audience are Creators
<b>Duration</b>	Limited	Unlimited
<b>Host</b>	Needed	Not Needed
<b>Flow</b>	Linear	Non Linear
<b>Recording</b>	Synchronous (LIVE)	Asynchronous (OnDemand)
<b>Production Speed</b>	At least 1 hour delay	Immediate
<b>Interruptions</b>	Spontaneous Interruptions	No interruptions
<b>Hosting</b>	Apple Podcasts, Spotify, Google Podcasts	Apple Podcasts, Spotify, Google Podcasts & Sound Branch

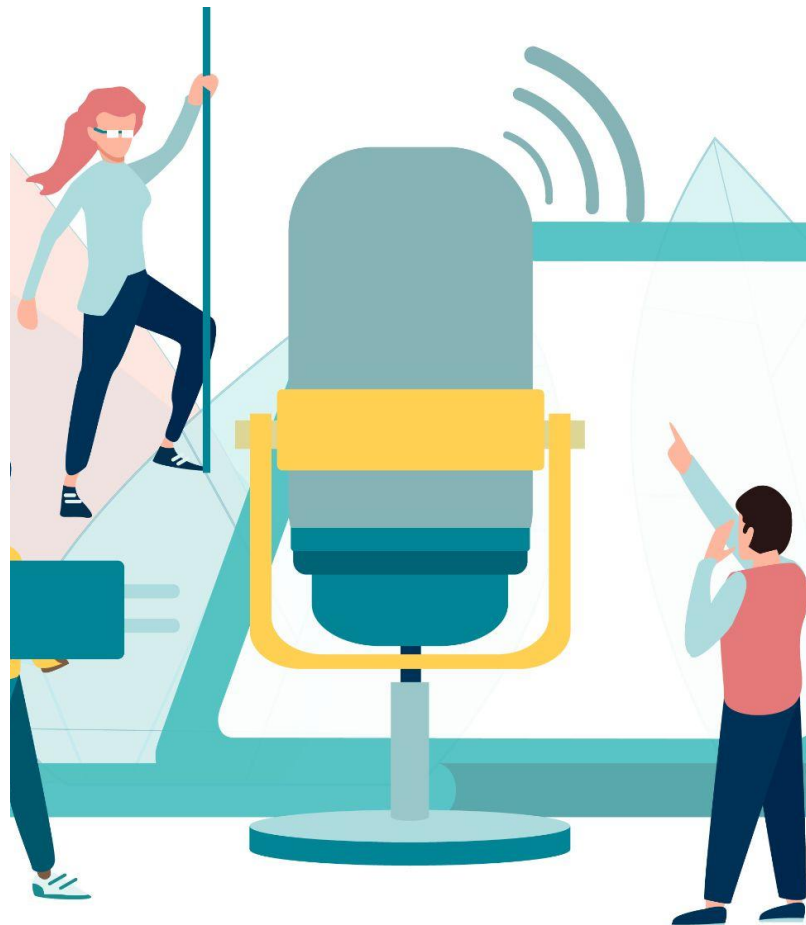
# Sound Branch

Sound Branch is a social podcasting platform that aims to revolutionize the traditional podcasting experience.

**It combines the best features of traditional podcasting and social media to create a unique, interactive experience for both listeners and podcasters.**

# Interaction

Sound Branch provides the ability to **post voice notes and record podcasts asynchronously** rather than live, offering more flexibility and convenience for both the listeners and the hosts.









# Voice Notes ➤ Podcasts

## Playlists



☰ ➤ New May 2019

### New May 2019

Author	Post	
 Sean Gilligan	Hello it's Brian Roberts here Headteacher of London College and I want to cordially invite all parents to the Celebration evening this Friday at 6pm	
 Sean Gilligan	It's always a challenge getting busy parents into school but if one of the parents or guardians could attend school that be really appreciated	
 Sean Gilligan	Are Head Boy and head girl would be giving out Awards to students who have shown particular improvements throughout the year	
3 posts		

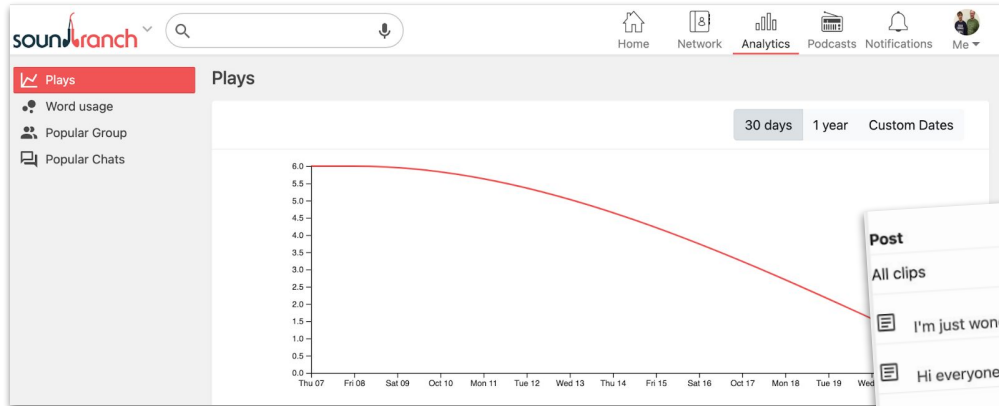


Record to playlist

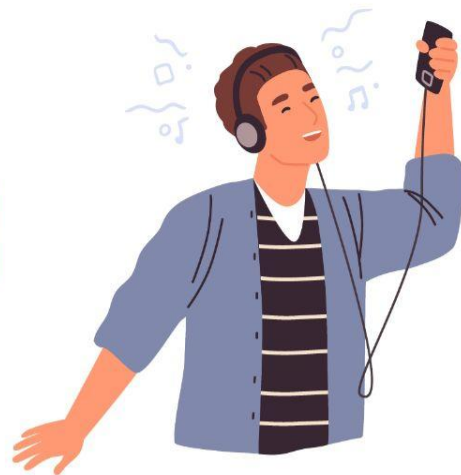
# Insights and Analytics

Sound Branch provides podcasters with insights and analytics on their listeners and the podcast, allowing them to **better understand their audience and make data-driven decisions about their podcasting strategy.**

# Number of Plays, Sentiment, Wordle Graphs



Post	Number of plays	Date
All clips	39	18 Jun 2018 - 16:59
	0	16:59
I'm just wondering what people's ... 😊	1	20 Oct
Hi everyone what projects are you... 😊	6	29 Aug
What do you think to designing of... 😊	0	7 Sept 2020
I'm quite happy with the Virgin br... 😊	0	7 Sept 2020
When this happens ordinarily they... 😊	7	7 Sept 2020
Just called the Virgin Media call c... 😊	1	4 Sept 2020
Hi Joan just a quick message to s... 😊		



# Community Building

Sound Branch provides **community-building features**, allowing listeners to connect with one another and with the podcast host, which can increase the podcast's exposure and reach.

# Social Media Integration

Sound Branch provides social media integration, which can further increase the podcast's exposure and reach.

You can post link and embed



Created: 9 Nov 2022



Just being to Learning 2022 which is an excellent Learning and Development conference based in Orlando Florida - the problem is Hurricane Nicole arriving and the airport closed

Posted by: [Seany](#)

Played by:



0



Reply



# Cutting Edge

Sound Branch is a cutting-edge platform designed for **voice note recording and podcast creation**, making the podcast production process streamlined and efficient.

# Public Timeline

Sound Branch provides a public timeline where **users can curate their voice notes and add them to playlists**. Additionally, they can create groups and invite others to participate in podcast creation.

# Transcription and Search

**All voice notes are transcribed and searchable,** allowing for easy access to the content, making it possible for users to find what they're looking for in a matter of seconds.



# Chat System and Messaging

Sound Branch provides a chat and messaging system, making it possible for groups to communicate and **collaborate during the production process.**

# Safety First

The safety of the Sound Branch community is a top priority. The platform has **safeguards in place to ensure that inappropriate content is not published.**

**Audit trail on who has  
listen to what**

Created: 12 Sep



# Water proof iPhone?

Posted by: Sean Gilligan 



Play



Reply



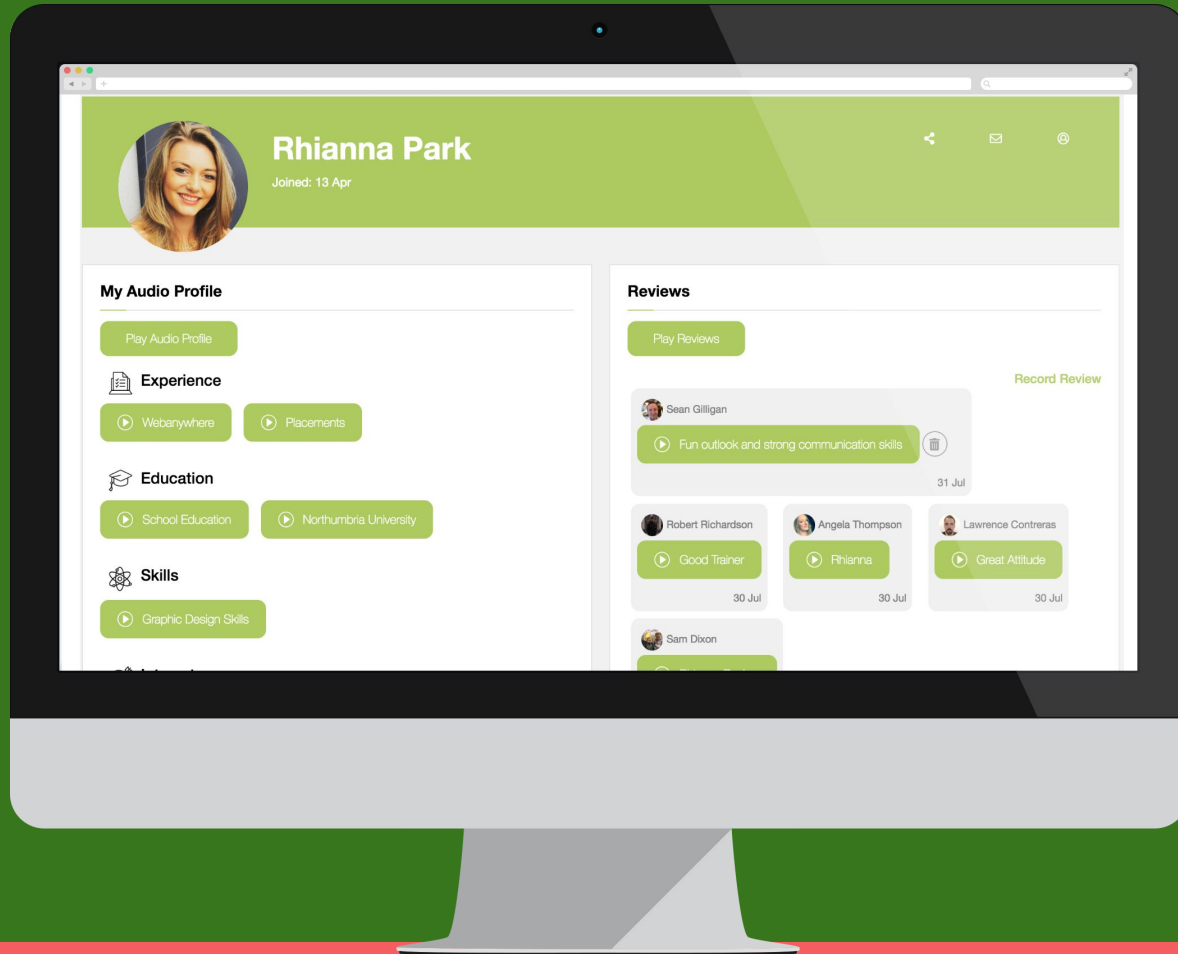
0

Played by



... 11

**Audio profiles with  
social proof via audio  
reviews**



**Search people's  
thoughts  
not web pages**



## Asda for me

Damian Lythgoe

06/08/2016  
12:32:43



## ASDA's alcohol section

Natalie Ní Jerrison

05/08/2016  
12:50:40



## asda is cheaper

Rachel Andrews

05/08/2016  
10:43:11



## ASDA delivery

Emily Owen

05/08/2016  
10:36:35



## morrisons vs Asda

Sylvie Hall

05/08/2016  
10:30:38



# 5 Steps for Instant Podcasting

## Browsers Supported - Web Recording



Play & Record



Play & Record



Play & Record



Play Only

# Step 1 Create your free Sound Branch account



## Sign Up

Already have an account ? [Sign in](#)

Create Account

[Business account](#)







## Step 2 Create your Playlist

### Playlists



≡ New May 2019

#### New May 2019

Author	Post	
 Sean Gilligan	Hello it's Brian Roberts here Headteacher of London College and I want to cordially invite all parents to the Celebration evening this Friday at 6pm	
 Sean Gilligan	It's always a challenge getting busy parents into school but if one of the parents or guardians could attend school that be really appreciated	
 Sean Gilligan	Are Head Boy and head girl would be giving out Awards to students who have shown particular improvements throughout the year	
3 posts		



Record to playlist

## Step 3 Create your Podcast

My Podcasts

### Create Podcast

**Podcast Thumbnail**

LONDON  
COLLEGE  
PODCAST

No file chosen

**Podcast Name**

New May 2019

**Description**

London College News May 2019

**Category**

Education

Cancel

Create

# Step 4 Create your Episode

## Create Episode

### Title

College Bulletin Podcast May 2019

### Description

College Bulletin Podcast May 2019

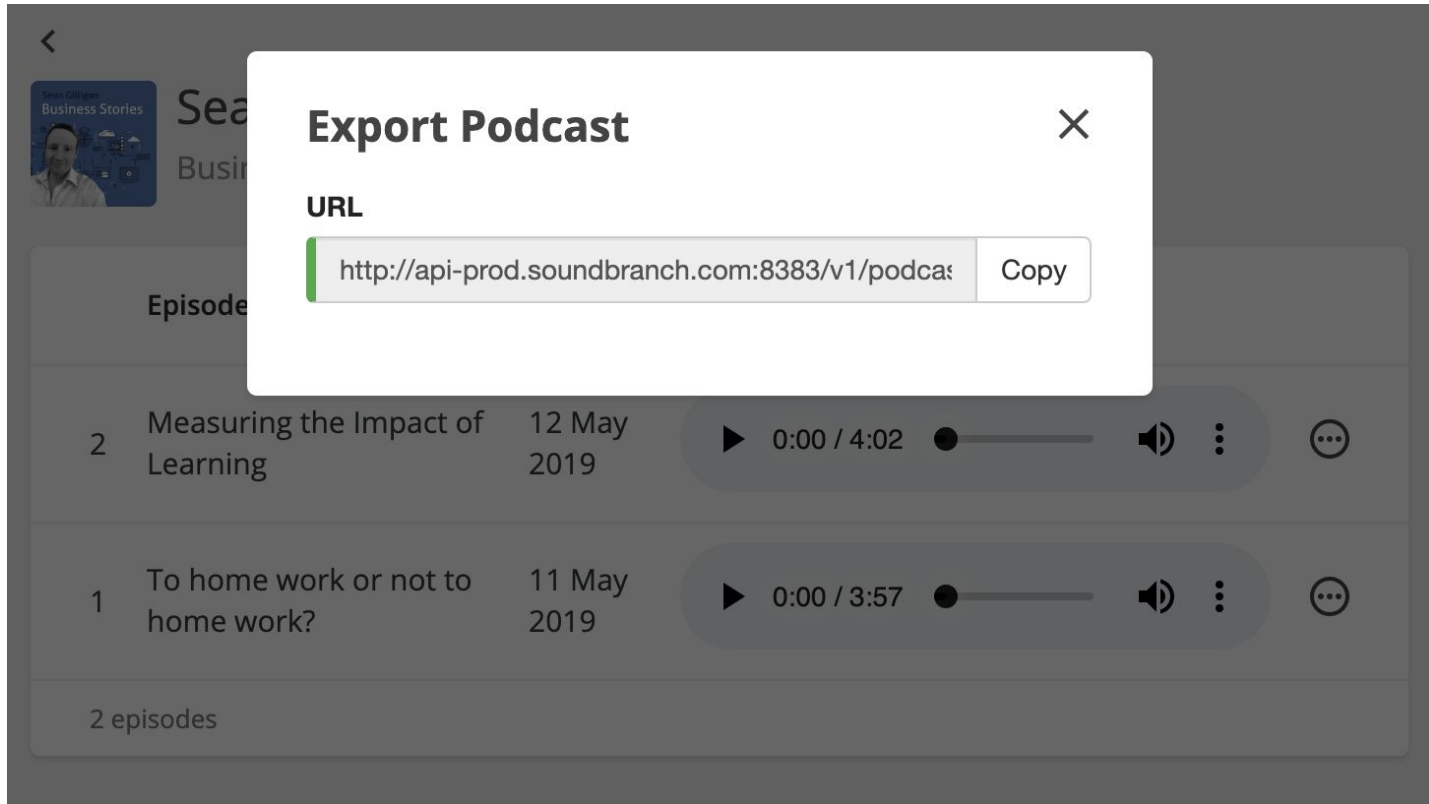
### Playlist

Choose playlist...

Cancel

Create

## Step 5 Distribute your Podcast



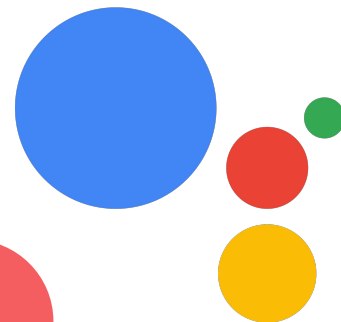
Push to all major  
podcasting  
platforms





*Alexa ask  
Sound Branch  
to play podcast  
Sean Gilligan*

*OK Google ask  
Sound Branch  
to play podcast  
Sean Gilligan*





Timeline

Inbox

## Inbox

## Groups

China Projects

all

ALL Managers

BDE

IntegrateAnywhere

Show more

## Chat

David McCabe

Michał Węgrzyniewicz

Jesica

S O Giligan Sr

Bernard

Show more

## Playlists

Podcast Growth

Apprentices

VoiceFirst

Brock

Uber

Q

All

Play All Clips

Author

Post

Date

Will Dell

I think it's about to let's get to be an ...

👤

4 minutes ago

🔄 ❤️ 😊

Will Dell

I think is even better audio content is ...

👤

5 minutes ago

🔄 ❤️ 😊

Will Dell

I think it's great to be able to say like...

👤

5 minutes ago

🔄 ❤️ 😊

Will Dell

I think it's a great example of how On...

👤

15 minutes ago

🔄 ❤️ 😊

Will Dell

I really liked your summary from the re...

👤

15 minutes ago

🔄 ❤️ 😊

Will Dell

- no title -

👤

15 minutes ago

🔄 ❤️ 😊

Sean Giligan

A big thank you for Leeds Council for ...

👤

10:41

🔄 ❤️ 😊

Sean Giligan

All in all it was a high energy round to...

👤

10:40

🔄 ❤️ 😊

Sean Giligan

Another idea is handed around in the ...

👤

10:38

🔄 ❤️ 😊

Sean Giligan

Judith proposed that there should be ...

👤

10:37

🔄 ❤️ 😊

Sean Giligan

It looks like there's a funding gap at t...

👤

10:36

🔄 ❤️ 😊

Sean Giligan

The roundtable included venture capit...

👤

10:36

🔄 ❤️ 😊

Sean Giligan

I've just been over with Judith Blake t...

👤

10:35

🔄 ❤️ 😊

**Sean Gilligan**

Joined 18/06/2017

**My Audio Profile**

Play All Clips

**Experience**

Record



Founded Madangames in 2008



School Governor and Director of SEND Yomama and the Mumbas



Join Bites TEAMBA.com



Edamobile.com - location based app used back in the 2000s



Egg.com



Playable by Sean Gilligan

**Education**

Record

**Reviews**

Play All Clips



Holt's Learning Centre



Holt's Learning Centre



26/07/2018



Holt's Learning Centre



Creating a Learning Culture



26/07/2018



Holt's Learning Centre



Great Leader and Coach



26/07/2018



Holt's Learning Centre



Energy



26/07/2018



Holt's Learning Centre



Business Growth



26/07/2018



Holt's Learning Centre



Great Music



26/07/2018

All Podcasts

My Podcasts

Public Podcasts

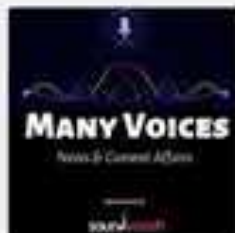
Create Podcast



Seem P.J. Gilligan  
Business



A Podcast About  
Podcasting  
Business



Many Voices  
Money & Politics



Learning Summit  
Education



Learn French  
Education



Timeline

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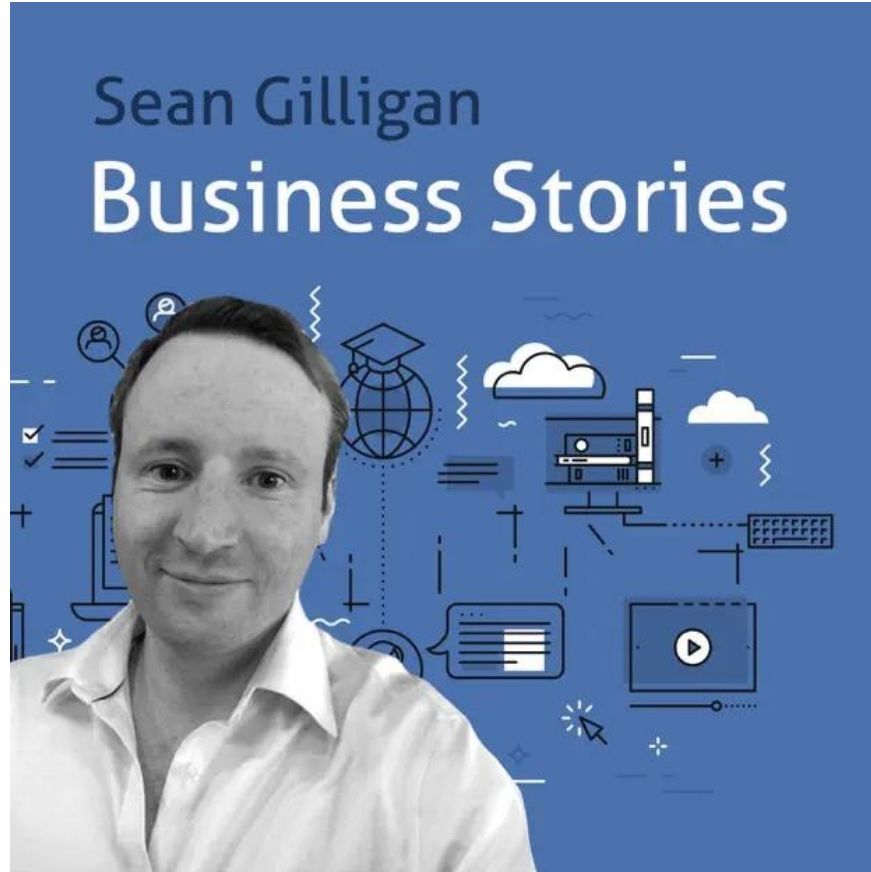


# Questions

- 1. What are the benefits of using social podcasting and asynchronous recordings as a tool for learning and teaching within an LMS?*
- 2. How can social podcasting be used to enhance student engagement and encourage active participation in online courses?*
- 3. In what ways can podcasting help administrators and academic leaders facilitate professional development and knowledge-sharing among faculty and staff?*
- 4. What are some successful use cases for social podcasting in higher education, and how can these be adapted to fit different learning contexts and subject areas?*
- 5. How can podcasting help to create a sense of community and connection among learners and instructors in online courses?*
- 6. What are some best practices for creating effective podcasts that are engaging, informative, and accessible to a wide range of learners?*
- 7. How can podcasting be used to support different learning styles and preferences, such as visual, auditory, or kinesthetic learners?*
- 8. What are some common challenges that educators and administrators face when implementing podcasting as a learning tool, and how can these be overcome?*
- 9. How can podcasting be integrated with other LMS tools and features, such as discussion forums, quizzes, and assignments?*
- 10. What role do podcasting platforms and technologies play in the success of social podcasting initiatives in higher education, and what factors should educators consider when choosing a platform or technology solution for their courses?*



# *The Sean Gilligan Podcast – Social Podcasting*



# Useful Links

## ***Sound Branch Voice***

*Alexa*

<https://www.amazon.co.uk/Venturesanywhere-Sound-Branch/dp/B076T27FS7>

*Google Assistant*

<https://assistant.google.com/services/a/uid/000000574ea3a655?hl=en-GB>

## ***Sound Branch Mobile Apps***

*iOS*

<https://itunes.apple.com/gb/app/sound-branch-voice-messenger/id1122090661?mt=8>

## ***Sound Branch Web Access***

*Individual Sign Up*

<https://soundbranch.com/sign-up>

*Business Sign Up*

<https://soundbranch.com/sign-up-business>

# Useful Links

- [\*Sound Branch Tutorial Videos\*](#)
- [\*BBC Interview – Nick Ahad interviews Sean Gilligan, Founder, Sound Branch\*](#)
- [\*Voice Tech Podcast – Carl Robinson interviews Sean Gilligan, Founder, Sound Branch\*](#)
- [\*How to Start a Podcast\*](#)
- [\*Create Sound Branch Podcast Site & Community\*](#)
- [\*Record Podcasts using Voice Notes\*](#)
- [\*The Sound Branch Story\*](#)
- [\*Sound Branch\*](#)



# About Sean Gilligan

Email: [sean.gilligan@soundbranch.com](mailto:sean.gilligan@soundbranch.com)

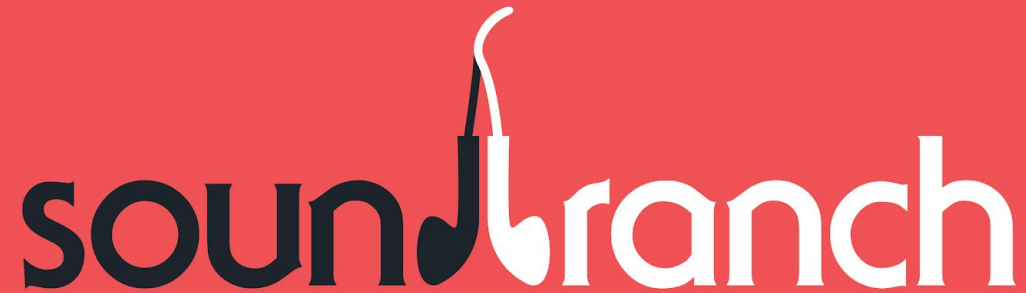
Sean Gilligan is an EdTech entrepreneur with a passion for using technology to improve education. With over 20 years of experience in the EdTech industry, Sean has a deep understanding of the challenges and opportunities facing educators and learners today.

In 2003, Sean founded Webanywhere, a company that provides innovative technology tools and resources to schools and educators. Under his leadership, the company has grown rapidly, and now serves thousands of schools and millions of workplace learners across the UK and USA.

Sean is also the Founder of Sound Branch, a revolutionary platform that empowers people to turn their voice notes into professional-quality podcasts. With a passion for technology and a commitment to democratizing the podcasting industry, Sean has built a platform that gives everyone a voice.

Sean's vision for Sound Branch is to make podcasting accessible to everyone, regardless of their technical expertise or background. By giving everyone a voice, Sean believes that Sound Branch will help to create a more diverse, inclusive, and interesting podcasting landscape, where everyone's stories are heard and valued.

[Listen to the Sean Gilligan Podcast](#)



Social Podcasting