

Updates on podcast voice messages + a new transcript option ...

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SPEAKERS

Erin Kelly

Hey, hey, Erin Kelly here. So I have today I'm just gonna do a update on two of the topics that we talked about this week. So, first, what was it Tuesday. So today's Thursday.

So I think on Tuesday, I talked about the thing that I didn't like about podcasting. And that is that there's not really an easy way to have a feedback loop. And that, I had that thought, and I was going to do an episode on it. And then someone that was listening to the podcast actually sent me a voice message on Anchor, and I was like, Oh, my gosh, this is so cool. You know, it doesn't satisfy because it's obviously still more friction, because people are not going to necessarily always send an audio. And you have to listen to audio, everything is not as quick as like a comment would be.

But it's definitely a start, it is a way for people to send you a quick message to say, hey, this was really helpful, and give you feedback on an episode or to give you feedback on you know, if you're asking for questions, or whatever, and I and in that episode, I did talk about like, I think it'd be so cool in this podcast to to actually curate some things like what is it like for you to be a founder or a solopreneur? CEO and a mom, you know, what does that look like for you? What is your schedule look like? And again, the voice messages are capped at one minute. So like, you'd have to be very succinct. But I think that that could be really fun.

Because I could very easily like, turn it into a little collaboration episode, where we can hear multiple perspectives and stories. And yeah, I just think that it opens up a lot of like, really fun things. So in that episode, I was like, I don't really know how to direct you to use it. And so I went back and I, I talked to the user that had sent me the audio message to be like, how did you do it? Like where did it, how did it work for you. And so she was saying, like, if, if you scroll down, if you're listening an Anchor, and you scroll down to the bottom of the episode, there should be a link.

And I noticed on one of my podcast shows, it's on Anchor I had that turned off. If you have an Anchor podcast, and you are going in and looking, just know that if you do it from your app on your phone, the that option is not on there, like for whatever reason, like on the mobile app, you can't toggle, you don't even see that as an option. But if you go into if you log into your anchor account, on desktop, you will see in the podcast settings that you can have, you can show I think it's two different ones, it's like, show the Send voice message at the top. And then there's another one that you can toggle on that says, show voice message link at the bottom.

So I made sure those were toggled on for all of my podcasts. So again, if you're listening to this on iTunes, I don't think that you're gonna see it, which is obviously a limitation. But if you are listening on Anchor, and I wonder even if you are listening on Spotify, if you see it, but something for something to kind of keep digging into. But that's an update on that. And then the other thing that's kind of exciting news is I there's a tool that I use that I love called Loom. So if you and they have a free plan, and if you frequently find yourself doing screen share videos or slides videos where you want to be able to show your face, and you're not familiar with Loom, it is so so nice.

And one of the things that I really like about it, is that you can really quickly throw together a video and you can screen share, you can do slides or whatever, whatever you're needing to do for the for the video, and it can show your face, which I know like you'll have to like actually, like change your shirt. And if you have like, like something that you've been wearing for two days, or put your hair in opponent messy bun or whatever like, you know it you do have to show your face on it. But it is a tiny little like thumbnail so you can kind of get away with not like getting totally all jazzed up. I know I certainly don't like I just throw my hair in a bun and just whatever. What you see with what you get, which, you know, moms right, like don't have a lot of time to spend on getting prepped and also just there's there could be a kid coming in at any moment. So

But yeah, I love Loom because I think that it does a greater job of establishing a connection with people because they can see your face and they can see you talking through whatever it is you're showing. But you can really quickly throw together a video, and then they give you a link. So you

can either share the link with people like Oh, hey, you know, I just showed you like I know you were asking me about this, like I just showed you how to do it. Here's the link to watch. But they also you can embed it in MemberVault. So like frequently when I'm throwing together resources, I will use loom I just do it really quickly. I do the embed code. Awesome. So so awesome. Again, really, really generous free plan.

But the other really nice thing is that you get a notification. This is especially really nice if you're using it as like a sales messaging tool. So let's say you're talking to someone on Facebook on messenger or in a, in a post, and you're talking about something that you're that you're an expert in, and they're like, oh, like, I'd love to know more about that, or, like, tell me more or something like that. You can throw together a really quick Loom, and then send them the link, and then you get notified when they watch it. So obviously, you wouldn't want to be like crazy soccer and like, immediately message them and be like, I saw you watch the thing, like, what do you think, but you can use it as a really nice way to follow up.

And whether you mentioned that you got a notification that they watched it or not, like you can follow up and say, you know, hey, like, I saw you watch the video yesterday. stalker alert or whatever, whatever term you want to use, isn't it? Isn't it creepy that I can see that? or whatever? Whatever your particular messaging style is, but then say like, Did you have any questions like did that? Did that make sense to you, like you have any follow up questions. And they can also put comments actually, inside of the video, and have it be timestamp. So it can be like, Oh, I have a question. And it shows you like we're in the video that they're referring to. So it's really, really cool. Both for one to one.

And also for like I said, you can embed it inside MemberVault. So it's really great for scalable content as well, that you're showing to lots of people. But anyway, I got an email from them yesterday, saying that they just added automatic transcripts to their videos. So that was the other thing that I talked about yesterday was accessibility and how it's really important. And that it's a need to have not a nice to have something to kind of like work towards like, it is kind of overwhelming if you're not doing anything accessibility wise captions and transcripts and everything.

But just like baby steps, and so I love that they are adding auto transcripts, because it just makes it that much easier for you to just include accessibility elements to your content without having to like pay for another tool or have another step in your workflow. And so I was really excited to see that. And it also said that they are working on auto captions as well, which is really exciting. For

me, it's not quite as useful because like I said, I typically use Loom to embed into MemberVault.

And so the transcript only shows up, if the person goes to the Loom view if they actually like click on the link and like go to loom. So they don't have a way for you to export the transcript yet. But I wonder if you know, I wonder if that's coming, especially for their paid plans, that would be really smart of them. But so it's not really useful the way that I use it. But if you are using it in a one to one capacity, or if you're using links, and sending people to the director loom, it's so nice that they're that they're doing that. So it's going to make your life so much easier.

And if you are looking for a tool like that, I highly recommend Loom because I just think that they they're really smart. And they, they do truly make your life easier. And it's just it's a really slick tool that I have been using for a while. And it's really, really awesome. And the other thing, and I know I mentioned this in the accessibility episode was that you can also if you're doing videos on either Facebook Lives, or if you're uploading videos to your Facebook page, be sure to use auto captions. So you can just google like, how to how to use auto captions on Facebook, and there's a bajillion how to videos, just make sure that you kind of look at one that's more recent, because the interface is always sort of changing, but it's really easy to use and automatically creates the captions for you.

Obviously, they're not perfect, but in my opinion, having something is better than nothing. So anyway, that's my two, kind of like news update things. And I'm thinking that I probably won't do a Friday episode just because Fridays are kind of like family day, we don't really have a work schedule. So I just don't think it's gonna really work for me to to do it unless I pre schedule and the way that it's going right now is I've been just recording them the day of so we'll see how this continues to evolve. But I'm thinking that it'll be Monday through Thursday. So yeah, hopefully you're enjoying these. I'm certainly enjoying doing them. And yeah, I don't really have a fun and end off yet. So I hope you have a fabulous weekend.