Welcome to the Sport Social Podcast Network.

You should by now have received your Megaphone log in email sent from "team@megaphone.fm" – it maybe in your spam inbox. If you haven't, please contact the Sport Social team.

This allows you to create your own secure password. If you need more than one user account for your podcast for other team members to log in, please do let us know.

Once you are logged in you will be able to see your podcast title that we have migrated as part of your onboarding process.

Here is a quick start guide on how to use the Megaphone platform, split in to three sections:
1. Uploading new content
2. Adding Ad breaks to your show
3. How to find your listening stats

For more in depth instructions, please do refer to the Megaphone Help centre and if you have any further questions, please do not hesitate to get in touch with the Sport Social team.

Happy podcasting!

1. Uploading New Content

- Log in via: **https://www.megaphone.fm/**
- Click on the "Podcasts" icon on the left hand side navigation bar
- Click on the name of the podcast you wish to add a new episode to
- Click the "**Create Episode**" button.
- Click on "upload" to select the audio for your episode. The audio **must** be in MP3 format. More information can be found [here](#).
- The audio will now upload (you'll see a green tick when it has been completed)
- Fill in the rest of the fields for your podcast. Not all of them are required so don't worry if some are blank.

Add A New Episode

Tips:
- add key words and searchable terms in your title, such as team and player names to make your episode easier to find when people search for content about your topic.
- If you use Season / Series and Episode details to your title, then use the "Clean Title" field to title your show without these details which helps Apple Podcasts better understand your show.
- Remember to hit the save button at the top of the window when you are done!
- Always schedule your podcast to be published at a later time / date so that you are able to work on putting in your ad markers before the episode is scheduled.
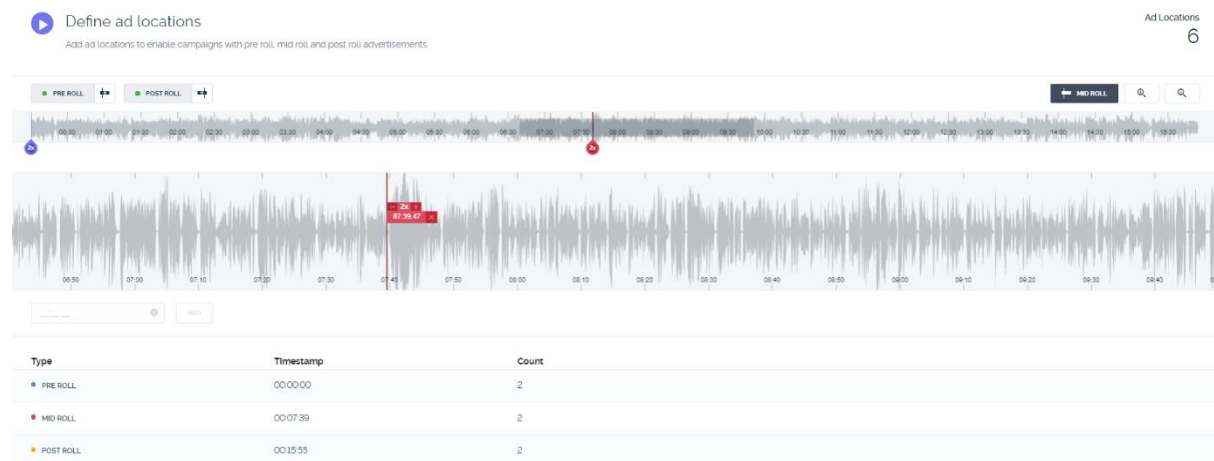
You can find more detailed information on the Megaphone Help centre here:
- [Creating an episode](#)
- [Publish an episode from drafts](#)
- [Preview your episode](#)
- [Replace audio from an already published Episode](#)

2. Ad Markers

The next stage is adding advertising. This is done by inserting 'markers' so the system knows where to play an advert during the show. These are set and programmed by you **BEFORE** you publish your episode. Make sure you get this right otherwise ads may play in the middle of a sentence, so it won't sound great!

Once you have filled in all your episode details, click on "Ad locator" at the top of your screen.

Here we can pick where our adverts sit and how many will appear in the show. It is a massive help to have an idea of where in your audio your breaks will go. Make a note of this whilst you edit, and leave a gap of around **1 second** for each mid roll break.

You will see two waveforms when you get to this window; one showing the whole of your episode and the larger one, showing a zoomed in part of your episode. On the zoomed in version, click to add your ad markers and how many ads you want in each ad break.

Ad placement:

Once you are happy with the ad markers you have inserted (check the top waveform and see how many markers there are - it should be however many you want plus the Pre and Post Roll) then click **SAVE** at the top of the screen.

Once you've saved, you can return to the **"Edit Episode"** page and either select "**Publish Episode now**" or just leave it to publish at the time you have chosen.

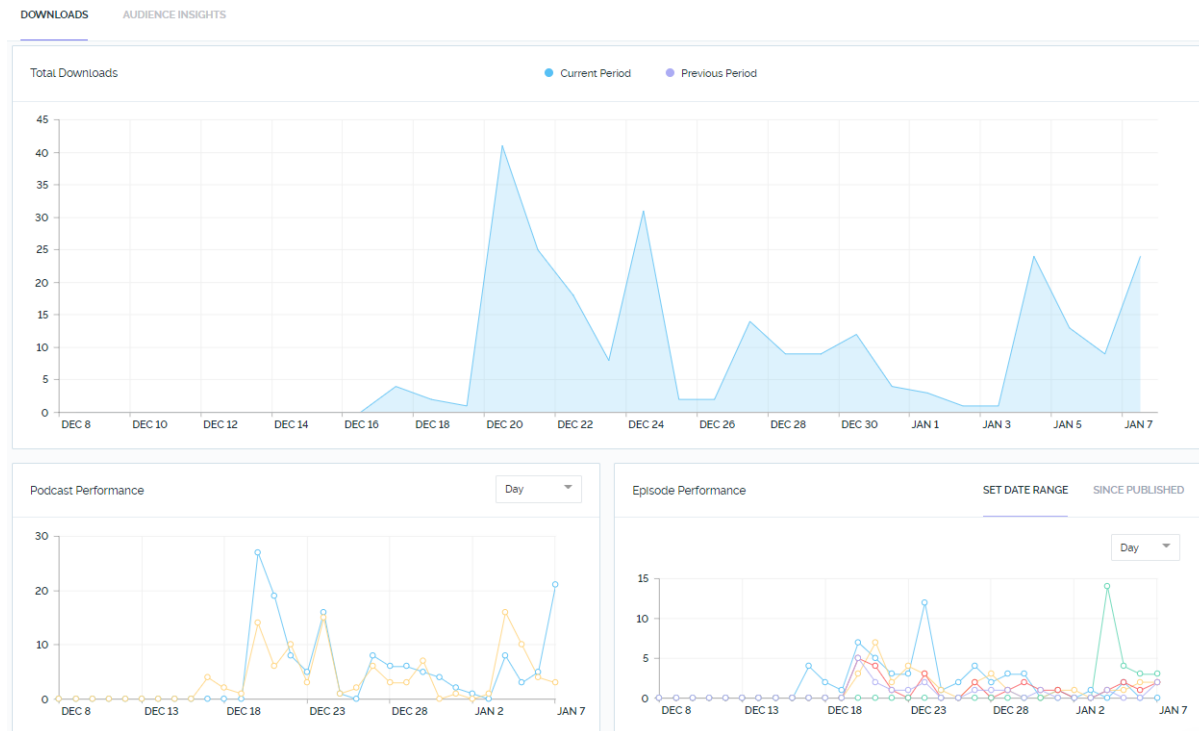Your episode will be live within 15mins - well done!

You can find more detailed information on the Megaphone Help centre here:
- Ad locator
- Ad locations
- Mark Ad locations

3.How To Find Your Download Stats:

Log in via: **https://www.megaphone.fm/**

Click on "reports" on the left hand side navigation menu.

- **Downloads:** The number of times your show has been downloaded (includes streams)
- **Geolocation:** Where in the world people are listening (based on IP address)
- **Technology Performance:** What platforms people are listening to your show on
- **Download time of day:** What hour within the day listeners are downloading

You can look for data from any date range. Just change your 'to' and 'from' dates in the top right of the stats page.

These stats provide **PART** of your listener picture. We recommend using them in conjunction with Spotify for Podcasters and Apple Connect. If you need some help in setting up your show with these channels, then contact the Sport Social Podcast team.

You can find more detailed information on the Megaphone Help centre here:
- Accessing the reporting view
- Reporting overview – Filtering the downloads Dashboard
- Reporting overview – Download time of day
- Unique Listener Reports