A Diagram to show how University of Glasgow staff contribute to the Sound Tracks podcast

DAO
Content strategy & planning

Alumni volunteer research, engagement & stewardship

Episode production

Students & Student Council
Podcast guests

Guest interview Qs

Peer-to-peer marketing

Careers Service
Content strategy & planning

Guest interview Qs

Student comms

Academic Colleges, Schools and Depts.
Marketing (students)

Content & themes

Sound Tracks

Marketing
Content development

Email & social media marketing

External stakeholder engagement

Student Recruitment
Prospective student marketing

Communications and Public Affairs
Social media (student and alumni)

Press liaison

Web
Web page development

Web analytics

Episode player code embedding on UofG pages