

# Audio tips



# Audio tips

**We're interested in audio-only content for use in podcasts and multimedia content that captures real people from the world of construction, talking about their experiences working on and off site.**

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## **Some ideas for audio subjects include:**

- Sound bites from a range of job roles answering the same question
- Longer, in-depth interview with an employee delving into their construction journey
- Ask a colleague to narrate a tour of a construction site
- Collect audio at a talk or event

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For inspiration about questions to ask in audio content, check out our slides on 'Suggested interview questions'.

# Audio tips

Here are some tips for recording audio that will help your content stand out on social media:

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## Suggested equipment and apps:

Modern phones are able to achieve acceptable sound quality for social media purposes. The Spire app is free and records at a high bitrate for best quality. Otherwise native voice memo apps (such as Voice Memo on iPhone) are acceptable.

Remember to turn off notifications!

If you want to get higher quality sound, an external microphone (such as the Zoom iQ6 X/Y) can plug into your phone or laptop – this is not essential.

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## Recording environment:

Find a good spot where you can avoid interruptions and be heard clearly with no background noise.

A good spot to record in is an area where there are soft furnishings (carpet and curtains) which will soften the sound. Another good tip is to record in the corner of the room looking towards the wall.

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## Recording speech:

Try to speak slowly, don't swear and do try to avoid jargon. If you misspeak, just take your time and start the sentence again cleanly – this makes it easy to edit out mistakes.

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## Getting quality audio:

Please be aware of background noise when you're talking, as it can be picked up more loudly by your microphone.

If you are in a loud environment, re-record segments, unless you're deliberately trying to give the audience a feel for the atmosphere, as though they're in the midst of a building site.

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## Editing:

We are happy to receive long and short recordings, including raw audio for us to edit the best bits in our own output.

Feel free to get in touch to plan a collaborative piece with Go Construct.

# Thank you

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Any questions?

Get in touch by emailing: [info@goconstruct.org](mailto:info@goconstruct.org)

Using the subject "Go Construct content"

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