PolariStory
A HUMAN INSIGHT COMPANY

Amplify Your Podcast Guide

Share, collaborate and engage | Keep your conversation reaching people.

Your episode does its best work after it goes live. PolariStory publishes every episode across all major podcast platforms and social media channels. When you share, comment and repost alongside PolariStory, the conversation reaches people neither audience could reach alone.

1. Know What PolariStory Publishes

Every episode is released and promoted across the PolariStory network.

Podcast Platforms

Your full episode on Spotify, Apple Podcasts, YouTube and Amazon Music.

Social Media

Episode promotion, short clips, quote graphics and custom graphics designed for your appearance, published across every PolariStory social channel.

Your Guest Page

A permanent page on polaristory.com with your episode, photo, bio, links and any audience giveaway, updated whenever your details change.

Newsletter Feature

A PolariStory newsletter feature that shares the core takeaways from your conversation with subscribers.

2. Understand Why Your Participation Matters

Social platforms show a post to more people when its audience responds. Each like, comment and share from your network signals that the conversation is worth showing. Your audience already trusts you, and when they engage with the episode, PolariStory's audience and yours meet in the same conversation.

Who in your network should hear this episode first?

What do you want them to take away from it?

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Collaborate on Every Post

One post, two audiences. Collaboration puts your episode in front of both at once.

3. Accept Collaboration Invitations

On platforms that support shared posts, such as Instagram and YouTube, PolariStory may invite you to co-author the post about your episode. When you accept, the post appears on both profiles and every like, comment and view adds to one shared conversation.

→ Watch your notifications and email around your release date.

→ Accept the invitation the same day so the post reaches both audiences while it is new.

→ Add your own comment once the post is live to start the conversation.

4. Tag With Intention

Tags connect your post to people who will care about it. When you tag PolariStory, the team joins your comments and boosts the post across its network.

@PolariStory
On LinkedIn, X and Meta.

The Hosts
Rick Meekins and Calley McGehee Herth.

Your Network
Partners, clients or organizations you mention in the episode.

5. Share Your Ideas With PolariStory

You know your audience best. If a moment from the conversation sparks a response, or your audience asks a follow up question, let PolariStory know. The partnership works both ways.

Which moment from your episode do you most want people to see?

Whom will you tag when you share it?

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Share, Comment and Repost

Small actions, repeated often, build lasting reach.

6. Share in Your Own Words

Your audience follows you for your perspective. Start with this sample post and add a sentence about your personal takeaway.

> *I sat down with Rick Meekins and Calley McGehee Herth on [Podcast Name] to talk about [Topic] and why [Key Insight]. Listen to the full conversation on Spotify, Apple Podcasts, YouTube or Amazon Music: [Link]*

7. Comment With Substance

A thoughtful comment does more for a post than a like. Add an insight, a story or a question to PolariStory posts about your episode, and reply to everyone who comments on yours. Two or three sentences that move the conversation forward are enough.

8. Repost With a Point of View

Each clip PolariStory publishes is another chance to reach your network. When you repost, add a line about why the clip matters to your audience so they know why to watch.

Platform Quick Guide	
LinkedIn	Repost with your thoughts and reply to comments during the first day.
Instagram and Facebook	Accept collaboration invitations and share clips to your Stories.
X	Quote the PolariStory post with your key takeaway.
YouTube	Like and comment on the episode, then embed the video on your website.

Draft the personal takeaway you will add to your first post.

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Keep Your Episode Working

Your episode stays live on your guest page and every platform. Use it anywhere someone needs to understand the why behind your work.

9. Use It Everywhere

Email signature	**Introduction emails**	**Client proposals**
Your newsletter	**Speaker kit or media page**	**Your website**

10. Follow a Sharing Rhythm

Steady sharing keeps your episode in front of people long after launch.

Launch day	Post with a clip, your takeaway and your tags. Accept collaboration invitations.
Day three	Answer comments and repost a PolariStory clip with a new quote.
Week one	Share the PolariStory newsletter feature and send the episode to clients.
Week two	Repost a second clip or quote graphic.
Every quarter	Bring it back whenever the topic comes up in your industry.

Your Launch Day Checklist

- [ ] I reviewed my guest page and tested every link.
- [ ] I shared the episode in my own words.
- [ ] I tagged @PolariStory and the hosts.
- [ ] I accepted any collaboration invitations.
- [ ] I commented on and reposted PolariStory posts about my episode.
- [ ] I replied to the comments on my own post.
- [ ] I embedded the episode on my website or media page.

If your bio, links or offerings change, let PolariStory know and your guest page will be updated.

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Amplify Your Podcast

Everything in this guide builds on the promotion PolariStory already provides. The promotional packs in the PolariStory Media Kit add branded content built from your own show, so you have more to share, more often, on your own channels.

11. The Signal Promotional Pack

FOR SOCIAL FEEDS

What you receive
A curated set of social media posts for LinkedIn, X and Meta, including content, creative and vertical video clips of 1 to 3 minutes.

How it expands your reach
Ready-to-post content keeps your episode in professional feeds for weeks after launch and signals your expertise to your own network.

12. The Executive Highlight Reel

FOR YOUR WEBSITE

What you receive
The Signal Promotional Pack plus a widescreen highlight reel of 3 to 5 minutes, edited with custom branding, audio background and stock b-roll.

How it expands your reach
A full-width centerpiece for your website, speaker kit or investor deck that gives people a deeper view of your expertise in a few minutes.

13. The Authority Integrated Bundle

FOR EVERY CHANNEL

What you receive
The Signal Promotional Pack, the Executive Highlight Reel, a promo video featuring your product, service or organization in your episode with access to the video file, and a PolariStory blog feature.

How it expands your reach
Content for every marketing channel, including long-form posts you can share, plus a written feature that keeps working through search.

Which pack fits your goals for this episode, and why?

Ready to expand your reach?

polaristory.com/promote-your-podcast gonorth@polaristory.com