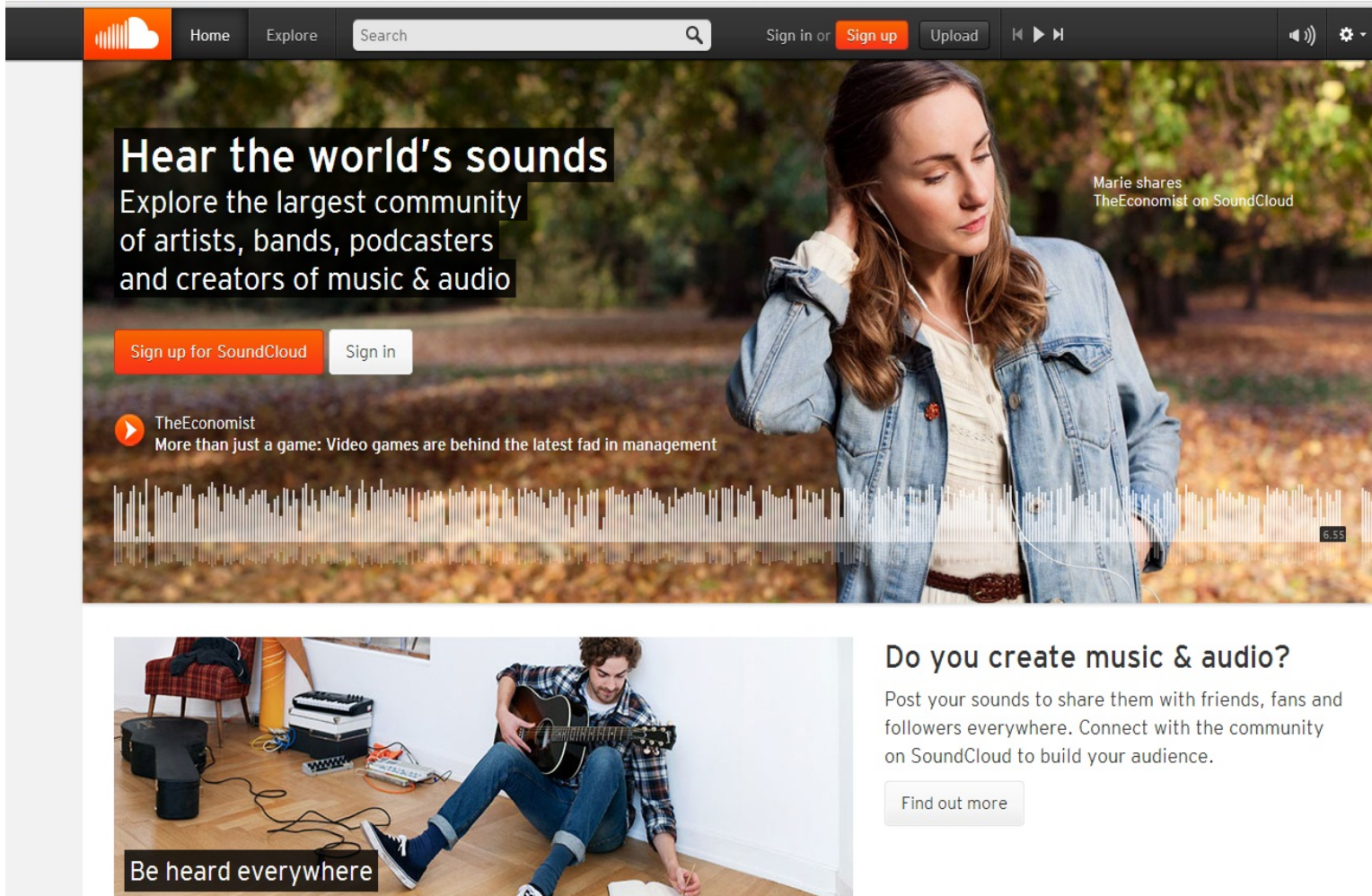


An Introduction to SoundCloud

https://soundcloud.com



The screenshot shows the SoundCloud homepage. At the top is a dark navigation bar with the SoundCloud logo, 'Home', 'Explore', a search bar, 'Sign in or Sign up', 'Upload', and playback controls. The main hero section features a woman in a denim jacket listening to music, with the text 'Hear the world's sounds' and 'Explore the largest community of artists, bands, podcasters and creators of music & audio'. Below this are 'Sign up for SoundCloud' and 'Sign in' buttons. A featured track by 'TheEconomist' is shown with a play button and the title 'More than just a game: Video games are behind the latest fad in management'. A waveform visualization is at the bottom of the hero section. Below the hero section is a section titled 'Do you create music & audio?' with a photo of a man playing a guitar and the text 'Post your sounds to share them with friends, fans and followers everywhere. Connect with the community on SoundCloud to build your audience.' and a 'Find out more' button.

Home Explore Search Sign in or Sign up Upload

Hear the world's sounds

Explore the largest community of artists, bands, podcasters and creators of music & audio

Sign up for SoundCloud Sign in

TheEconomist
More than just a game: Video games are behind the latest fad in management

Marie shares TheEconomist on SoundCloud

Do you create music & audio?

Post your sounds to share them with friends, fans and followers everywhere. Connect with the community on SoundCloud to build your audience.

Find out more

Be heard everywhere



An Introduction to SoundCloud

- What is it?
- When do we use it?
- Why do we use it?
- How do we use it?
- Results
- Tips and tricks
- Q & A



What is SoundCloud?

- The developer considers it like YouTube for Audio
- Hosts music, speeches and more
- More than 200 million unique listeners from around the world
- Free access for listeners
- Free uploads of audio to a point – paid plans available


-Source: USA Today, Jefferson Graham




Used During Emergencies

- SHA uploads recordings made on our smart-phones to SoundCloud through the app. We do this during weather emergencies to provide news to our customers and members of the news media.
- We promote it on the social networks by sharing the link to the audio track.
- Tracks are sharable and available for downloading and embedding. They even play within some social media feeds.
- Listeners can like a track and comment underneath it, too.

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 March 3, 2014 1 p.m. Storm Update



 Write a comment ...



Home

Explore

Search



Sign in or

Sign up

Upload



February 5, 2014 5 a.m. Stor...



February 2014 Storm Updates

15



MarylandStateHighwayAdmin

4 months

February 5, 2014 5 a.m. Storm Update



Write a comment ...

- Like
- Repost
- Add to playlist
- Share
- Download

1,096 | 1



Created with
SoundCloud Android

Report copyright infringement



Follow [MarylandStateHighwayAdmin](#) and others on SoundCloud.

Sign up for SoundCloud

Sign in

- # news
- # weather
- # snow
- # storm
- # SHA
- # highway
- # maryland
- # travel

SHA's Jessica Puchala provides a Storm Update from the Emergency Operations Center in Hanover, Maryland.



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44 | 59

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Recommended

View all



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Walk Smart Public service announ...



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NHTSA Click It or Ticket Public Se...

10



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May 1, 2014 Storm Update

27



Home

Explore

Search



Sign in or

Sign up

Upload



MarylandStateHighwayAdmin

2 months

▶ March 2014 Storm Updates



♥ Like ↻ Repost ↪ Share



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Sign up for SoundCloud Sign in



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This playlist contains 5 tracks, total time: 2.57



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March 25, 2014 3:45 p.m. Storm Update
▶ 317



MarylandStateHighwayAdmin
March 17, 2014 11:45 a.m. Storm Update
▶ 269



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March 17, 2014 8 a.m. Storm Update
▶ 387



MarylandStateHighwayAdmin
March 3, 2014 7 p.m. Storm Update



Used For Safety Campaigns

- To provide Public Service Announcements



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Public Service Announcements

4 months



2:57

Like

Repost

Share



SHA's Holiday Safety Public Service Announcement

▶ 72



NHTSA's Still See Me - Drive Sober Message

▶ 37



What You Don't See- NHTSA Drive Sober Message

▶ 39



Mr. Crab's Halloween safety message

▶ 57



NHTSA Click It or Ticket Public Service Announcement

▶ 10

[View all 6 tracks >](#)



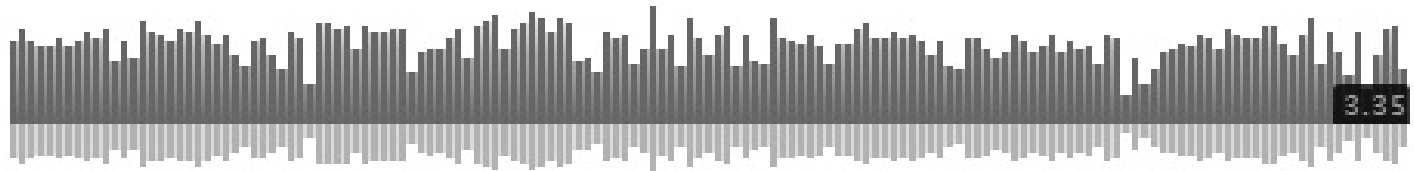
Used For Safety Campaigns



Jim Russ WBAL Radio [t](#) MarylandStateHighwayAdmin
Lori Moser Work Zone Safety Interview on WBAL

2 months

News



▶ 111 | ♥ 5 | [t](#) 2



Jim Russ WBAL Radio [t](#) MarylandStateHighwayAdmin
MD SHA's Melinda Peters Work Zone Safety Interview on WBAL

2 months

News



▶ 122 | ♥ 1 | [t](#) 1



Other Uses

- During controversial interviews – to record and share interviews about controversial subjects so SHA’s messaging is shared in its entirety

MarylandStateHighwayAdmin

▶ Unedited Interview with WTOP at 7:45 a.m



Write a comment ...

Like Repost Add to playlist Share Download

▶ 347



How Do We Use It?

- Write a clear, conversational and short script
- Use the SoundCloud app to record the track
- Edit the audio, if needed, within the app
- Attach a relevant image or generic graphic
- Fill out the title, description & tags
- Upload it to the account
- Visit the uploaded track on the website, edit it to turn on the feature that permits downloads



Results

- More than 27,000 plays this winter!
- Tracks were embedded in online news reports
- Tracks were quoted in numerous publications
- Tracks were available for download and on-air use by radio and television stations
- Tracks were shared with others through links and reposts



Tips & Tricks

- Make a plan first.
- Be consistent with emergency messaging to help manage expectations of all audiences.
- Buying it? Remember that payment is in Euros.
- Paid plans offer some analytics.



Q&A Session



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Maryland State Highway Administration

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<https://soundcloud.com/marylandstatehighwayadmin>