

How To Create An Episode Highlights Section In Your Podcast Companion Newsletter

Creating an episode highlights section of your companion newsletter is a great way to provide quick links to highly valuable segments from your podcast. This process involves uploading a recording of your podcast episode to YouTube to link to specific timestamps.

Here's a walkthrough of how to do this:

Step 1: Upload your podcast episode to YouTube

You'll need to upload a recording of your podcast to YouTube in order to create links to timestamps.

Step 2: Create timestamps for the different sections of your video

In the video description, write the timestamps of when a new section begins in your episode. These timestamps need to be in a specific format in order to create links in your YouTube video.

The format needs to be: [Timestamp] [Timestamp title]

The timestamps also need to be in sequential order with each timestamp on its own line. For example:

0:00 Intro
1:00 Topic 1
2:00 Topic 2
Etc...

Here's an example from a [Marketing CTA video](#). Open the description and scroll down to "Key moments in the conversation" to see the timestamps that are linked to specific moments in the video.

Note how each timestamp title describes what will be covered in that section.

Step 3: Post the video to YouTube

Once you've created all of your timestamps, post the video. The timestamps should now be links. You'll be able to click the timestamp number in the video's description and be taken to that specific time in the video.

The YouTube video timeline will also be divided into chapters based on your timestamps.

Step 4: Copy the timestamps into your newsletter

Now that the timestamps are created, copy and paste them into an episode highlights section of your newsletter. In Curated, you can use this template as a Text Item for your timestamps:

```
>**0:00 [Timestamp Title / Description](link to timestamp)**  
>**0:00 [Timestamp Title / Description](link to timestamp)**  
>**0:00 [Timestamp Title / Description](link to timestamp)**
```

Be sure to place each timestamp on its own line to keep things clean.

Step 5: Link each timestamp in your newsletter

Each timestamp in your newsletter will need a link to the corresponding timestamp on the YouTube video.

Here's the easiest way to do this:

- Go to the published video's description
- Right click on the link for the first timestamp
- Copy the link address
- Go to the first timestamp in your newsletter
- Paste the link address on the corresponding timestamp text in your newsletter
- Repeat for each timestamp

Once you follow these steps, you'll have an episode highlights section in your newsletter. To see what a final episode highlights section can look like, go to [this link](#) and scroll down to "Key moments in the conversation (links go to YouTube)"

If you have any questions, let me know at support@curated.co