

Use SoundCloud to promote your show on edfringe.com

The SoundCloud tool on edfringe.com allows you to add audio to your show listing, from a song or an excerpt of your show, to podcasts and interviews with cast and crew.

Upload recordings that you already have, or record new sounds on the go, and then share them via Facebook and Twitter to reach an even wider audience.

Any audio clips you attach to your show listing on edfringe.com will be reposted to SoundCloud.com/edfringe. Please contact participants@edfringe.com if you do not want your clips reposted

Follow this interactive step-by-step guide to get started.



Step 1a

To add audio to your show listing on edfringe.com you will need to be registered as the Primary Show Contact for your show, and logged into edfringe.com with the email address provided in the Show Registration Form.

[Click here if you are not the Primary Contact >>](#)

Step 1 b

If you are not currently listed as the Primary Show Contact in the registration form or did not register directly with the Society, you can obtain permission to upload audio in either of the following ways:

- Contact the person or venue who completed the Show Registration Form for your show and ask them to amend the details in the Show Registration Form to set you as the Primary Show Contact so you can upload the audio. Once this is completed, the new permission enabling you to add SoundCloud audio will be added to your account within 24 hours.

Or

- Contact Participant Services at participants@edfringe.com and request permission to add audio clips to your show. Please be certain to indicate your email address, the name of the show(s) and your role within the company.

Step 2

Content Guidelines

Please note uploaded content should be suitable for a universal audience. If content is reported to the Fringe Society as being inappropriate the Fringe Society has the right to remove the audio or ask for it to be amended.

Copyright

Before uploading any audio to your show pages, please refer to <http://soundcloud.com/pages/copyright>.

Step 3

Log in to edfringe.com and select **My Account**.

Select **Add SoundCloud to your shows**.

Note: If you don't see this menu option, it means that your account does not have the necessary permissions to upload sounds.



Step 4

The screenshot shows the Fringe website interface. At the top, there's a navigation bar with 'home', 'my account', 'tickets', and 'shows'. Below that, the 'fringe' logo is displayed along with the text 'Browse the first shows of 2013'. There are search filters for 'show / performance', 'category', 'venue', and 'select date range'. A secondary navigation bar contains links like 'what's on', 'planning your trip', 'about us', 'tickets', 'advertise', 'jobs', 'membership', 'accessibility', 'contact us', 'my account', and 'login'.

The main content area features a purple sidebar with an 'Account' section containing links for 'Edit details', 'Place orders', 'My Shows', 'My Reviews', and 'Add SoundCloud to your shows'. The central focus is the 'Add SoundCloud to your Shows' section, which includes a sub-header, a paragraph of text, a 'SoundCloud' logo, and a green graphic with the text 'ENJOY EVERY SECOND'. Below the graphic is a text input field labeled 'your show name' with a dropdown arrow. A purple arrow points to this field.

On the right side, there's a 'Your basket' section with the text 'Your basket is empty'.

Select a show you would like to add sound to by clicking either the show artwork or title.

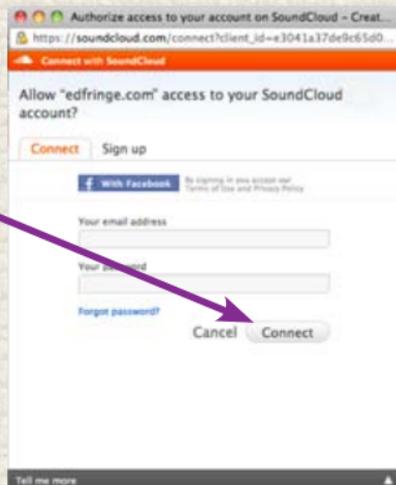
Step 5

Click on **Pick/Upload/Record**
your SoundCloud Track

The screenshot shows a web interface with a purple sidebar on the left containing an 'Account' menu with options: 'Edit details', 'Place an order', 'My Shows', 'My Reviews', and 'Add SoundCloud to your shows'. The main content area is titled 'Add SoundCloud to your Shows' and includes a sub-header 'Edit Show - Your Show Name'. Below this, there is a list of tracks with the text 'SoundCloud Track One: Name specified' and a yellow button labeled 'Pick/Upload/Record your SoundCloud track'. This pattern repeats for tracks Two through Five. At the bottom of the list is a 'Save Changes' button. On the right side of the interface, there is a 'Your basket' section with the text 'Your basket is empty.'

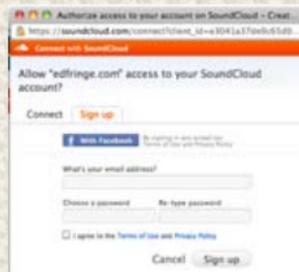
Step 6a

When the pop-up window appears, log in to your SoundCloud account and select **Connect**



Step 6b

If you do not have a SoundCloud account select the **Sign Up** tab and create an account either using Facebook to sign up or by entering an email address and password.



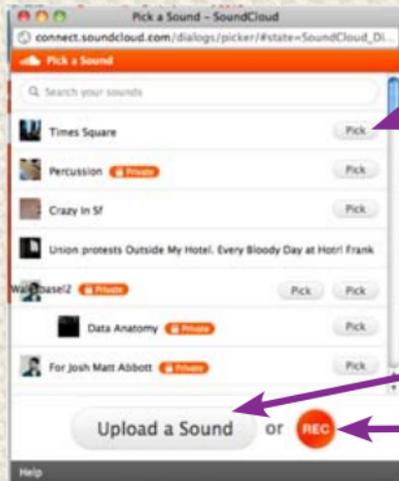
You will receive an email from SoundCloud asking you to confirm your request. Follow the link and sign in to your new SoundCloud account.



Fringe Participants can get a free 12 month upgrade to SoundCloud Pro Unlimited, worth €99/year, by clicking through to <http://soundcloud.com/premium/redeem> and entering the gift code: edfringe2013. To find out about the benefits of a SoundCloud Pro Unlimited account, visit <https://soundcloud.com/pro>.

Step 7a

To add audio to your profile, you will be provided with three options:



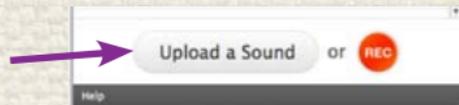
1 If you already have content on your SoundCloud account select an existing audio file by scrolling through your list and clicking the appropriate **Pick** button.

2 Upload a sound [Details >>](#)

3 Record a new sound. [Details >>](#)

Step 7b

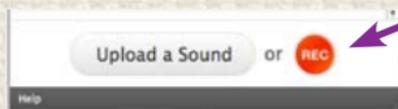
To upload a sound simply select **Upload a Sound**

A screenshot of the "Pick a Sound" dialog box in SoundCloud. The title field contains "Ed Fringe Audio". The description field contains "This is my audio!". There is a small image of a man and an "Upload Image" button. The "Public" radio button is selected. At the bottom, there are "Cancel" and "Upload & Pick" buttons. Two blue arrows point from the text in the list to the "Public" option and the "Upload & Pick" button.

- Select the file you would like to upload and click **open**.
- Add a title, set the sound as **Public** and feel free to add an image and a description.
- Then select **Upload & Pick**.

Step 7c

To record a sound, select **REC.**



You will be asked to allow access to your microphone – click **Allow.**



Recording will start straight away – just click stop when you're done.



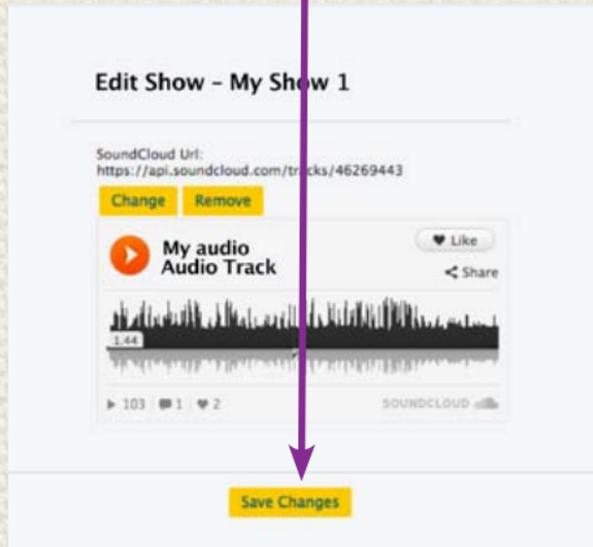
Click play to review your recording or **Upload** to send your file to SoundCloud.

Add a title, set the sound as **Public** and feel free to add an image and description!

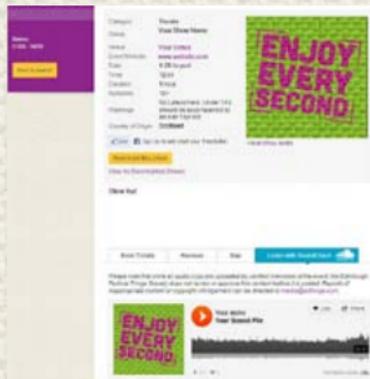


Step 8

Select **Save Changes** to add the sound to your listing.



The audio will be available under the SoundCloud tab on your listing. You can upload up to **five** audio clips per show.



Step 10

Managing, Adding and Removing Comments

SoundCloud allows users to share and comment on audio clips. If you feel that a comment left on your audio clip is inappropriate and wish to remove it, you can do so by logging into SoundCloud at www.soundcloud.com and editing the sound file list of comments. You can also add comments to your audio through the same interface.

With a SoundCloud Pro Unlimited account you can choose whether comments should be public, private or not allowed. Fringe Participants can get a free 12 month upgrade to SoundCloud Pro Unlimited – [find out how here](#).

Share your sounds on Facebook and Twitter

Once you've uploaded your sound to edfringe.com, why not share them with your fans and followers on Facebook and Twitter – just click **share** in your show listing.