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COMM 326: Content Creation for Social Media

Content Examples: Article

April 11th, 2022

***Reintroducing: The Official LEGO Podcasts!***

Experience LEGO in a whole new way by listening to *Our LEGO Stories* and *LEGO Bits N’ Bricks* podcasts!

*Our LEGO Stories* podcast was started in February 2021 and is hostedby Julie Foster, Communications Team Member, and Loren I. Shuster, CPO and Head of Corporate Affairs. In *Our LEGO Stories*, Julie and Loren give insight into how the LEGO Group brings LEGO products to life and shows the positive impact they have on the world. They bring on inventors, other LEGO Group members, members of Adult Fans of LEGO Community and other guests to the podcast.

*Our LEGO Stories* touches on many topics such as building digital relationships, never being too old to play, and how leadership is for everyone. In episode 5, Julie and Loren talk with their guests about how the LEGO Foundation helps autistic children improve their wellbeing, make friends, and work on social communication skills.

The episodes average 20 minutes long and there are seven episodes in season one. Stay tuned for updates on season two!

*LEGO Bits N’ Bricks* is a LEGO video game podcast and was started in December 2020 to celebrate the 25th anniversary of the first LEGO video game to release. The show is helmed by two LEGO enthusiasts; filmmaker and documentarian Ethan Vincent, and journalist Brian Crecente, who has specialized in video game news since 2000.

The podcast has episodes featuring Minecraft, Forza’s collaboration with LEGO, LEGO Harry Potter, and more. Upcoming episodes will include a deep dive into the upcoming LEGO Star Wars: The Skywalker Saga. Episodes run anywhere from half an hour to an hour and a half and release on Wednesdays.

You can listen to Our LEGO Stories and LEGO Bits N’ Bricks on Spotify, Apple Podcasts, Stitcher, Google Podcasts and YouTube!