

The Guide

powered by  allianceleisure

to May Social Media

Awareness Days

All

Stress Awareness Month
Action on Stroke Month
Skin Cancer Awareness Month
The Big Pedal

10th-16th

National
Vegetarian Week
Mental Health Awareness Week

12th

International Nurses
Day

18th-21st

Walk to
School
Week

22nd - 31st

British
Tourism
Week

Top Tips



Clubhouse

101

It's the new platform everyone's talking about, but what exactly **is** Clubhouse, and how do you use it?

What is it?

Clubhouse is a social media app which is based on audio clips. It consists of a huge variety of different 'Chats' which users can jump in and out of, consisting of anything from live music, to lectures and debates, to book clubs.

The company describes itself as:

"a new type of social product based on voice [that] allows people everywhere to talk, tell stories, develop ideas, deepen friendships, and meet interesting new people around the world."



How do you join?

Like its namesake, one of Clubhouse's most iconic USPs is its exclusivity. You can only join the app with an invitation from an existing user. Users currently receive just 1 invite each to dole out, although there is talk that this will be increasing to 2 soon. The app is also currently only available on Apple devices, further increasing its exclusivity.

Who's using it?

Since Clubhouse emerged from Silicon Valley last year, it has picked up a host of celebrities in its following. Its aforementioned exclusivity means that it is still predominantly made up of these VIP members, but the app's popularity and increasing openness may lead to this relaxing over time. One day, us mere mortals may be able to use it!

How do you use it?

After logging on, you are presented with a 'hallway', which lists 'Rooms' that people are currently talking in. You can follow users, Rooms, and Clubs, which are essentially groups of users with the same interest.

You can wander in and out of rooms, listening to what people have to say, following users, Rooms, and Clubs as you go.



How can it be used in marketing?

Given how new the app is, its functions and abilities when it comes to marketing are still being explored. Currently, it can be used to market products/brands in a few different ways, yet new methods are emerging all the time.

- Sponsoring rooms provides a big boost of brand awareness, as well as the ability to steer conversations towards subjects towards your own product/brand. This is also a more structured and honest way to promote your brand specifically than by simply hosting a Room and monopolising it with a sales pitch

- Organic networking is widely used on the app, through which you can generate organic conversations and interest in your product

#trending

Explore the top industry-related topics being searched for on Google

gym reopening



power rack



stationary bicycle



home gym



leisure centre



football



Platform Updates



Dynamic Ads for Streaming Content Producers

This update from Facebook is designed for video streaming brands. Dynamic Ads will allow brands to highlight a selection of content that is personalised to suit each individual viewer, based on their activity on Facebook and Instagram. When a viewer comes across your advertisement on their feed, they can swipe through the advert to see content from your library that appeals to them.



'Rooms' for Instagram Live

One year on from the launch of Instagram Live, the new Rooms feature will allow up to four users to go live together. The new feature will support fundraisers, badges and live shopping.



Twitter to stop cropping photographs in response to backlash

Following on from criticism around Twitter's algorithm-based cropping of image previews, the platform is making changes which will show the entire image as the preview.

Representatives have claimed that Twitter is aiming for a more 'what you see is what you get' approach, and that the platform is running tests for the new algorithm systems. A launch date for the update is yet to be announced.

See you next month!