

PODCAST TRANSCRIPT

Episode 2: Social Audio (Clubhouse)

Date: July 8, 2021

Intro (00:01):

Welcome to the next big, whatever a podcast that discusses the current trends and how it impacts marketing.

Speaker 1 (00:09):

Good morning. And welcome to this week's edition of the next big whatever. Today we have a very special guest with us from the newly rebranded Luquire agency, Clare Riser from our PR department. And Claire, just do a little introduction. Tell us about yourself.

Speaker 2 (00:27):

Hey Lisa, I'm so excited to be here and so excited to represent Luquire today and talk about all things. Digital clubhouse. I am Claire riser and I am a member of the PR team, a small, but mighty team here at Lew choir. And I've been at LGA about two and a half years after spending about six years in DC, working at a couple of different communications agencies. And I work on some of our broader clients like UNC, Charlotte, some nonprofit clients like Levine museum of the new south. And then I do a lot of inter-agency things. So like our racial justice task force and some of these podcasts.

Speaker 1 (00:57):

And we are so excited to have you. And I'm excited to talk about this topic with you. Hey, everyone, we're talking about a new social app. It's called clubhouse. It's only available on apple and iOS phones and it has come online in the past six months and it has pretty much revolutionized at least what I believe revolutionized social media in the form of audio, social media. So Claire, tell us a little bit about why you like clubs.

Speaker 2 (01:29):

I think clubhouse is awesome because it's one of the only apps, you know, where you can listen and talk at the same time, there allows for two way dialogue, which I think is really critical because a lot of times when I'm listening to a podcast, I have so much, I want to say or questions I want to ask and I can't do it immediately, or I have to Google it from my phone. And I think with clubhouse, it's really interesting that you can, you can be connected to creators and brands that you may not have otherwise seen and kind of get their take on things again and have a two-way conversation. And I think it also it's really advantageous for brands because it, you can kind of hear a brand that's on clubhouse and hear their voice. So it kind of humanizes both, both the creators and brands themselves.

Speaker 1 (02:06):

I agree with you a hundred percent. So for those of you listening, who don't know anything about clubhouse, clubhouse is a social app where basically you're able to do is listen in and join on conversations that are happening within the app. And there are a lot of smart people on this app talking and a variety of different rooms where there's a discussion going on, Claire, what are some of your favorites on the app?

Speaker 2 (02:33):

You know, I've been drawn to a lot of kind of unconventional things. So I'm in PR and I do a lot of communication stuff. So with clubhouse, I've actually been excited to sort of spread my wings into some different interests of mine. So I found a lot of the entrepreneurship rooms, really interesting learning how, you know, smaller brands build their businesses, especially in the fitness industry, I'm really into fitness. So I've been listening to a lot of the fitness entrepreneurs. There's a there's room that year of ours, which is a clothing brand like athleisure brand hosts. And they have some of their ambassadors, many of whom are female and entrepreneurs in the fitness space. And I've loved just kind of hearing how they built their brands, how they're moving forward, how they pivoted and COVID-19. And then, you know, there's always the guilty pleasure rooms, like Bravo talking about all my favorite TV shows that I love to listen in on.

Speaker 1 (03:22):

Yeah, for me, I feel the same exact way I listen to a lot of, I would say interests. There is a yoga and meditation room that I've come to really respect and enjoy where they talk about meditation and what that can do for you. And there was another room that I really like, and I it's interesting, but I love the fact that on clubhouse right now, there are a lot of people who are thought leaders in the space. And one of my favorite rooms has got to be the COVID-19 room that happens on Thursday night. And what I love about it is it's scholars from all of the major hospitals in the U S talking about the state of COVID-19 and answering questions from those who are also listening in. And it's really interesting and impactful and there's information in that room being discussed, that, that I feel like I wouldn't even get in the media.

Speaker 2 (04:09):

You say that too, about the COVID room. I do a morning COVID report that goes out to our agency and then it extended clients. And I have actually used that room to just gather information. You know, I go to all the regular news sites and Twitter and try to find the most up-to-date news on all things COVID. But I have definitely stumbled into that room a couple of times to see, you know, is there late breaking news that I'm not seeing on other sites? So we are kindred in that way.

Speaker 1 (04:34):

I love it. There's also, and for me, I mean, I love I'm going to completely geek out here right now. I like star wars and Marvel. There are also rooms where people are discussing the latest TV shows like what's happening on Disney plus with the Marvel series. And I really respect that, but the other cool thing about clubhouse, and this is what I love about it too, is that this morning I listened to right before we did this podcast, a room that was talking about the seven most important digital trends of 2021, and a whole discussion was going on, on how basically to, to use those trends in our everyday work life. And so I completely, I, I love, I love clubhouse. I know you do too. What do you like about it that you think transcends it above just a regular podcast? Cause I've heard a lot of people compare it to it's podcast with interaction. Do you feel that way or do you think of it in a completely different manner?

Speaker 2 (05:30):

Yea, you know, when I think of a clubhouse, I actually think of it more as an incubator of ideas. So, and I don't think of podcasts that way. I think of podcasts as sort of an escape or, you know, a way to just think about things in a different way, but I think, I think what what's so cool about clubhouse is that you're getting together with minds that are so unlike your own, but about subjects that you both may have in common. And I think that, you know, integration can, can spark new ideas, new ways of seeing things. And so that's what like, for me, so even if I'm stumbling into a room that I have a lot of knowledge about, you know, maybe it's the PR space, for instance, I'm constantly inundated with new ways of thinking about things,

Speaker 1 (06:07):

Question for you, Claire, have you ever thought of starting a room?

Speaker 2 (06:12):

I'm a little technologically challenged in some ways. So it took me a really long time to figure out how to like not accidentally end up in someone's room or, or, or like, know how to speak, you know, not know that I need to be led in to speak. So I think I'm almost there. So now that I've gone past like the tech challenges, I'm ready for it. But that's a great idea and you know, you know, I love to talk. So I think, I think you've now sparked something in me. So look out, it could be your new favorite.

Speaker 1 (06:40):

I excited what invite me when you decide to open a room for the very first time, definitely invite me. And for those of you who don't know how this works, you have to be invited right now into the app. And so what ends up happening is is that you, you sign into the app and then somebody who is already on the app has to invite you in. And I read that the creators of clubhouse did it in this manner for two different reasons, one to sort of beta test the app, because if you go into the app you mentioned you were technologically challenged, clarified, but in reality, the app isn't the best in terms of user experience right now and functionality. But what they wanted to do is test the app out, but also create this fear of missing out. So did you feel this fear of missing out when you weren't in the app and people were talking about it?

Speaker 2 (07:32):

Yes. I have intense FOMO about literally everything in my life. And corn has actually been good for that and that I, you know, learned to be okay with just being by myself, but I will say it's not super intuitive. And especially for Amond, I'm, I'm a young person that works, you know, in the communications sort of tech space. And I had a hard time. So I can imagine for people that are trying to join from, you know, different industries, that's probably even harder. I think, I think it makes it a lit. I hear it. I hear them on the FOMO, but I think it makes it hard to organically join for curious people. So I think you can say I've got a room, I've got some invitations, but I have a limited number of invitations, so you gotta get in on it. So in some ways it can be limiting or, or the spread of your ideas can be limiting.

Speaker 1 (08:20):

And I agree with you. I will tell you this for somebody who has been on the app for quite some time, the more you interact with the app, the more invitations you actually receive in order to Dole out to other people. So I will say that they do allow for that, but you're absolutely right when you first joined me up, you're only allowed two invitations. You then have to do things within the app in order to get more invitations. And when the people that you invite into join have to actually come into the app and participate. So there's a little bit of that going on. But I do agree with you, but I will say this when it started coming out in the, what I found in my own search social circle was that everybody wanted into the app. So it was like, who do I know that is already in there? How can I get an invite in? And then now that I'm in the app, I feel as if I'm consistently being asked, please let me in the app. Is that happening with you?

Speaker 2 (09:14):

It was at first, I would say it's kind of died down a little bit now. And it's funny because when I got my invite from a random Facebook group that I'm in, that's like a Facebook fandom for another, a different podcast that I like. And somebody just randomly said, Hey, I've got five Ben bites here, like drop your email. So I don't even know the person and the person doesn't know me, but then it was funny because when I was turned around and people were asking me for invites, like, I, I feel funny that this random person just gave it out to me because I was being very selective on who I wanted to invite in.

Speaker 1 (09:46):

Because you're absolutely right, right. You only have a certain number of insights and you, you can't Dole them out to everyone. So what I found myself doing is saying, Hey, I invited so-and-so in the other day, they probably have invites, you know, hook, you know, reach out to them and see if you could get in the room. I will say this and two clubhouses credit. In the next few months, the invite only atmosphere will be going away and they are making it available to everybody who has an apple phone. It's not available right now on Android. But how do you feel, or do you, do you think that that will change the app in any way?

Speaker 2 (10:23):

I don't think it's going to change like the ethos of it, because I think people that are like religiously using it right now will continue to do so. And I think even more people will jump into it. It's funny because in talking about exclusivity there was an app called dispo that like a month ago I heard about, and it was sort of like an Instagram. It was created by David doebriick. And I felt like the same exact way of like, I got to get it on this. I got to get in on this. And then it totally flopped and I haven't heard a single thing about it in the past month. So, so I feel like clubhouse is not just a fad and I think it has legs. And I think the more people that it can expand to actually the, the greater it's going to get.

Speaker 1 (11:04):

It's Interesting that you say that because I believe too, it's not a bad and that clubhouse will stay. It will be interesting though, because I'm not sure if you've heard this, but Twitter is coming out with their own version of clubhouse. So it'll be interesting to see if people migrate from clubhouse to Twitter, which is a platform that they're already using when that does indeed happen. But tell me a little bit about, like, if you were to look at your social habits, where does clubhouse fit in with Instagram, with tic talk? Like, tell me a little bit about how you, how you're on all of them and what you use each one for.

Speaker 2 (11:39):

Yeah. So, I mean, I am still Instagram all the way in terms of where the majority of my screen time is being spent. And that's just, you know, my, my own social life, especially in COVID when, when I'm pretending that I'm doing fun things, my Instagram and then Tik TOK clubhouse probably falls third, just because, you know, a lot of times I'll listen to clubhouse on, on walks when I'm walking my dog sometimes when I'm doing work. But I have like dedicated time to scrolling through Instagram or scrolling through tic-tac before I go to bed. It's just like part of my unwinding. And I feel like when I'm listening to someone in my ear, it's a little less, it's less unwinding like that, but it's definitely above Facebook, I would say. And Twitter, I feel at feeling off and on relationship with Twitter and kind of what you were saying about Twitter.

Speaker 1 (12:22):

And I'm just kind of go back to that. I think that's really interesting. I did not know they were starting that, but that's a very Twitter move to see that other people are doing something well and then try to do it, but I'll be interested because I feel like not a lot of Twitters moves in, in that way have gone well, like fleets haven't been super popular and that was modeled after IgC stories and Snapchat stories. I think when they were on Periscope that didn't go super well for live streaming. So I'll just be interested to see how that goes.

Speaker 2 (12:50):

And I agree with you. I think that, I think that Twitter saying that they're going to go into this space is, is really interesting and you're absolutely right. A lot of what Twitter has done to increase engagement and use of their platform has not been successful. And I think it's because people look to Twitter right now to do one and really only one thing kind of provide them that, that up-to-date up-to-the-minute news. And that's not what you look for on like an Instagram or even on a clubhouse type of platform, which is why I think that it may not be successful. But it's interesting that they're trying to get into this space. What I think will be even more interesting is if it takes off, because I could see Facebook, Instagram, perhaps also stealing this type of a platform and integrating it into what they're already doing.

Speaker 2 (13:38):

Yeah I mean, and Instagram to be honest has done so much. Right. I remember, I remember specifically it was the 4th of July weekend, like maybe five years ago, four or five years ago. And I was going on a trip to New York and I had a conversation with myself in a cab, like, are you going to do Snapchat stories? Are you going to do Instagram stories? And I, there was right then and there that I cut Snapchat out and I stayed Instagram stories. And, and to me Instagram's just done such a good job of updating, staying up with the times. And I, and I think that I would be really interested to see their, their clubhouse duke because I think they could make it really successful.

Speaker 1 (14:13):

It's funny, even though, so for those of you who can't see Clara and I, we are from two completely different generations, but actually we have the same top three in terms of social media usage. I don't know if that's good or bad Claire, but I will just say Instagram is my tried and true number one. I have a huge passion for that platform. I absolutely love it. Tik TOK is my second favorite and it's because, and I'm going to be completely honest. I scroll through and I want to know what the millennial generation and what gen Z finds really interesting and humorous just because of my career and what I do for a living. But then what I love about clubhouse is the fact that it's, I feel like for me, it's taken, it's taken podcasts almost to that next level. And I did like listening to podcasts, but what I really, really like is sort of that forum where you've got a lot of really smart thought leaders that are talking and the, and how you never know where the conversation is going to end up or go based on what is said and the ability to interject into the conversation while you're in the room.

Speaker 2 (15:18):

It kind of, for me makes these people that I really Revere, like respect more attainable and, and for me to have a conversation with them and that's what I like about it.

Speaker 2 (15:30):

Yeah. And, and as a PR person, I mean, you know, so much of my job is making relationships with people in the media or, you know, influential people. And I think that's where I've really liked clubhouses. And, you know, know the editor of the New York times is not my best friend yet, but I think you're right. Like it makes it so accessible. And it's another way of connecting with people that isn't via, you know, an email inbox that's often saturated a DM that they might not get to. And you're totally right on that.

Speaker 1 (15:59):

And, and what I, where I see this platform eventually ending up and going to be quite honest, if I think it's going to become a very valuable thought leadership platform for brands, what do you think about that?

Speaker 2 (16:10):

I totally agree. And I was thinking about this earlier. I think the key is in the data. I mean, I think if we can nail down who is using this platform, why they are using this platform, you know, what brands are succeeding, what people are succeeding. I think that'll really help its longevity and people will kind of find their niche markets there. And I think, you know, it's so clutch it's so clutch that it went viral when it did, because people are just so hungry in these times for interaction of any sort. And so the fact that it's two way, I mean, I, I think people are going to continue to be hungry. Having had that year of quarantine behind us and, and clubhouse will provide that release

Speaker 1 (16:44):

Completely 100% agree. It's going to be interesting to see this as it unfolds in the next couple of years, I will say this clubhouse, if you do indeed, end up hearing this, please, please, please, please work on your functionality because I, 100% agree with Claire. We could have a better interface to interact with so that the app is way more intuitive. Thank you so much for joining me today. Claire, it's always a pleasure to talk to you. And so this was a blast.

Speaker 2 (17:12):

I will do it any time. This was awesome. Thanks so much.