



15 Clubhouse Best Practices

By Jennifer Henczel

Follow these best practices when using Clubhouse and you are sure to be a hit.

1. **Start with the Goal in Mind.** What do you how to gain from joining? What topics do you want to focus on? Who do you want to connect with? Keeping this focus in the forefront of your mind will ensure you make the most of your time in Clubhouse.
2. **Keep Your Topics Relevant.** Always remember your target audience. You quite possibly could talk about a wide variety of topics, but you want to focus mostly on what's most relevant to your target audience.
3. **Don't Overcomplicate Things.** Joining rooms and hosting your own should be an enjoyable experience for everyone. Try to keep things simple and you'll find your experience is much more rewarding.
4. **Aim for Upper Hierarchy.** Chat rooms have a hierarchy to them. At the top is the room moderator. Next, the speaker. Third in line is friends of the speaker and finally everyone else. The higher up the hierarchy you are, the more you'll get noticed. So be sure to make friends, especially with those you see speaking in a variety of rooms.
5. **Always Add Value.** If you aren't offering value to your audience, you soon will have no audience. Valuable information not only attracts the masses, but it keeps them following you long-term.



6. **Less is Often More.** Whether you're a speaker in your own room or joining the conversation in another, always remember to be clear and concise when speaking. If you can get your point across in two sentences, don't drag it out into ten.
7. **Just Shut Up.** Say what needs to be said, then stop talking. This is especially true if you're in a controversial topic conversation. There's no need to harp on a topic or to try to force people to your way of thinking. You're more likely to alienate yourself if you don't learn to be quiet. If you aggravate people too much, they will avoid joining rooms where you are. Others will stop inviting you to join their rooms. Nobody will join your rooms and then, you'll be out of luck.
8. **Ensure Your Bio is Spot On.** It may be great that you're a champion water skier but that's not relevant if your room topics will be about raising Pomeranians. Include searchable keywords and information at the top of your bio. Include emojis to help break up content like bullet points. While you cannot include links, you can add your usernames for your other social media profiles so they can find you elsewhere.
9. **Plan Each Call.** Have a basic plan for the calls you host. Have notes created for the topic, questions written up for any guests you've invited, key points you want listeners to take away from the call and any links or promotions you want to include.
10. **Use the same profile picture in all your social media accounts.** It will make it easier for people to find you.
11. **Promote Subtly.** While promoting your products is important, be sure you work the promotion into the conversation naturally. Don't try to force it. When it comes naturally, people are more likely to check it out.
12. **Mute Yourself.** If you've been invited on stage, you are automatically taken off mute. Be sure to mute yourself until it's your time to speak.
13. **Quickly Deal with Rude Members.** Quickly take care of rude, negative, or verbally abusive people in your room. If you're worried about how they will react, remember, it's better to lose one follower than to lose your entire audience. Having a co-moderator can help you quickly deal with these unsavory people.
14. **Moderate Successfully.** When you have a group of speakers, call on them in a certain order so you remember who has spoken. This might be going left to right, top to bottom or whatever order you prefer.
15. **Make the Connection.** When speaking, say your name or mention something about your profile picture so people can associate what you are saying with who you are. "This is John, the guy with the mohawk" or "This is Jill with the blue background"

