So, now you’ve got your head around Facebook, Instagram, Twitter, LinkedIn, WhatsApp, Zoom, YouTube, Snapchat and TikTok, it’s time to learn about the new kid on the block, Clubhouse! BUT WAIT, before you disregard this as one thing too many or just the new social media fad, it’s worth taking note of this fantastic opportunity for churches.
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### What is Clubhouse? And why is it different?

Clubhouse is an app and online live audio sharing platform. Imagine a podcast, radio show or conversation happening live that you can tune into. And you can even join the conversation. You can search for friends or celebrities and listen to conversations they're having, and also choose to stream on the platform. Already this app has hit headlines with Elon Musk joining and spending an evening discussing the stock market.

### So why is this different for churches?

This platform is not visually driven. No pictures, no videos - nothing but audio. For most churches the barrier to good social media content is the time and skill it takes to make visually appealing graphics. With Clubhouse, this barrier is gone. If you've got a smartphone and something to say, you're ready.

And we as Christians and churches have something to say. In fact, the vast majority of content created by churches is audio driven, particularly sermons and bible study. There is currently very little UK Christian content on the platform and so there's a huge opportunity to be a significant Christian presence on Clubhouse.

### Some ideas for Clubhouse:

- Stream your sermon on the platform
- Create a virtual house group/bible study in which your congregation contribute and others listen
- Stream a Q&A session with your vicar, opening the room to questions
- Stream your worship band or choir on the platform for people to listen
- Stream morning and evening prayer everyday for people to tune in and contribute to
- Stream reading a bible in a year or other devotional studies
Cool. So where do I sign up?

So, here's the catch. It's still an invite only platform. This means unless someone has texted you with a link, you'll have to wait until it goes public. There's rumours it will go completely public this year and with churches nationally discussing what online church looks like, this could be a real game changer for the future of online church.

How to join Clubhouse

What are the downsides?

The new audio only social media platform - as yet - hasn't considered accessibility and inclusion to the deaf or hard of hearing community. Without captions or scripts the current set-up is very exclusive. It's important to note, this is just the Beta version, and there will be many more updates to come. But with no word on how they will increase inclusion on the platform, this will be an important factor in how churches use Clubhouse in the future.

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