

A person with their arms raised in a celebratory gesture, set against a teal background. The person is wearing a light-colored shirt and has a large afro hairstyle. The image is semi-transparent, allowing the text to be overlaid.

Four Ways to Maximize Clubhouse

THE THREE (i) TOOLBOX

threei
creative communications

OVERVIEW

What is Clubhouse?

What it is:

- Clubhouse is social media app that acts as an audio-only chat room
- You can roam from room to room as a listener, or be called to join the stage to take part in a discussion
- Nothing is recorded, and third-party recording is frowned upon
- If you prefer the authenticity of live conversation and flexibility that podcasts give you to multitask, this may be the platform for you

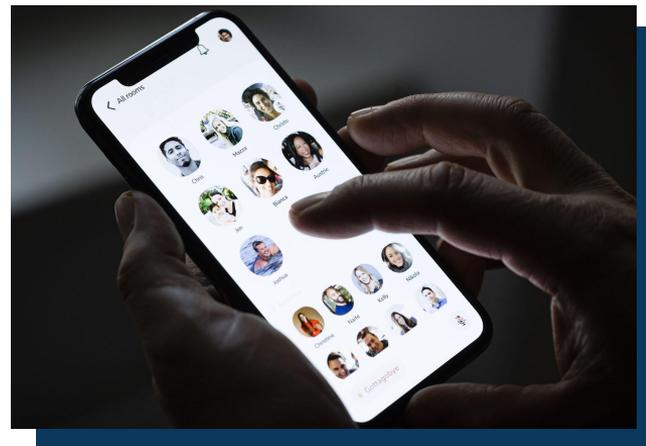


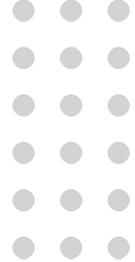
OVERVIEW (CONT.)

What is Clubhouse?

What it isn't:

- Like any social media platform, it is not the only space you should be focused on.
- If your focus is on communicating with the masses, this semi-exclusive invite-only platform may not be the space to do that.
- One big downside is the audio-only platform makes it inaccessible to the deaf community.





01

Making Connections

Networking with influencers is one of the major draws of this platform. You should look for chat rooms that help you make connections with folks in areas where you're looking to build relationships. For example:

- Press relations -- Similar to Twitter, this is a great space to find and be found by journalists and learn more about what pitches may pique their interest.
- Peers and Partners -- Remember the days of in-person weeklong conferences? Think of this space as an impromptu live workshop you can join at any time.
- Political Influencers -- If you ever wanted a meeting with your representative or their staffers but you could never find the right contact, this may be your chance.
- Funders -- Ever thought to yourself, "If I only had five minutes with this philanthropist, I could turn them into a donor?" It may be time to turn that what-if into action.

02

Exposure

This can be an opportunity to help build your brand by hosting a conversation or raising your hand to (literally) make your voice heard.

This is a good place to position yourself as a thought leader or influencer in your area of work simply by being in the same spaces as others who already have that status.

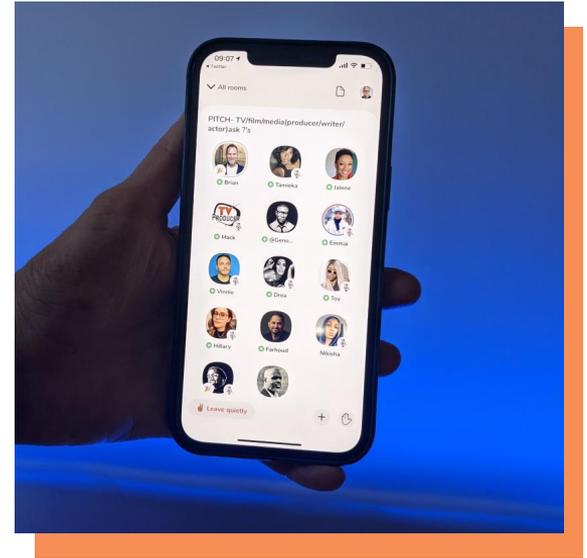
If you ever thought that members of your non profit deserved a seat at the table, Clubhouse can be that ticket to entry.

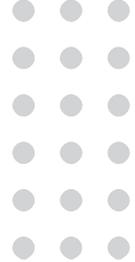


03

Seeking Advice

You can easily find other peer organizations or people with peer roles in this space. But with Clubhouse, you don't have to wait for someone to accept your DM request or cross your fingers and hope for an email-response. You don't have to search high and low for contact information. You can simply join a room and start asking questions, brainstorming, and strategizing with others in your circle.





04

Building Community

The COVID-19 pandemic has made it difficult for us to get together to connect with folks and find spaces to authentically connect. Zoom fatigue is real.

Clubhouse is different because folks can hop in and out at their convenience, so the people who show up are ready to connect. And like any social media platform, you can easily find topics you're interested in learning more about and discussing.

It doesn't have to be all about work either, connecting through similar hobbies and interests is a great way to build authentic connections in a way that feels fun and can lead to the creation of communities that can come together to get things done.

An engagement agency for A better tomorrow

Three(i) Creative Communications is a social-impact marketing agency that helps do-good brands, campaigns and organizations maximize engagement, build community relationships, and craft winning messages to make change. We are a small-but-mighty team of creatives, strategists, thinkers and doers with locations in Memphis, Tennessee and Washington, D.C.

Let's face it, there would be no Batman without Robin or Chuck D without Flava Flav. You need a sidekick that understands your industry, meets measurable goals, and will amplify your impact. Since our founding in 2017, we've helped more than 100 superheroes like you win elections, build their brands, and ignite important conversations.

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