



WELCOME TO THE CLUBHOUSE

PODCAST LOVERS WON'T WANT TO MISS

Clubhouse—if they can get in. The red-hot new social media platform is part podcast, part TV talk show, part AOL chatroom. Launched last year, Clubhouse first gained attention for its exclusivity. The app has an invite-only membership, where each new user gets just two invitations to dole out. (The company, which reports having around 10 million active weekly users, says it plans to eventually open up the platform to a wider audience.)

Like most social media, once logged in, engagement depends on whom you follow

(Oprah or Drake?). New users are prompted to follow friends and select their interests, from biology and weightlifting to karaoke and fashion to psychedelics and fintech. Clubhouse then suggests a schedule of talks, some of which have had unexpected cameos by the likes of Barack Obama and Elon Musk. Or simply hop into a massive nightly political talk show with thousands of audience members, listen in on a theatrical performance, or slip into a more intimate room with just friends. Better yet, have something to say? Schedule and moderate your own forum.