

PR•PELLER .|||. PULSE

THE SOCIALSETTER

# Audio in Social

March 2022

PR•PELLER



# What is Audio In Social Media?

A trend and activation that accelerated with remote living, audio components have been added to social media channels to bolster connections while being cognizant of "screen time." New and existing traditional platforms now allow for short- and long-form conversations in public and private forums where users can lead and join others in virtual rooms. Moving away from visual and text, audio serves as a social media solution to strengthen community togetherness, education, and more.

## WHAT YOU NEED TO KNOW

# Current Landscape Assessment



**At the onset of quarantines and lockdowns**, social channels' focus on audio exploded, providing people with an escape from screen time while still offering the same benefits of traditional social engagement



**Clubhouse led the audio boom**, with Elon Musk and Mark Zuckerberg attending some of the first Rooms, where they discussed the outlook of technology and finance amid the coronavirus pandemic



**Other platforms quickly followed suit**, with Facebook, Twitter, and Reddit all adding audio-focused components to their offerings

# Audio Platforms at a Glance

	NUMBER OF USERS	TIME IN MARKET	STRENGTHS	CHALLENGES
<b>Clubhouse</b>	10M	~2 years; launched March 2020	Attracts high-profile users such as innovators and trailblazers	Additional (and niche) platform in an already crowded field
<b>Twitter Spaces</b>	200M+ daily users (on Twitter overall)	~1 year; launched November 2020	Accessible across mobile and desktop; tweets can be sent in a Space in real time	Accounts must have at least 600 followers to host a Space
<b>Reddit Talks</b>	430M monthly active users (on Reddit overall)	~1 year; launched April 2021	Targeted to followers of specific subreddits, no searching is needed to find relevant topics	Only Reddit moderators (volunteers who monitor comments) can start live talks; must apply through a Google form
<b>Facebook Audio</b>	2.9B monthly active users (on Facebook overall)	~6 months; introduced in June 2021, rolled out globally in October 2021	Creation of rooms lies only verified accounts, reducing irrelevant conversations	Available only on mobile devices



DEEP DIVE:

# Clubhouse



## The need-to-know

**Max. Listeners in One Room:** 8,000

**Max. Speakers in One Room:** No limit, with speakers also acting as moderators

**Most Discussed Topics:** Sales, Social Media, Deep Tech, Startups

**Mobile or Desktop:** Both

**Ability to Record:** Yes

**Engagement:** Users can send direct messages to other listeners in a Room and share the Room as well as 30-second “Clips” to external social channels

**Challenges:** Clubhouse is yet another social media app—people may see audio options on platforms they’re already using as easier to get into

## A meteoric rise

While some people in lockdown were focused on perfecting their sourdough bread or binging Tiger King, others were devoting their time to Clubhouse. In May 2020, the platform had only 1,500 users, while today it’s at over 10 million.

Though the number of “Rooms” being created daily stalled at 300,000 in the summer of 2021, it rebounded to 700,000 by fall of the same year.

Initially invite-only, the platform has since expanded to everyone. In May 2021, the app added Android to its supported platforms, resulting in 10M new downloads in the following 6 weeks.

## OPPORTUNITIES

Clubhouse sees an engaged audience (most users spend between 11 and 22 hours on the platform weekly), with a light focus on healthcare currently.

Brands can tap into this high level of engagement by partnering with relevant KOLs, whether that is focused to HCPs or a blend of multiple perspectives.

DEEP DIVE:

# Twitter Spaces



## The need-to-know

**Max. Listeners in One Room:** 8,000

**Max. Speakers in One Room:** 11, with 3 concurrent hosts

**Most Discussed Topics:** Finance, Cryptocurrency, NFTs, K-pop

**Mobile or Desktop:** Both, although desktop comes with limited functionality

**Ability to Record:** Yes

**Engagement:** Ability to send direct messages to other listeners, react with emojis, and tweet a link to the Space

**Challenges:** Discovery of relevant Spaces can be difficult, and Twitter is still testing the addition of tags to a Space to alleviate this pain point

## And then there were two

The first successor to Clubhouse in the audio kingdom, Twitter Spaces offered users a convenient and more personal alternative to (at the time invite-only) Clubhouse. Home to some of the most active voices in media, Spaces offered an intuitive way for these figures to extend their reach.

Spaces aren't quite as democratic as Clubhouse in that an account must have at least 600 followers to host a Space. If a user follows someone who is currently hosting a Space, they will see an icon at the top of their home screen to let them know.

## OPPORTUNITIES

With Twitter being a key social platform for providers and patients, these voices can easily come together for engaging discussions; Spaces can be scheduled in advance, with users able to sign up for reminders.

Because Twitter is closely tied to larger cultural moments, consider tapping into these trends to connect your Space to evergreen discussions.

DEEP DIVE:

# Reddit Talk



## The need-to-know

**Max. Listeners in One Room:** 1,000+

**Max. Speakers in One Room:** 30

**Most Discussed Topics:** Dependent upon user's following

**Mobile or Desktop:** Both

**Ability to Record:** Yes

**Engagement:** Users can comment with text and emojis

**Challenges:** Still not available to all users currently—only moderators of select subreddits can host a Talk, and must apply via Google form

## Reddit has entered the chat

Reddit is known to house some of the internet's most in-depth and honest conversations, as it provides users a cloak of anonymity to bare all. Though this audience can be resistant to platform changes, the introduction of Talks to select subreddits has proven successful—sessions have seen a 250% increase in daily active listeners.

While Twitter has brought Spaces to the forefront of their platform, its topics likely aren't relevant if the user isn't interested in finance. Talks is a more logical approach, only displaying sessions if a subreddit a user follows is live. If a user visits a subreddit they don't follow that is hosting a Talk, they can still listen in.

## OPPORTUNITIES

As talks has yet to be rolled out universally, there's still much to observe. However, knowing how involved users are on their respective communities, Reddit makes a stronger case than other platforms for brands to get involved with audio.

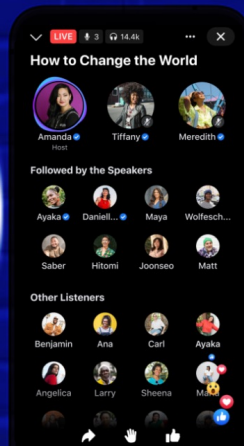
Consider hosting a KOL/HCP-driven Talk for a disease awareness moment, whether on a medical-specific or lifestyle subreddit.

PR•PELLER

DEEP DIVE:

# Facebook Live Audio

LIVE



## The need-to-know

**Max. Listeners in One Room:** No limit

**Max. Speakers in One Room:** 50

**Most Discussed Topics:** Dependent upon user's group memberships

**Mobile or Desktop:** Mobile only (desktop is currently in testing)

**Ability to Record:** Yes

**Engagement:** Lighter compared to Reddit and Twitter—users can purchase “Stars” to send to speakers as well as share the room via Newsfeed post

**Challenges:** Being the newest audio platform on the list, it may be more susceptible to platform bugs and initial kinks to work out

## Meta throws its hat in the ring

Not to be left out, Facebook unveiled live audio rooms in June 2021, further diversifying the audio-social space.

Only verified public figures or group admins can create a room; public groups allow any Facebook user to listen, while private groups restrict access to members.

Unlike other social platforms, Facebook allows hosts to select a fundraiser to support throughout the conversation, where listeners and speakers can donate directly.

## OPPORTUNITIES

As one of Facebook's audio restrictions is having to come from a verified figure, it's only logical to engage a high-profile account to partner with qualified KOLs to host a room.

With Facebook's unique fundraising components, brands can spotlight an advocacy organization for further awareness.

On the horizon: Facebook is also rolling out “Soundbites” to select creators, comparable to audio-only Instagram Reels.

PROPELLER





## NEXT STEPS

**While audio has yet to be tapped to a large scale for healthcare social activations, that doesn't mean healthcare brands should shy away from it!**

# 1

When thinking about an audio platform, start with your objectives.

Are you most interested in high reach? Consider Facebook or Twitter.

Do you want an engaged audience elevating expertise? Clubhouse or Reddit may be your spots.

# 2

There are countless relevant plays for healthcare in audio—it's an exciting medium to connect in informal and fun conversations with a new form of social influencers.

Disease awareness and advocacy opportunities are likely a more feasible way in than branded and can foster goodwill in a manner traditional social capabilities cannot.

Thank You