



Clubhouse is an exclusive (currently) audio-only app. Potentially a brand-new type of social media, it is all about using your audio to speak to others on a public stage. Private groups are not available here and you can only gain access via an invite from a current user, who only have two invites to give out. It is also only available on Apple Devices currently.

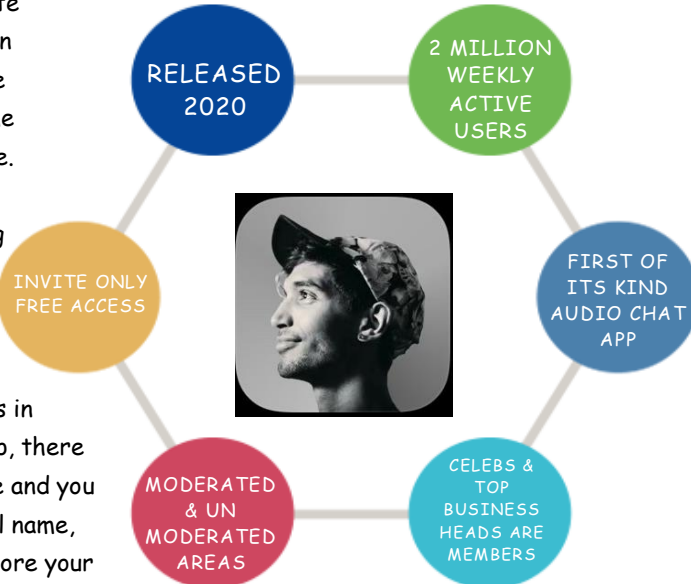
Why do I need to know about Clubhouse?

1. Financially extremely well backed and valued extremely high.
2. The world's leading celebrities, entrepreneurs, business heads are all on the app
3. The idea of a new style social media app has the high potential of catching on just like TikTok has.

The app is exclusive, invite only but it will not remain this way, very likely. We expect the app to become open to join in the future.

This will likely mean underage users creating accounts and getting access.

Security still looks in development on the app, there are settings you can use and you must use your full real name, which is moderated before your account is accepted.



Unlike most other Social Media apps, they have not conformed to the blanket age rating of 13, and they've decided currently on an age rating of 18+ to protect their community.



Clubhouse



Positive Points

1. The app insists and vets all accounts created, that real names are used. Although officially verifying this is impossible, this will stop a lot of fake accounts being created.
2. Users are almost always positive it seems in the groups we have been in, and reviews from others.
3. You can meet like-minded people with similar interests through the app.



Negative Points

1. Because the app is aimed solely at adults, it appears there is almost a comfort barrier on the sexual content and language used in certain purpose-built groups.
2. Generally, the groups created are moderated by the group owners, so it's hit and miss in terms of your experience on the effectiveness of the moderation.
3. Fundamentally the app is designed on the principle of meeting and talking to complete strangers.



Parent Opinion: *Mother of 13- & 15-year-old*

My children don't use it, there are quite a few mum groups of here and it feels quite comfortable to use. People get up "on a stage" so to speak in a group and talk about things that interest them, they then get usually really positive feedback on what they have spoken about.

