**Why and How to Establish Your Brand on Clubhouse**

Audio social app Clubhouse now has 2 million weekly active users and Traction's Adam Kleinberg explains how brands can get in early to establish a presence on the hyped social platform. Kleinberg describes how brands can start conversations that will engage the app's "large room" and "small room" cultures and warns that authenticity is prized among its audience above all else.

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[*https://www.adweek.com/media/brands-should-and-will-love-clubhouse/*](https://www.adweek.com/media/brands-should-and-will-love-clubhouse/)