

Social media platforms are pressing on with social audio as they compete for creators

Article

The news: Major social media platforms like **Twitter** and **Facebook** are still rolling out social audio features as part of social media's push into the creator economy, even as perceived

interest in the medium is fading, per Social Media Today.

- On October 11, both platforms made separate live audio announcements:
- Facebook has made live audio rooms available to “public figures and creators” globally, and it added a dedicated hub for social audio under its “Watch” tab.
- Twitter announced a broader rollout of its “Spaces” tab, which will help users more easily discover audio rooms in progress.

Why it's happening: As interest in social audio has dropped off, its future might be as a supplementary feature rather than a discrete platform.

- Social audio platforms that were framed as competitors to Clubhouse have either slid out of the discourse or been scooped up: In March, **Spotify acquired Betty Labs**, owner of sports live audio platform **Locker Room**.

Furthermore: Many of the most prominent social audio features launched by major social media companies are centered around creators.

- Twitter has enabled creators to **monetize live audio** with **Ticketed Spaces**, and Spotify has launched several live audio tools, including social audio app **Greenroom**.

Don't forget: Clubhouse is still in the mix—and it's pressing forward.

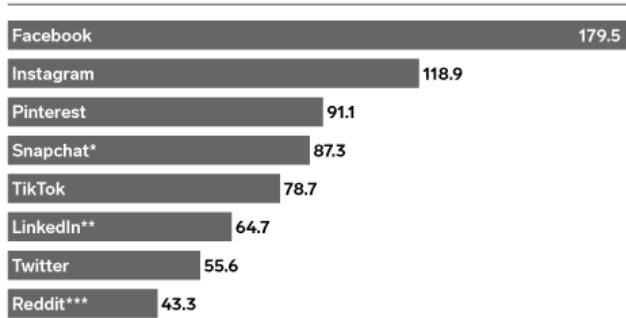
- In August, the company announced that it averages 700,000 “rooms” per day.
- But that number pales in comparison to the **55.6 million** Twitter users or **179.5 million** Facebook users who now have access to social audio within the apps they already use.

Why it's worth watching: Many of the social media platforms launching live audio features have a larger built-in audience than the platforms that ignited the trend.

- As social audio becomes less about building a platform and more about supplementing existing strategies, the progenitors of the medium may get absorbed by larger competitors.

US Social Network Users, by Platform, 2021

millions



Note: internet users of any age who access their account via any device at least once per month; *mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month; **internet users ages 18+ who access their LinkedIn account via any device at least once per month; ***logged-in users
Source: eMarketer, April 2021

266076

eMarketer | InsiderIntelligence.com