TAKE3

HOW TO RUN A LIVE X SPACE

WHAT IS A LIVE X SPACE?

A live X space is a live audio broadcast from X (formerly Twitter) in which your followers and other audiences can tune into, to listen. You can have up to 2x co-hosts, and 10 speakers on a live space.

WHY DO WE RUN LIVE X SPACES?
WHY WOULD WE RECOMMEND THEM FOR OUR CLIENTS?

Impressions and Engagement
Live X spaces are great for driving impressions and engagements, especially for the hosting account. Social media growth is usually a byproduct of running spaces where you collaborate with other businesses/people.

Community Growth
Showing up for your community with live X spaces can help your community grow stronger, and grow in numnbers. Nothing beats live, unfiltered interaction!

Announceable
You might like to use an X space to make a grand announcement or to launch something special. This can create a lot of hype and support other marketing metrics in a launch campaign.

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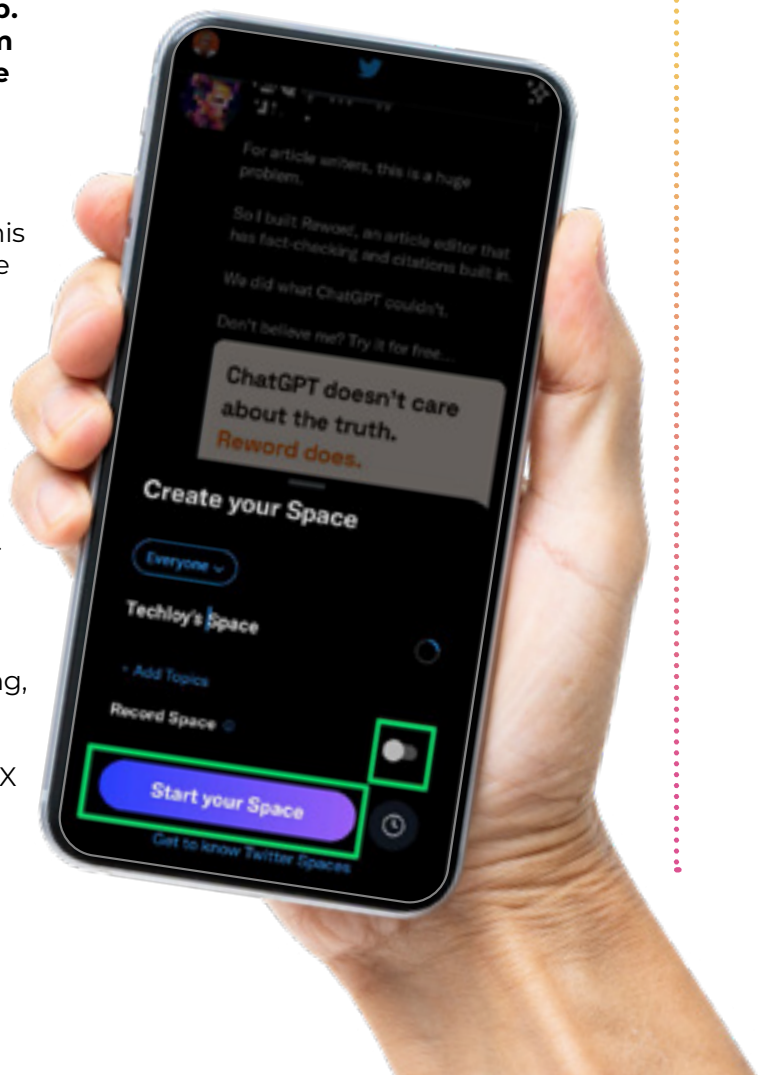
HOW TO CREATE A X SPACE

Firstly, you need to know you cannot schedule or run spacesfrom your desktop. You can only do this from the Mobile Appon iPhone or Android.

You begin by clicking on the ‘create’ icon, and selecting‘Create a Space’. This will open up the set up page for aspace (see right). You can choose to pre-schedule yourspace for a later date here, set the topic and theme, andchoose whether you want to record the space or not.

Once you have created your space, it will issue you a link toshare your space on X or elsewhere on socials.
I recommend pre-scheduling, so you have time to organisespeakers and co-hosts, and promote the live X space withyour audience.
How to create a X Space



PREPARING FOR A LIVE X SPACE

AGENDA

You may like to create an agenda for your speakers to follow along with.

CO-HOSTS

Choosing co-hosts with bigger followings and engagements is ideal for helping your space reach more people online when live.

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HOSTING THE LIVE SPACE

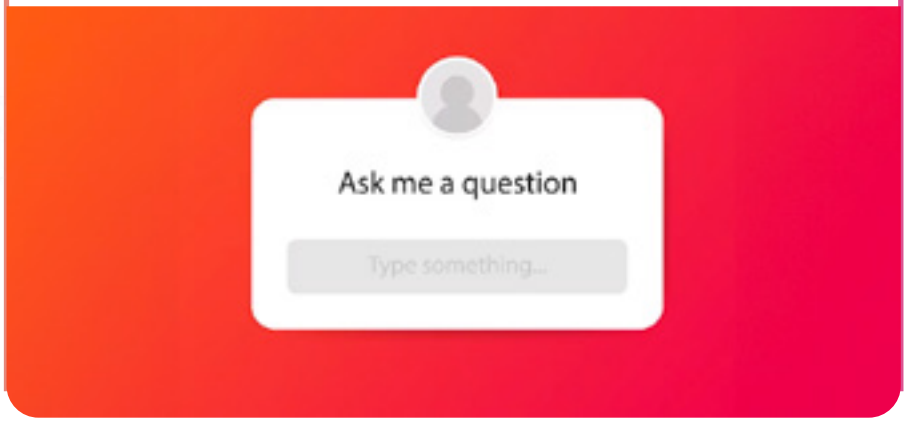
As the host, your job is to steer the conversation, keep people (and your speakers) actively engaged, and manage the logistics of the space. You can control who comes up onto the stage, who is a speaker, and who is a co-host. This requires a level of multitasking, and remember that you cannot host from your desktop - only mobile. I recommend turning your phone on Do Not Disturb to avoid interruptions.

AMA: ASK ME ANYTHING

Often, a live X Space is called an 'AMA'. This means you're opening your space up for theaudience to ask the speakers or co-hosts questions. Not all live spaces are AMA's, it isrecommended you specify if you will open up the floor for questions at any point during the livespace. If you do want to allow for questions, and if your speakers are prepared to answer, you can dothis 1 of 2 ways.

You may ask the audience to leave their questions on the comment thread, as each space hasits own comment thread/ feed. You could then read the questions to the relevant speaker.

Or, you might invite an audience member up on stage as a temporary speaker. This can be risky,as you don't always know who you're inviting onto the stage or what they might say, so do thiswith discretion, especially if hosting for clients. Audience listeners cannot unmute themselves,but speakers can - once someone has been made a



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ENDING THE SPACE

When it’s time to end the live space, you can thank the speakers, thank the audience, you might even like to close with a CTA by inviting your audience to follow you on socials or engage in some kind of competition. After your final goodbye’s, you can press ‘End Space’ on your mobile and it will close the space. If you opted in to record the space, it will automatically repost to your X/Twitter feed.

11:29
Your Space
+3
Jess's Space
+102
Vera's Space
Rigby @catsrule92 · 1m
I had to re-watch that episode. I still can't believe the ending
Watch party, let's go
Vera
Host
Maria
Speaker
Silvie
Speaker
Jaco J.
Speaker
Kian
Listener
Rigby
Listener
paulo c.
Listener
+98
people
Your mic will be off to start
Start listening