



# Hosting a X (Twitter) Space – A Practical Guide

The purpose of this guide is to assist global health professionals, like yourselves, with planning and hosting your first X(Twitter) Space, a virtual public event. An X Space gives you the opportunity to host a conversation with either the people that currently follow you on X and new people interested in the topic.

This guide will help you to select an engaging topic, identify the team members you would need, how to schedule an X Space and the steps involved in hosting a Space.

*This guide should be used and read ahead of hosting your Space.*

chembe

COLLABORATIVE

[chembecollaborative.org](https://chembecollaborative.org)



## I. INTRODUCTION - WHAT ARE “X SPACES”?

- X Spaces is an audio streaming feature on the X app which allows users to have live conversations on the platform.
- What makes a X Space unique is that it is an audio chat room where anyone can host or join these conversations as its open to the Public. Although there are guests and a set topic, it's different from a podcast because anyone can join the conversation and participate in the conversation.
- Spaces are meant to be free-flowing organic conversations that are not overly produced.
- Numerous Spaces being hosted at the same time so, people can jump in and out of different ones as they please.
- The goal of a Space is to have a free-flowing dialogue between guests and listeners which is not scripted or overly produced but rather organic and unexpected.

## II. STEP 1: PREPARING FOR YOUR X SPACE

### Topic & Guests - How to select a topic for your Space?

- o Topics with traction: This can be identified by the topics that people choose to engage with on your Twitter or Instagram account (i.e., sharing a post or commenting on it).
- o Ask for participation: Ask your followers to answer a poll or ask them directly what they would like to hear more of. Spaces can be used as a valuable tool to further discussion and show your audience that you are listening to them.
- o Mix up perspectives: Invite guests from different backgrounds, perspectives, and experiences for more compelling conversations. Its best to have at least 3 guests who can help foster a lively discussion.
- o Open ended questions: Prepare a list of open-ended questions which can be used to guide the conversation and lead guests to next point of discussion.

### Team to Implement - What team members are needed?

- o 1x Host: Responsible for introducing the topic and kicking off the conversation with thought-provoking questions. It is important that a host prepares well for their Spaces and is well versed on the topic and the guest's backgrounds such that they can “fill in the blanks” when needed.
- o 1x MC: Responsible for guiding the conversation, stating the community guideline, and moderating the conversation (i.e., no hateful commentary).
- o 1x – Co-host: To help with admin during your Spaces by reviewing listener profiles before they speak, accepting listeners requests to speak, removing or blocking people if necessary and posting text comments.

### Scheduling - How and when to schedule your space

- o Space can be scheduled up to 30 days in advance and hosts can have up to 10 scheduled Spaces at a time.

- o Spaces are public, and people can set reminders to be notified when a scheduled Space begins.
- o The time zone in which you schedule your Spaces should be determined by who your target audience is.
- o Attendance tends to be the highest when a space is hosted in the evening on a weekday.
- o Find guests who can meet within that evening slot, even if they are in a different time zone.
- o Spaces should ideally be 40 mins in length, maximum 1 hour.

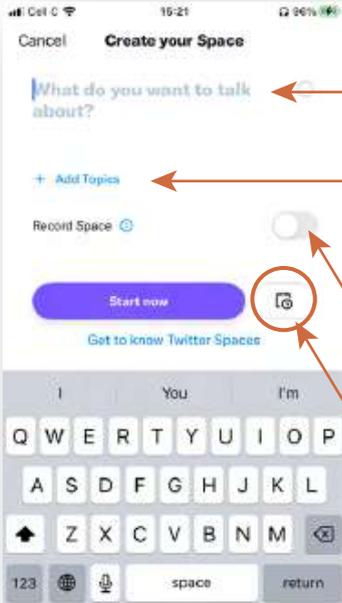
## CREATE YOUR X SPACE

Open the X app (on your mobile) and tap on the blue plus icon (  ), then click the purple Spaces button (  ).

**1.**



**2.**



Enter Space name here

Add topics so that the public can find your Space

To record Space

To schedule Space

### Promote - How can you promote your upcoming space?

- o Post about Spaces on your social media channels and invite listeners to join.
- o Send out email newsletter to your contacts and invite them to join and share invite with others.
- o Ask guests to share about the upcoming Space in their networks (social media, emails, organizational newsletters).

### Share your X Space

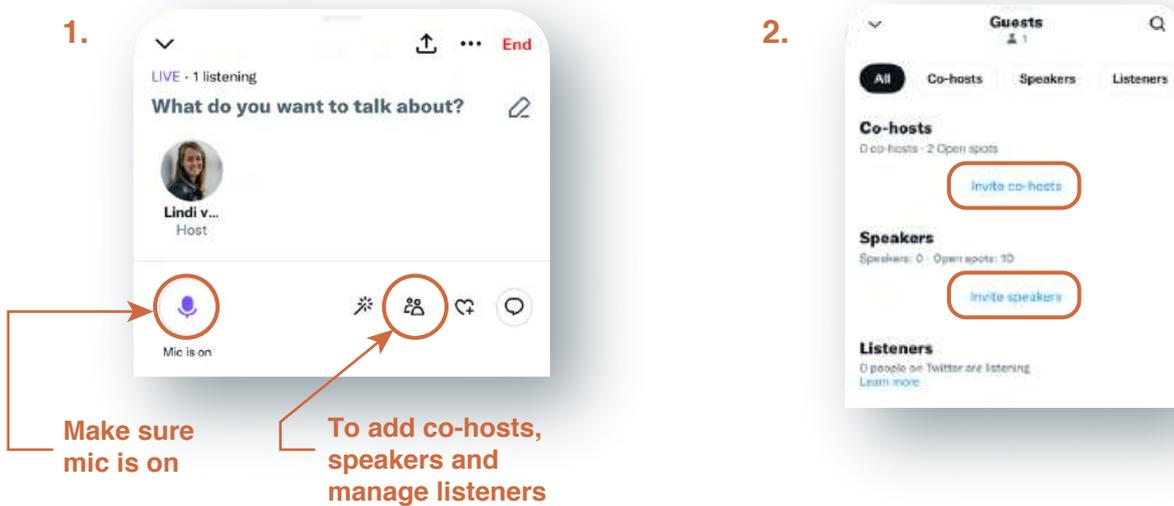
Once your Space has been created, you can share your event to raise awareness around it. A prompt will appear for you to share your Space with others. There are 3 ways to share your Space:



- o Send a direct message to other X users
- o Copy the link and share it via email, on other social media platforms or on external websites.
- o Share the space directly to any connected app, like X, LinkedIn, or Facebook.

### III. STEP 2: HOSTING YOUR X SPACE

- Starting your space: Hosts and co-hosts need to have access to the X App on their mobile phones. When a X Space is live, people are automatically notified when someone they follow is hosting a Space or a speaker in one.
- Up to 10 speakers at a time: You can add or remove them throughout the live stream as necessary.



#### Tips for engagement -What is needed to help create a free-flowing conversation?

- o Prepare some questions but let conversation flow naturally, it should not be overly produced.
- o Prior to spaces ask listeners to send in questions via tweet using a specific hashtag. Then, host a quick Q&A session with guests answering listener questions.
- o Throughout spaces, invite listeners to participate by posing a range of questions from easy to more complex.

#### Moderation - How to moderate people’s comments

##### Community guideline:

It is advisable to have a set of guidelines which are put in place before the discussion is started to ensure that no inappropriate questions or comments are made – make this explicit from the start.



**Example of a community guideline:**

“No hateful comments will not be tolerated, and this is about respectful discussion. Hosts and co-hosts reserve the right to remove guests at any time as well as mute them.”

**Remove or block unwanted people:**

Spaces are open to the public so, you never know who will say what. If needed, you can go to your guestlist on your Spaces and select the listener you wish to remove or block. Blocked listeners will also be unable to join any future Spaces that you may host.



Click on individual listener and then select remove or block

**IV. STEP 3: WRAPPING UP YOUR X SPACE**

**How to make the most of your Space?**

**Content repurposing:** It’s likely that a lot of valuable content will come from your Spaces. Record your Spaces and either post it directly as is on social media, post clips of it on social media or convert it into a podcast episode.

**How to learn from your Space?**

**Review analytics:** After your Spaces has ended, you will be able to see the number of listeners who tuned in, the number of people who joined and stayed in your Space (“Live Listeners”) and the number of times your recording has been replayed (if your Space was recorded). Note: recorded Spaces are available for public playback for 30 days after the Space has ended.

*For Step-by-Step Instructions, see this guide below:*

[A. Sonnenberg. Twitter Spaces: Your Complete Guide to Getting Started.](#)