



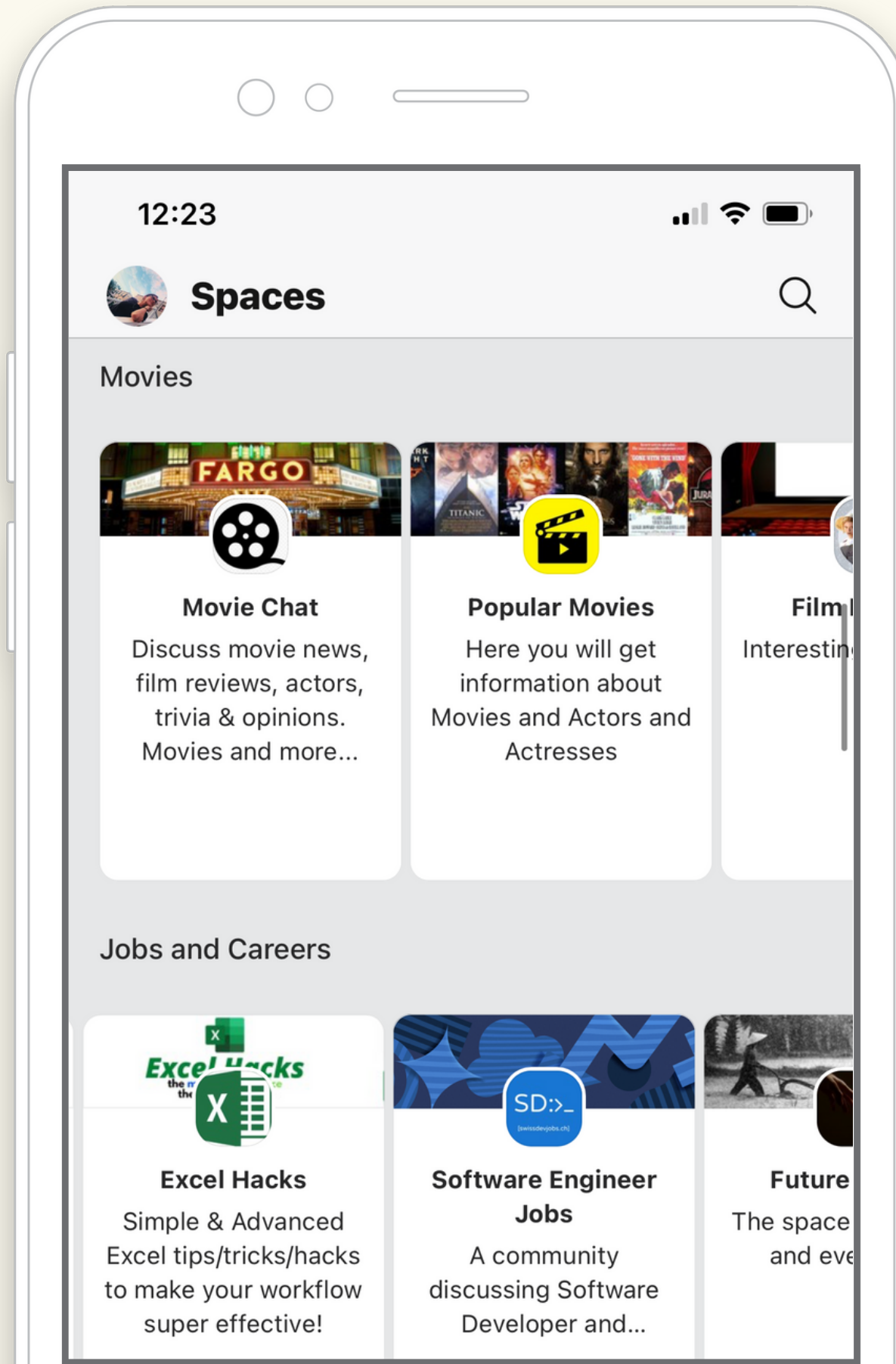
Quora Spaces:

Getting Started Guide

Quora

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Introduction

Welcome to Quora Spaces, a product that allows creators, writers, and experts to build a dedicated community on Quora.

As a Quora Space owner or contributor, you can:

- Create entertaining and/or informative experiences for followers
- Find inspiration for your writing within Quora's vast question base
- Collaborate with others to create and share engaging content around a particular subject
- Grow upon your existing following by expanding your reach to Quora users
- Increase engagement with your business
- Explore content and Quora Space monetization

Whichever motivation leads you to launch a Quora Space, you can use this resource for steps, tips, and guidelines to create the best possible Space experience for you, your followers, and the Quora community.

For basic Quora Spaces FAQs, [click here](#).

Space Setup

How do I create a Space?

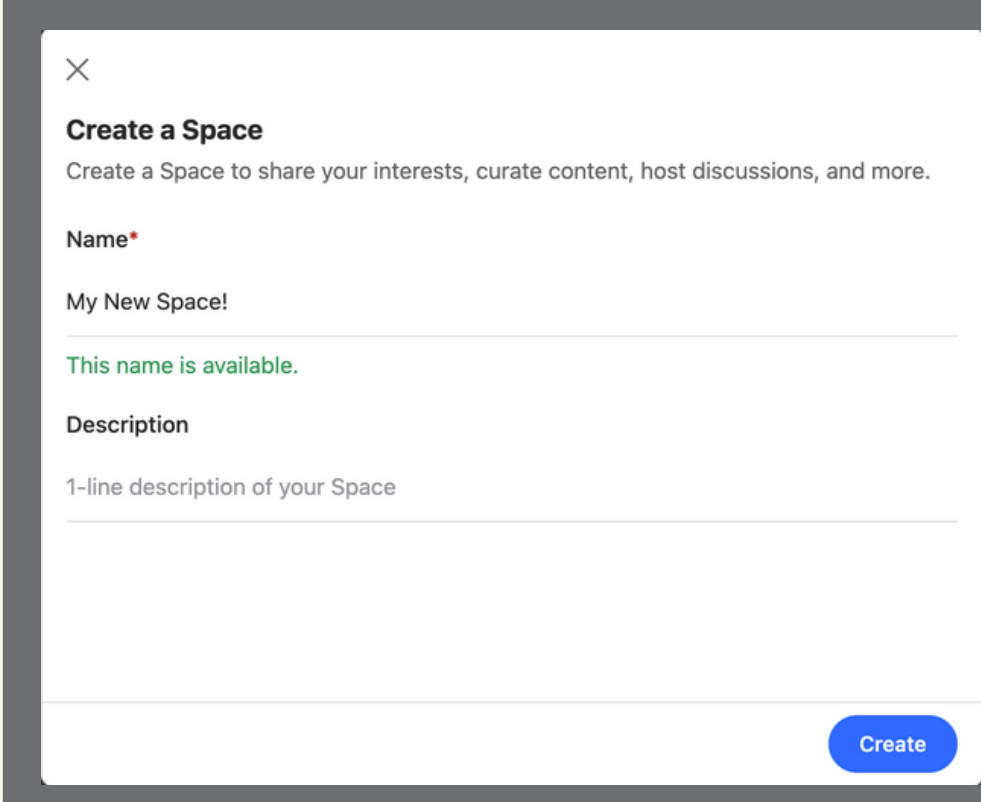
To create your Quora Space, follow these steps to get started:

1. Create a [Quora](#) account, if you don't have one already.
2. On the home page, click "+ Create Space" at the top left of your screen.
3. Set up your Space, following the tips below to optimize your Space's settings.

Space Name

Your Space's name (50 characters maximum) should be a short, punchy, and accurate title for the content you're sharing inside. It may appear as a "Space to Follow" on others' feeds, so we recommend a name that will draw interest from your target reader, even if they're not already familiar with you or your content.

Tip: When choosing your Space's name, take a look at what [other Spaces](#) exist in your category (searching by keyword), and consider how you'll make your footprint unique.



×

Create a Space
Create a Space to share your interests, curate content, host discussions, and more.

Name*
My New Space!
This name is available.

Description
1-line description of your Space

Create

Some other helpful information about Space names:

- Space names are all unique and cannot be duplicated by another Space.
- By default, your Space's name will also become your Space's URL. For example, the Space called "Book Club" will own the URL for "bookclub.quora.com." Both your Space's name and URL will be customizable and editable later, though it's best to finalize your URL early in the setup to ensure all links to your Space elsewhere stay up to date.
- Quora allows Space name changes once every 3 months, which allows you to update and evolve your Space if you choose to do so.

Space Setup

Space Description

Limited to 80 characters, this short description will appear under your Space's name on its landing page and in Discover feeds, introducing visitors to the content and purpose of your Space. It's a good opportunity to set the tone for the sort of experience a follower will have on your Space.

Tip: Organically include common keywords related to your Space in this area to optimize for discovery and distribution.

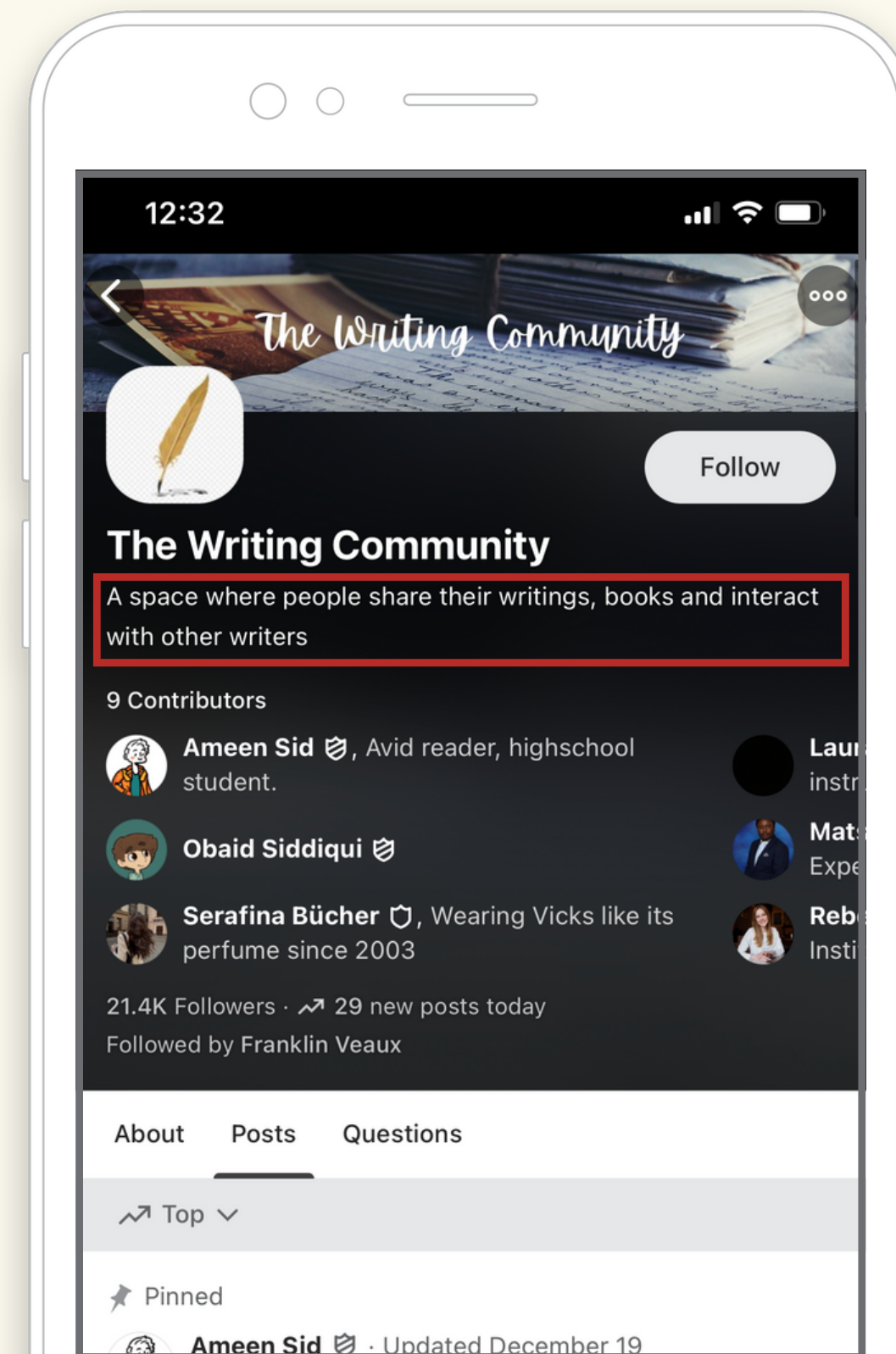
Space Details

The Details section of your Quora Space is optional and allows you to go into more detail about yourself, the content to expect from your Space, and set any ground rules for followers (for example, whether or not your Space accepts submissions or is open to accepting additional contributors). The details will appear on the right column of your Quora Space when viewed on a desktop.

You can also include links and images in this section if you'd like, including your personal or company website.

Tip: Don't be afraid to write as much or as little as you'd like in your Details section. Some successful Quora Spaces keep it concise, while others go into greater detail here.

Space description



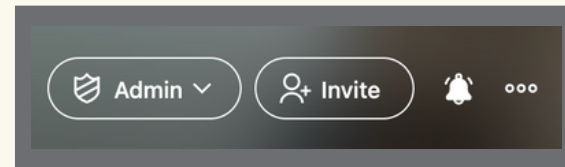
Launching Your Space

I've set up my Space. What's next?

Once you've set up your Space, the next step is to get the ball rolling on growing your Space's following.

Inviting Followers

On the homepage for your Space, you'll see an "Invite" button in the top right area below your cover photo:



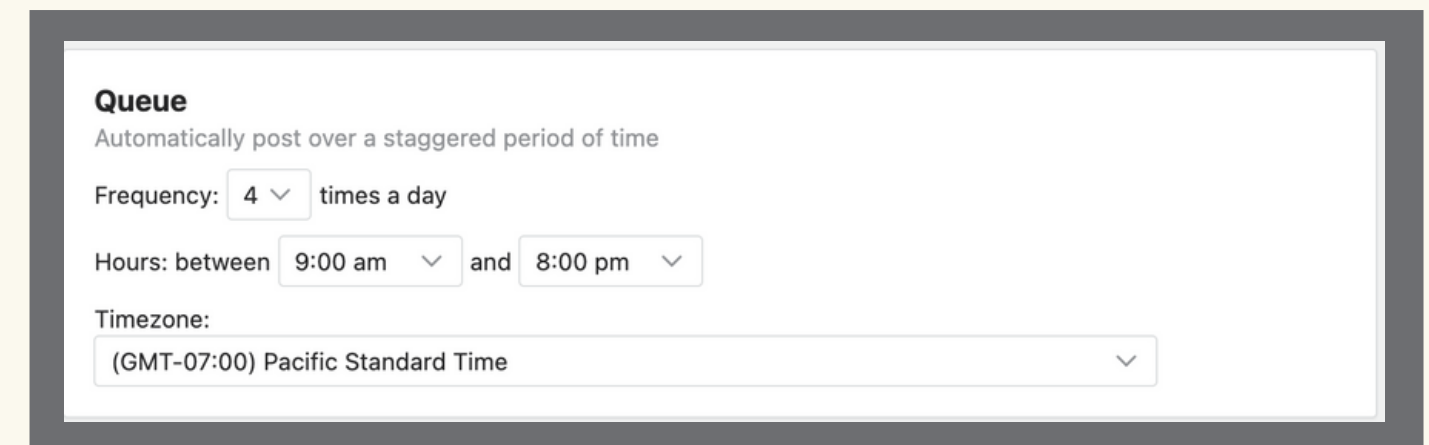
You can invite followers through the following methods:

- 1) Use "Get invite link" to generate a shareable invite link
- 2) Bulk invite all of your existing Quora followers, if you have them
- 3) Connect your Gmail to invite contacts with or without existing Quora accounts
- 4) Upload a CSV of contact emails

Starting to Share in Your Space

As soon as you're ready to start growing your Space, introduce yourself with an inaugural post that welcomes your readers to your Space and gives some background about you and your Space's subject matter.

From that point on, your Space is officially active. We recommend posting at least once per day to keep your followers engaged — this can be in the form of answers, posts, or shared content. If you'd like to schedule the roll-out of your future content, you can activate the Queue feature in your admin settings so you can front-load content for distribution without the need to publish in real-time at a certain frequency.



Optimizing for Growth

How do I optimize my content for discovery & growth?

Building your Space can be intimidating, especially given the flexible nature of Spaces: you can answer questions, share posts, use images, post links, embed YouTube videos — so the question becomes where to start, where to go, and what content followers want to see. Here's what we recommend:

How should I use images in my posts and answers?

Users tend to engage more with content that includes images.

Engagement helps our algorithms understand your audience and target similar users who enjoy similar content, so including at least one image is a good practice when appropriate. This could be anything from screenshots of a product you're discussing to a relevant stock image that suits the topic at hand.

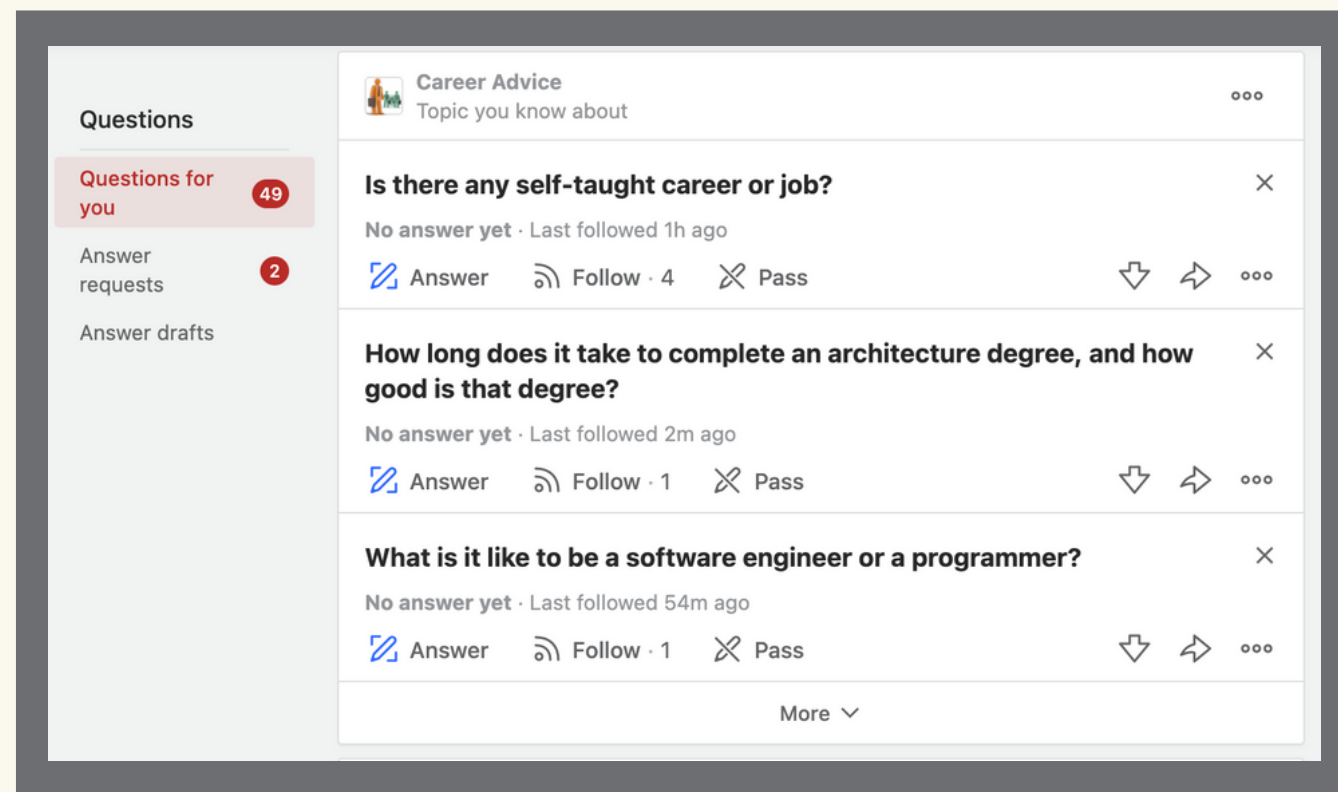
When adding images, it's important to prioritize image quality to complement the high quality nature of your Space — no low res images, images with watermarks, etc. The first image you include in your post will be the one to display in the posts' preview.

Need inspiration for adding visuals to your content? Check out a helpful collection of websites with free stock photos [here](#).



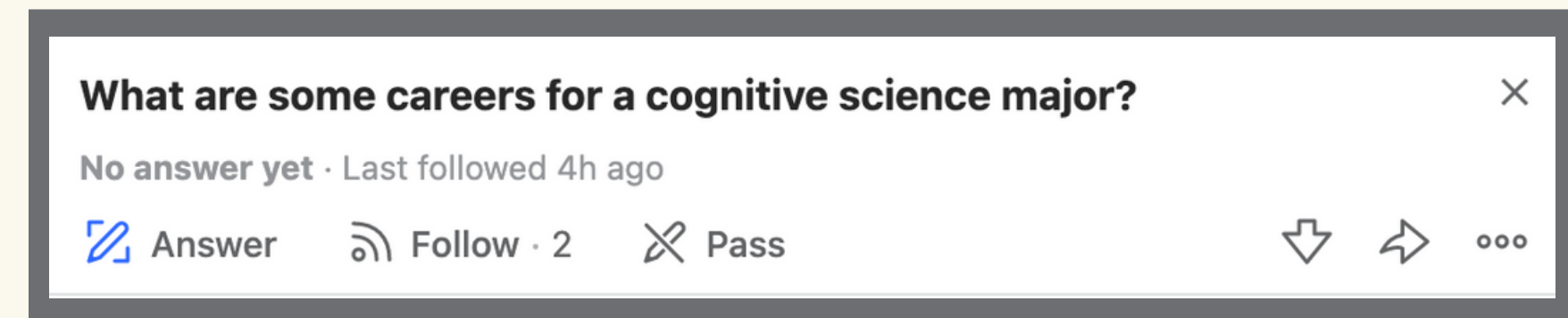
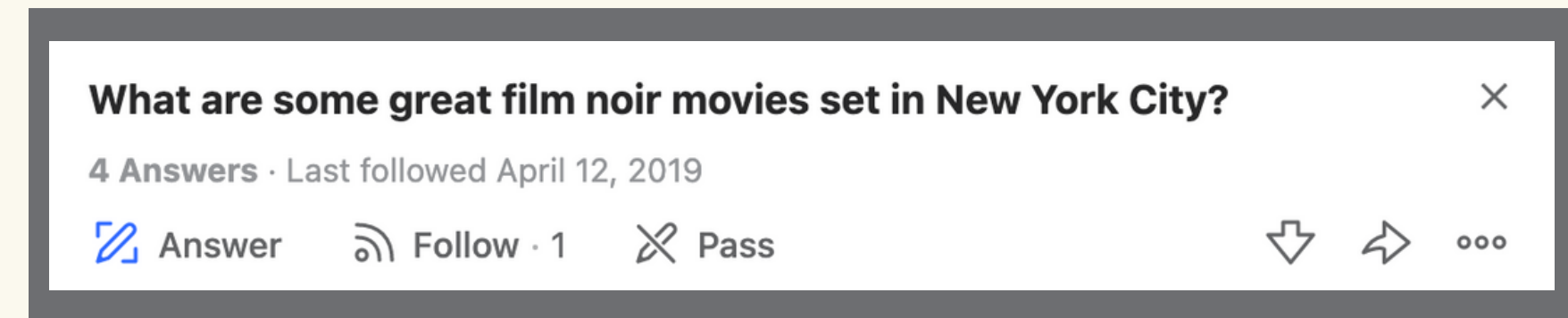
Optimizing for Growth

Focusing on answering questions is another way to increase the wider relevance and discoverability of content in your Space. In addition to helping the person who asked the question with your answer, you'll also be directly contributing to Quora's robust library of insightful answers and benefit from discoverability as the question and its answers continue to circulate on the platform.



How do I start answering questions?

- Click “Questions” (the pencil icon at the top the screen), and you can search by topics and keywords. Find interesting questions that will make for good answers in your Space.
- When you identify a good question for your Space, you can Request an answer from your Space to submit the question.



The directions on the following slide lay out the steps for requesting and answering within your Space.

Optimizing for Growth

Follow these steps to maximize the reach of your Space's answers.

1. When you either create a question or find a question to answer on the Quora platform outside of your Quora Space, first click on that question, and then click on **Request** underneath the question, as seen below.

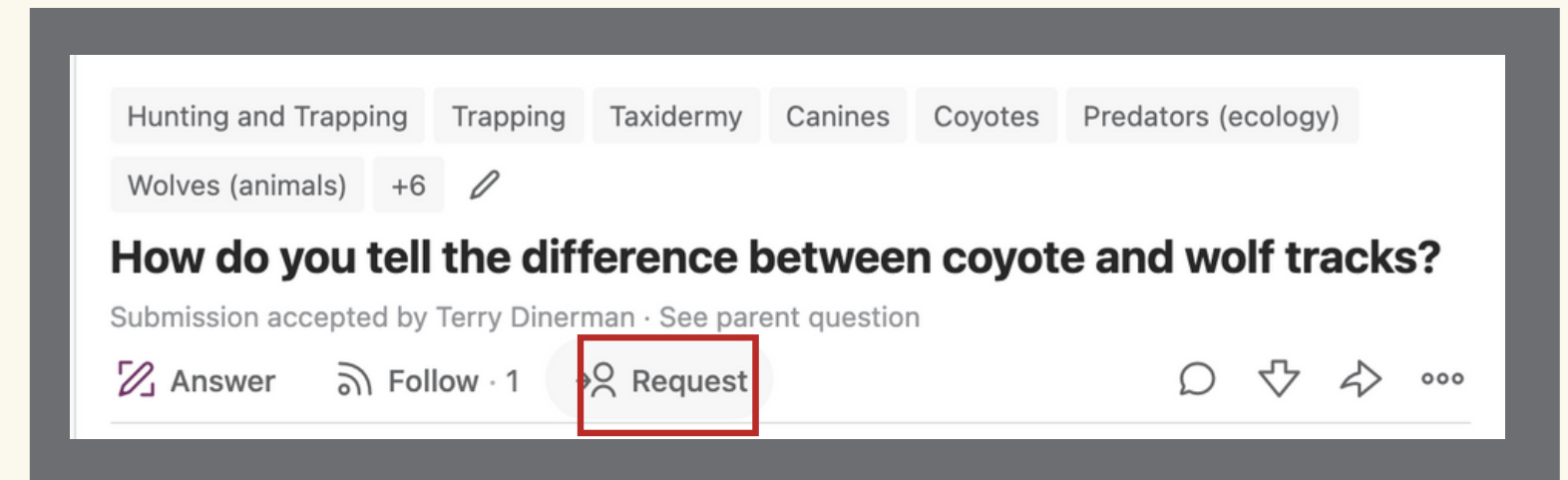
2. Search for your Quora Space by name, and click the + button. You've now asked your Quora Space to answer the question.

3. Now go to your Quora Space and click on Questions. You will see the question on your Space.

Now, when you or any contributor answer that question, your answer appears in two places:

- On your space as original Space content.
- On the regular Quora platform as answered by you as a contributor to your Quora Space.

Alternatively, you can click 'Inbox' on your Space and see suggested questions based on topics you provide.



Optimizing for Growth

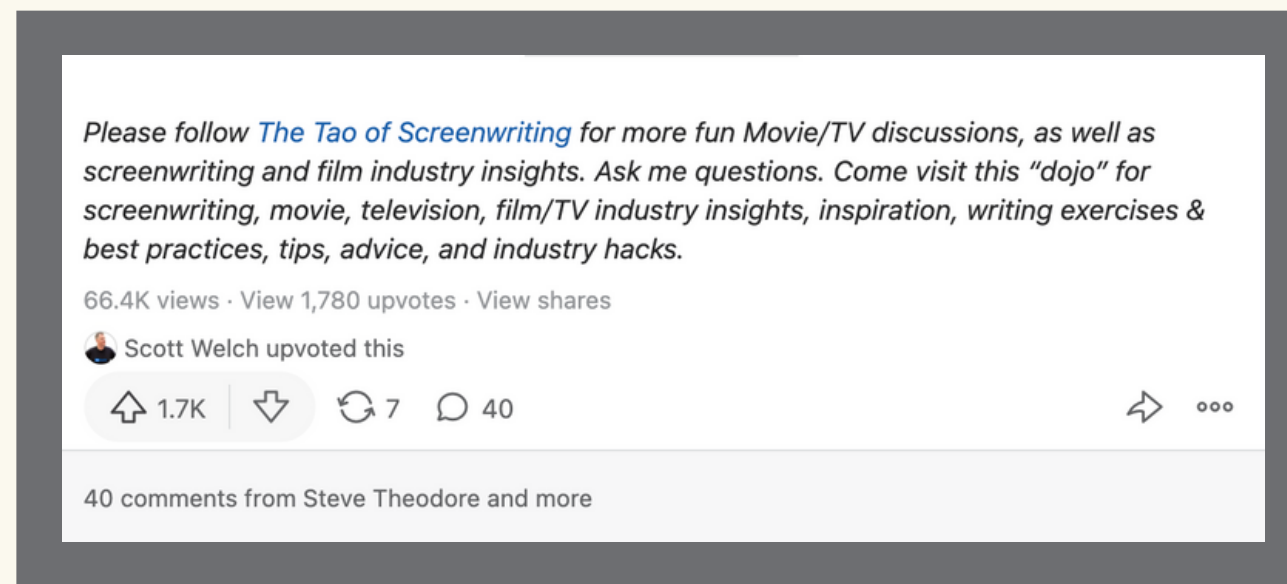
Can I ask questions to my own Space?

If you have something you want to share that doesn't fit into an existing question, you can absolutely ask the question on Quora, request the answer from your Space, and let that serve as the cue for your next post.

Answering questions is less about helping the individual question asker than it is about sharing that valuable knowledge on Quora, so we encourage creators to ask and answer the questions that best enable them to share compelling advice and expertise with the Quora community.

How can I help boost awareness of my Space with my answers?

With each answer and post that you publish on your Quora Space, consider adding a byline at the bottom that includes an actionable hyperlink to your Quora Space.



Can I share others' Quora content, external links, and videos?

Sharing great content that you find on Quora, articles that you've written elsewhere, or curated offerings from other sources is an excellent way to populate your Quora Space — it's a simple way to have continuous touchpoints with your audience. While your original contributions are most likely going to become your Space's most premium offerings, you can consider the sharing of other content to be a tool in your toolbox when you want to engage your audience between original posts.

What are the benefits of sharing my Space on other platforms?

Sharing your Space on other platforms doesn't just help your Space with awareness among your existing followers, it also helps increase your Space's distribution by indicating to our algorithms that your Space is gaining traction. Spaces with high traffic inform our algorithm that they are likely to be enjoyed by others, and will increase its circulation in our targeted "Spaces to Follow" discovery lists and Quora Digest emails.

Optimizing for Growth

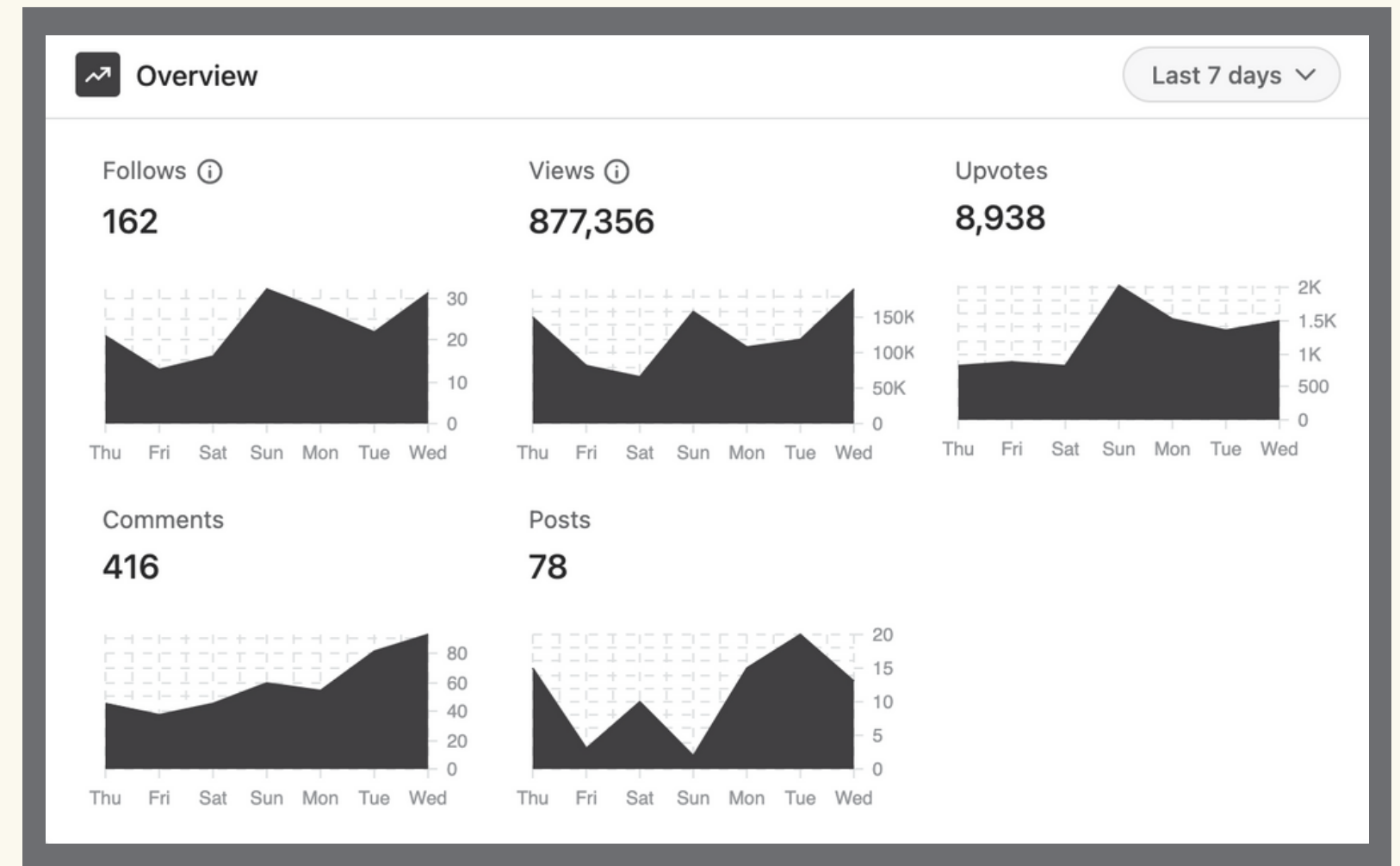
What data can I access for my Space?

As a Space owner, you have access to your Space’s private admin dashboard with insights and statistics about your Space’s growth. You can get to your stats by clicking on any of the top-line metrics displayed in your Admin dashboard, or clicking on Settings and then “Stats.”

When you click on the Stats button, you can see metrics on:

- Views
- Followers
- Upvotes
- Comments

When you see spikes in daily views, you can track your most successful content and take that into account for your future content strategy. The Stats page also showcases your top performing posts and answers.



Monetization Programs

Space Subscriptions



Space subscriptions offer a new income opportunity for Space owners.

With memberships, you have the option to set your monthly subscription price (minimum 99¢/month) and invite existing and new followers to join for access to exclusive, members-only content you create.

Spaces that offer paid subscriptions will be able to access and export their subscribers' opted-in email addresses. As the Space owner, you will receive the revenue from membership fees, less a 5% processing and platform fee from Quora and 3% from Stripe, our third-party payment processor.

This product is best for creators looking to share original content consistently on a long term basis.

Quora+ Revenue Sharing



Quora+ will serve as an additional opportunity to earn revenue through popular posts and answers.

Creators can opt to share exclusive content with members of Quora+, our platform-wide membership program in which users pay \$5/month or \$50/year for an unrestricted slate of top quality Quora offerings. Creators receive a portion of revenue based on members' existing engagement with their posts.

Creators with or without their own Spaces can submit content to Quora+, and Space owners with their own membership enabled can still participate (recommended only for Spaces charging less than \$5/month).

This product works well for creators looking to earn flexibly, and can be complementary to a Space subscription for those interested in both.

Visit quora.com/monetization to get started.