

THREADS REVEALED



UNLEASHING THE
POTENTIAL OF THE
NEWEST SOCIAL MEDIA
PLATFORM ON THE BLOCK

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Threads: A New Way to Connect

Part One: What is Threads?

Threads is a newly launched, text-based social media platform that acquired millions of users within the first hours of its release (over 30 million within the first 24 hours!). Threads was developed by the Instagram team under parent company Meta and primarily allows users to craft text-based posts, although they are able to upload photos and videos with their posts. Users can also reply to, repost, and quote other messages, much like with Twitter.



Threads has a 500-character limit for messages, in comparison to Twitter’s 280-character limit. Threads also has a ten (10) image limit for media posts. The platform serves as a sort of live, public space for information, news, and conversation between users. It possesses a simple, clean design and has done away with the “hashtag” feature. To find specific content, users are currently able to search for people to follow or connect with mutual friends.

All of this presents Threads as an app that is clean, easy to use, and focused on building networks through real-time conversation. Given the newness of the app, many are still testing its features and determining what sort of content works well. Posts shared by users have included everything from comedy to news to events and stories from their personal lives. The explosion of users on the app in such a short amount of time suggests that if managed well, it could stand the test of time and be a popular choice for users looking to share their thoughts, opinions, and stories.

Threads has also seen numerous brands, businesses, and public figures quickly hop on the platform. These organizations and individuals recognize the potential value that Threads offers and have been quick to capitalize on it. Because of its association with Instagram, Threads has a high level of credibility and a natural user base to tap into as it builds itself as a platform. Instagram users receive notifications that their friends are joining Threads, and this has helped the platform rapidly build a user base.

To summarize, Threads is a text-based social media platform with a rapidly expanding user base. It was built by people in association with Instagram and provides a space where individuals, organizations, and brands can

share stories, information, or experiences. Its design is user-friendly, aesthetically pleasing, and conducive to building a network around shared passions, experiences, or priorities.

Part Two: What's All the Hype About?

Why has Threads grown so rapidly? What has caused major brands and public figures to join the social media platform? What value does Threads provide, and why are people using it?



Within a few days of its release, Threads had over 70 million users signed up for the platform. Much of this was due to its connection with Instagram and being released by the major corporation, Meta. Additionally, Threads