Instagram Threads

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Megan Perry

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The Basics

- "Text-based conversation" app. It looks and feels the same as Twitter, but with the familiarity of Instagram.

- Rival to Twitter, conveniently releasing right as Musk put a viewing limit on Tweets and login requirement to view the platform.

- Will most likely have the same user interface as Twitter with reposting, liking and allowing users to limit who responds to their posts.
  - Can allow everyone, people you follow, or only people who are tagged to reply to post.

- Instagram's Blog: "Your feed on Threads includes threads posted by people you follow, and recommended content from new creators you haven't discovered yet. Posts can be up to 500 characters long and include links, photos, and videos up to 5 minutes in length. You can easily share a Threads post to your Instagram story, or share your post as a link on any other platform you choose."

App Store Description: "Threads is where communities come together to discuss everything from the topics you care about today to what'll be trending tomorrow," "Whatever it is you're interested in, you can follow and connect directly with your favorite creators and others who love the same things — or build a loyal following of your own to share your ideas, opinions and creativity with the world."

Threads has leg up on competition because it gives users their followers right away – no need to build their community from scratch.

What We Need to Know

◆ There is a limit of 500 characters.

◆ The algorithm isn't heavy on ranking posts yet, but it does rank posts very lightly and show recommendations in feed, which is "important for a new app before people follow enough accounts".

◆ You can deactivate your Threads account, set your profile to private and delete individual threads posts - all without deleting your IG account but it's important to note that Threads is powered by IG and **they're looking into a way to delete your Threads account separately to IG.**

◆ No DMs (yet)

◆ Hashtags, 'rethreads' instead of reposts, tag options for pics/videos, search capability, an edit feature and more are on the list of considered developments.

◆ Our Instagram follower base is very different from our Twitter follower base, this is not a replacement for that.

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Timeline

Nov 2021
Instagram gives Threads users a notification that the platform will be shut down by the end of 2021 and should transfer to the original Instagram platform. Meta retained the branding for the platform.

Jan 2023
Meta began to develop new Threads app as a rival to Twitter.

July 5, 2023
Threads is launched – has >10 million signups in first 7 hours.

Oct 3, 2019
Meta announced release of Threads app as a means to compete with Snapchat.
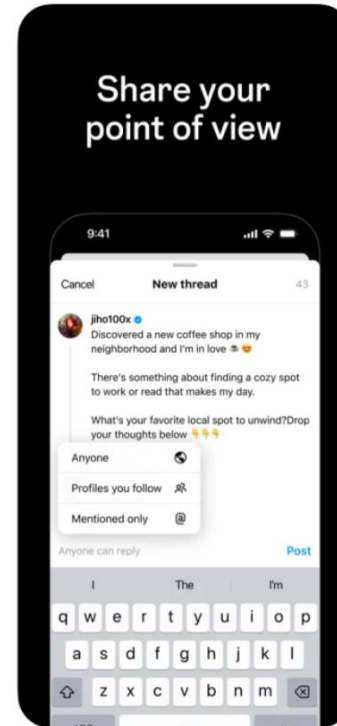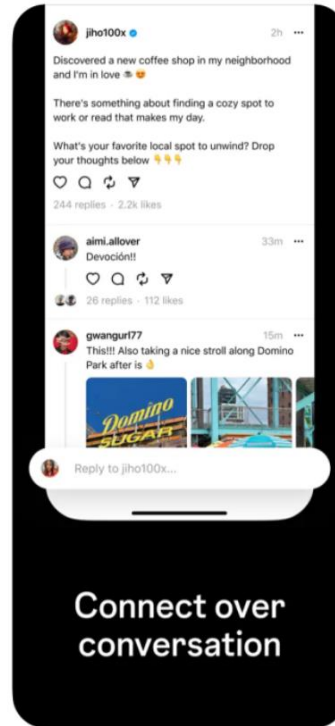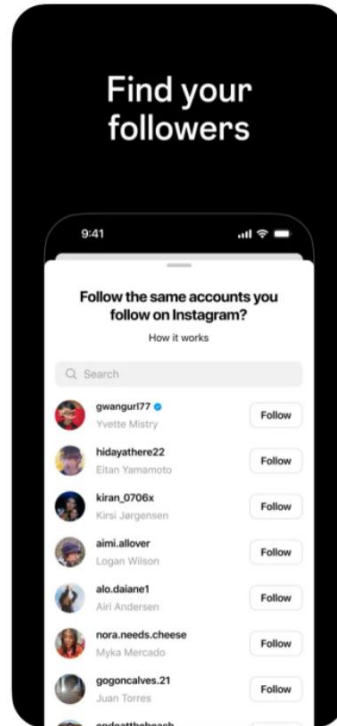
Apr 2022
Elon Musk bought Twitter.

July 1, 2023
Twitter limits the amount of Tweets viewers can see per day and requires users to be logged in to access the platform.

How to Join

◆ Use your Instagram login/handle to create your own account that is linked to your Meta accounts. You can even follow the same people automatically on Threads that you do on Instagram.

Platform Concerns

◆ Meta has had a bad history and reputation with keeping user information private and secure. Twitter's co-founder, Jack Dorsey, who is currently working on BlueSky, Tweeted a screenshot of Threads' app privacy information with the caption "All your Threads are belong to us" (old meme reference).

   – Meta's power/control over the social industry is growing – could expand to the point where if we want to be on relevant/popular social media we have to trade a wide range of personal info for it.

◆ Meta has launched a lot of unsuccessful apps like tbh, Super, Neighborhoods, Tuned, Campus, Sparked, etc. Multiple sources have commented on the brand's inability to create a successful standalone platform, but Threads is launching during Twitter's downfall where a viable alternative has not surfaced yet which gives it some potential.

◆ Because the account is linked to your Instagram account, after you make a Threads account you can't just delete it/your account data, you'd have to delete your Instagram account too.

App Privacy See Details

The developer, **Instagram, Inc.,** indicated that the app's privacy practices may include handling of data as described below. For more information, see the developer's privacy policy.

Data Linked to You
The following data may be collected and linked to your identity:

- Health & Fitness
- Financial Info
- Contact Info
- User Content
- Browsing History
- Usage Data
- Diagnostics
- Purchases
- Location
- Contacts
- Search History
- Identifiers
- Sensitive Info
- Other Data

Competitors

◆ BlueSky

– Only available to join via invitation – can join a waitlist for a code or current users occasionally get a code they can send to a friend.

– Has had to momentarily pause new signups to cope with demand after the rate limit change was implemented on Twitter.

– Was a small (5 person) project from Twitter in 2019 to create a decentralized* social media platform. Became an independent company in 2021. Finally gained public attention with its release of its iOS app in Feb 2023 (and Android in Apr 2023).

◆ Mastodon

– Also a decentralized platform that "operates in a similar way to email." When you first sign up, you pick one server (like picking gmail or yahoo etc.) which will be shown in your username. However, you can still interact with other servers. Servers can be run by individuals that have their own rules about signup and moderation policies.

– Has the same interfaces like replies, reposts (no quote tweets though), favorites, bookmarks and hashtags.

– Links with other decentralized platforms so you can have an account on multiple platforms if you wish – like how you already have social media accounts on Facebook, Instagram and LinkedIn.

*There isn't a single central server under the control of BlueSky – many separate servers instead with different moderation principles and curation. While there's still an official Social server that anyone can join, there's an expectation that users will branch off into their own networks, dubbed "Applications." *This is very confusing which is noted as a barrier to the platform!*

Instagram has its sights set on moving Threads to also be compatible with this multi-server software – so in the future it could potentially be combined/overlap with Mastodon etc.

Thank you!