

Threads for B2B, corporate brands and public sector teams

Threads is a new text-based social media platform, similar to Twitter, that is connected to a user's Instagram account.

Users can create posts that are up to 500 characters long, share links, post photos and videos (up to five minutes in length), reply to other posts, and repost things from other accounts on their own profile.

Although tied to Instagram, Threads is a separate app and can be downloaded in the app store. There is currently no desktop version, though this is a likely update to come. Users sign up using their Instagram account with the same username and password. Your bio can be edited specifically for Threads or you have the option to import your Instagram bio. Users can also choose a new profile picture or import their Instagram profile picture. There is also the option to include a link as part of the profile.

Opportunities

1. **Early indications are that this is the most viable competitor to Twitter yet.** It is a more likely contender than Mastodon, Bluesky, TruthSocial and others because of its built-in link to the Instagram community - and Meta funding. With the choice to auto-follow all the profiles a user is following on Instagram, it is likely many users will see instant community growth ported over from their Instagram account.
2. If an account is verified through Instagram legacy verification or the new Meta Verified, the **verification will carry over to Threads.** This makes Threads a compelling opportunity to escape the confusion surrounding verification on Twitter.
3. **Threads could be great for employee advocacy.** It's a compromise between the limitations of LinkedIn and the risks associated with Twitter.
4. There's no advertising, which means organic content has to work harder than ever. But as a result, **engagement could be more meaningful and valuable.**

Considerations

1. If your team has launched a Threads profile, here are a few things to keep in mind.
 - a. Since **much of your community will be the same as that of your Instagram account**, feel free to begin posting right where you left off. It's not necessary to reintroduce yourself as your followers are already familiar.
 - b. Try repurposing some of your best performing evergreen content for a while until the platform shakes out some of its launch day excitement and settles into the community that will stay there.
 - c. Note, there's currently no "switch account" feature to allow users to switch between multiple accounts, which may cause some frustration during the early days. The feature may be added soon.

2. **Consider the resources you have to support additional community management** and content creation as well as the target audience of the company's social media activity. As it is still early days on Threads, the tone and community of the platform have yet to be revealed, as well as the audience that will ultimately settle into consistent use of the platform.
3. **Share clear guidance with your teams** on the standard for being (or not being) present on the platform. Some ground rules around setting up profiles, posting content and tone should be shared with all your communications teams to ensure the company is represented consistently on the platform.
4. Remember, not all teams will have access to the platform depending on geography.
5. Having a corporate communications team member download the app personally and **monitor the company's presence** on the platform is advisable to ensure any guidance released is being adhered to.
6. **Employee ambassadors may already be set up on Threads.** The folks actively speaking about their work online may also be first movers and excited to adopt a new platform. However, before working to get new ambassadors set up on Threads, the best advice may be to wait a few weeks until the platform has a more clear audience and voice. Each social media platform has their own personality and environment and depending on your company, you may feel more or less welcome on various platforms. With this in mind, seeing where the audience shifts for Threads could be wise before determining if it is a safe space for your employees to engage openly on the platform.

Risks

1. **Discoverability (search) is currently very poor.** This makes it difficult to monitor for issues, as well as find new audiences.
2. Currently, once a Threads account has been created, **it can only be temporarily deactivated.** To delete the Threads account would also delete the user's Instagram account (see considerations below).
3. Threads is currently available in 100 countries, however, it will not be available in the EU yet due to [regulatory concerns](#).
4. Related to the regulatory concerns mentioned earlier, there is currently conversation around **the amount of data that Threads collects**, including data on your health, purchases, financial info, location, contact info, search history, and browsing history. This is similar to the data that Instagram collects.