

Report by  
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# Threads

## Unveiling a potential Challenger to Twitter's Dominance

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Two teams at Red Lab have worked on this Threads vs. Twitter Report.  
This is the first of the perspectives.



If you're wondering which app has clocked the most number of subscribers at the speed of Chandrayaan 3, you don't need to think twice or look far. Say hello to the love child of Instagram and its mild mockery of Twitter, yes it's **THREADS!**



Threads is a social media platform that emerged as a **competitor to Twitter**. It was developed by the team at **Instagram**, which is owned by **Facebook**. **Threads** was launched in **2019** and gained popularity among users who wanted a more intimate and private way of sharing content with their **close friends**. One of the main features of **Threads** is its focus on close friends, allowing users to **create custom lists** and **share photos, videos, messages, and status updates** exclusively with them.

The app also has an automatic status feature that allows users to **easily share** what they're doing throughout the day without having to manually update their status. Unlike **Twitter**, which is more **public-facing** and focused on **broadcasting information** to a **wider audience**, **Threads** aims to foster more **personal connections** between users. With its emphasis on **privacy** and **limited audience** sharing options, Threads provides an alternative social media experience for those who prefer **smaller circles of interaction** compared to the broader reach of Twitter.

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# How is Threads different from Twitter



As a **competitor of Twitter**, **Threads** offers new possibilities for social networking and communication by **focusing on closer relationships rather than mass engagement** with followers or strangers. While it remains to be seen how successful **Threads** will become in challenging Twitter's dominance in the social media landscape, its unique features have attracted interest from users seeking a different kind of online interaction experience.

• CLOSE FRIENDS

**Threads** allows users to **create a list of close friends on Instagram** and share their stories exclusively with this select group.

• AUTO STATUS

The app **automatically updates** users' status based on their **location, accelerometer, and battery level**, giving friends an idea of what they're up to without the need for constant updates.

• MESSAGING FOCUS

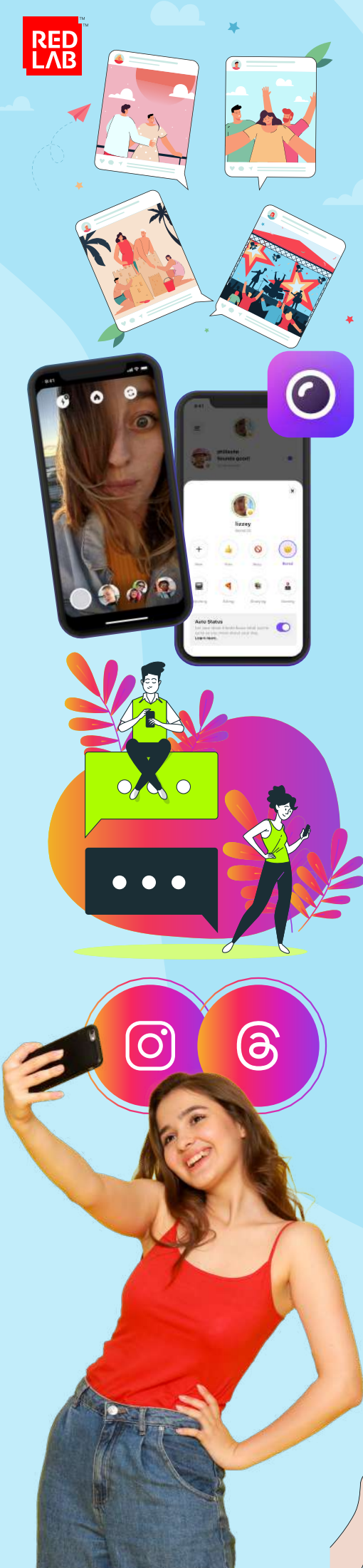
Unlike Twitter's public nature, **Threads** is designed for **private messaging** and focuses on **one-on-one** or **small group** conversations.

• INTEGRATION WITH INSTAGRAM

As a standalone app from **Instagram**, Threads seamlessly integrates with the **photo-sharing platform**, making it easier for users to switch between the two.

• CAMERA-FIRST APPROACH

The app opens directly to the **camera screen**, encouraging users to **share photos and videos** more frequently in real-time.





## • STATUS UPDATES WITH EASE

Users can **instantly update** their status by choosing from a range of **pre-set options** or creating **custom ones** that reflect their **current activity** or **mood**.

## • DIRECT ACCESS TO CLOSE FRIENDS' STORIES

Threads brings **close friends' stories** front and center in a **separate feed**, ensuring that important updates **don't get lost** among other content on **Instagram's main feed**.

## • PRIVACY CONTROLS

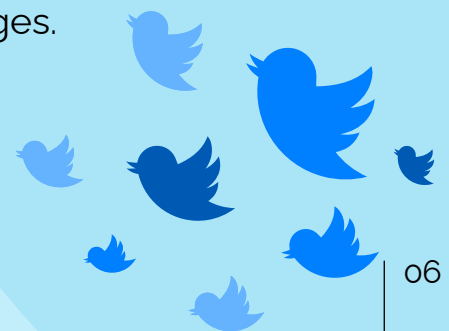
With granular **privacy settings** available for each individual contact or close friend list, users have **greater control** over who can see their **content** and **engage** with them online.

## • NOTIFICATIONS FOR CLOSE FRIENDS ONLY

By enabling notifications specifically for **close friends' messages** and **stories**, users can keep up-to-date with important updates without being overwhelmed by **notifications** from all contacts.

## • EMPHASIS ON AUTHENTICITY AND INTIMACY

The focus of **Threads** is to **foster genuine connections** between **close friends** rather than accumulating followers or striving for popularity like **Twitter** often encourages.



# Focus of Threads on Privacy

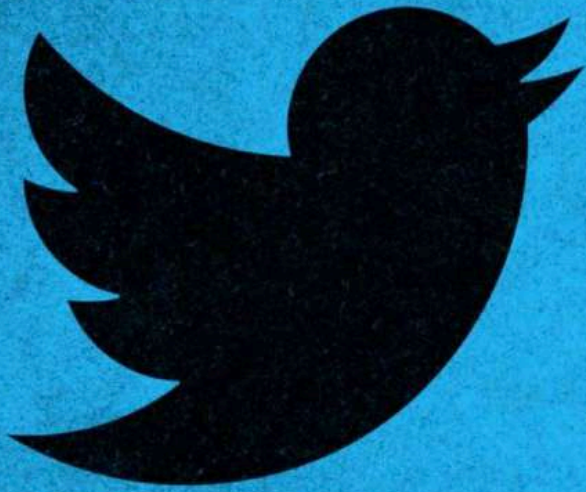
- Threads offers a different social media experience compared to Twitter, **focusing on privacy** and **limited audience** sharing options.

- Users can create **smaller circles** of interaction on Threads, allowing for **more intimate** and **private conversations**.

- The **emphasis on privacy** sets **Threads** apart from **Twitter**, which has a broader reach and allows for more public interactions.

- With limited audience sharing options, users have **more control** over who sees their content on Threads.

- The emergence of **Threads** as a **competitor** to **Twitter** provides an alternative platform for those who prefer smaller circles of interaction and value their **privacy online**.



# Elon Musk's Takeover of Twitter



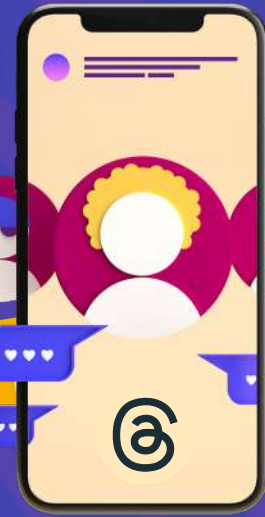
This change of reign of **Twitter** which has **shaped politics of countries** in the past brought a lot of questions in the **minds of users** and **spectators of the shift**. For starters there are concerns about potential conflicts of interest with **Elon Musk** running both **Tesla** and **Twitter**. The potential dynamics between **Elon Musk** and other **high-profile individuals** on Twitter change now that he is in charge. Increased polarization or divisive discussions on **Twitter under Elon Musk's reign**.

There are also some positive expectations like new features or innovations be introduced to improve **user experience on Twitter** with Elon Musk at the helm. Expectation of more **transparency from Twitter** under its new leadership by **Elon Musk**. Reaction of investors to this new change in leadership. Elon Musk's involvement **impacting Twitter's policies** and **content moderation**.





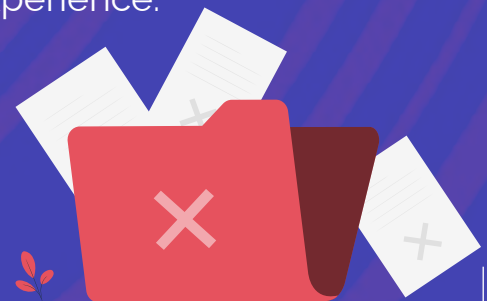
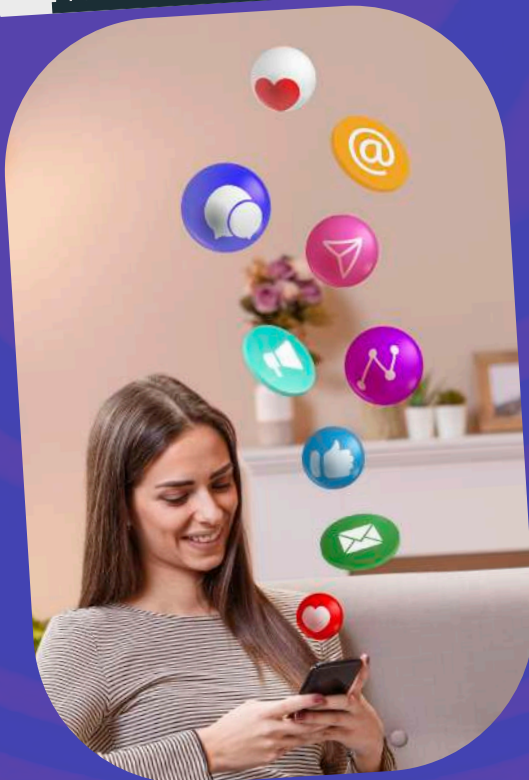
# Threads Talks

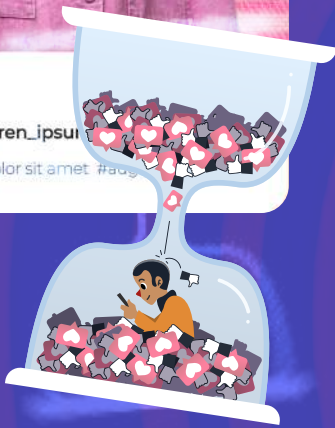


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In recent conversations around the new app, people are talking about the **intuitive user interface of Threads** that makes it **easy for people** to navigate and use the app. The app's **focus on privacy and security** has been a major topic of discussion, particularly in light of concerns about **data breaches** and unauthorized access to personal information.

Many users appreciate the app's ability to **organize conversations into different threads**, making it **easier to track and follow discussions** on specific topics. The integration with Instagram has sparked conversations about the **future direction** of social media platforms and how they can be used as communication tools. Users have been discussing the app's features, such as **status updates, story sharing, and automatic message deletion**, and how these enhance their overall messaging experience.





The **launch of Threads** has raised questions about competition with other messaging apps like **WhatsApp** and **Snapchat**, leading to discussions about which platform offers the best user experience. Some people have expressed concerns over **potential addiction** or **overuse of Threads** due to its **seamless integration** with **Instagram's messaging** feature.

Conversations around **mental health** have emerged as users discuss how **constant communication through apps like Threads** can impact **well-being** and **relationships**. People are also talking about the impact of **Threads** on **online communities** and **influencer culture**, exploring whether it encourages more meaningful **interactions** or further fosters superficial connections.



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# The historical leap of Threads



The **drumroll** did not justify the attention and chatter created by the app. It got the fastest **100 million** downloads in a matter of days and how!

## • UNIQUE CONCEPT:

Threads introduced a **new way** of sharing and communicating by **focusing solely on close friends and groups**, setting it apart from other social media apps.

## • SEAMLESS INTEGRATION WITH INSTAGRAM:

As a companion app to Instagram, Threads **leverages** the existing user base and features of **Instagram**, allowing for easy adoption and integration into users' daily social media routines.

## • ENHANCED PRIVACY SETTINGS:

Threads offers **robust privacy settings**, allowing users to control who sees their content and communicate only with selected contacts, **creating a trusted space** for more personal interactions.





- **EMPHASIS ON VISUAL COMMUNICATION:**

With its **focus on photos and videos**, Threads taps into the growing **trend of visual storytelling** in social media, appealing to **younger generations** who prefer sharing their experiences visually.

- **REAL-TIME UPDATES:**

The app's "**Auto Status**" feature provides real-time updates about users' activities throughout the day, creating a sense of **immediacy in communication** that resonates with today's fast-paced digital world.



- **DIRECT MESSAGING FUNCTIONALITY:**

By offering **direct messaging** capabilities within the app, **Threads eliminates the need for users to switch between different platforms or applications** to communicate with their close friends or groups.

- **PURPOSEFUL DESIGN CHOICES:**

The **minimalist design** approach of Threads prioritizes simplicity and **ease-of-use**, making it accessible for both **tech-savvy individuals** as well as casual **social media users**.

- **STRATEGIC MARKETING CAMPAIGNS:**

Leveraging its association with **Instagram** as well as **influencers** and **celebrities** who promote the app has helped generate buzz around Threads, **driving rapid growth** in user numbers.



# Tread the Thread lightly



**Deleting threads** without proper notification or explanation can lead to confusion and frustration among users. It undermines the **principles of transparency** and accountability, as users are left in the dark about why their posts were removed. It creates a perception of **bias or favoritism**, as some threads may be deleted while others with **similar content remain untouched**.

**Deleting threads** without sufficient justification can **stifle free speech** and **discourage users** from actively participating in discussions. It **erodes trust** in the platform or community, as users may question whether their opinions are being **censored or suppressed**. The lack of clear guidelines for **thread deletion** can result in inconsistent enforcement and arbitrary decisions by moderators.

**Deleting threads** without giving individuals an opportunity to **edit or revise** their content denies them a chance to learn from their **mistakes** and **improve** their contributions. It **hampers constructive debate and intellectual growth**, as valuable insights and alternative perspectives can be lost when threads are deleted prematurely.







The **practice of deleting threads** should be used sparingly, with **clear justifications** provided to affected users to maintain **fairness** and **transparency**.

Taking into account all the aforementioned factors and considerations, it is pertinent to acknowledge that at this stage, it is still **too early to pass judgment** on the potential trajectory of Threads. The question looms large: **Will Threads, akin to the explosive rise of 'Clubhouse,' become a groundbreaking phenomenon?** Or will it methodically and consistently overpower the **long-standing legacy** and **built-up trust** that **Twitter** has meticulously cultivated over the course of many years? These are queries that can only be answered with the **passage of time** and the unfolding of events. Until then, it is prudent to approach this topic with **cautious anticipation** and refrain from drawing conclusive statements.



# How soon is too soon to snap

  
**49 million**  
user count drop  
**23.6 million** 



Threads experienced a **sharp decline** in active users just seven days after its launch, according to a recent report. Despite initially crossing **100 million users** and claiming the title of the fastest-growing app ever, Threads saw its daily active **user count drop** from **49 million to 23.6 million within a week**. This suggests that the surge of users who initially signed up **failed to return** regularly.

The report from **Similar Web** also highlighted that **Threads' audience is only about 22 percent the size of Twitter's**. The app lacks essential features and fails to provide a compelling reason for users to switch from **Twitter** or make **Threads** their go-to social media platform.

**Although the data indicated declining user retention for Twitter as well, Meta CEO Mark Zuckerberg remained optimistic about Threads.** He acknowledged the initial impressive growth but emphasized the need to improve the app's basics and retention. **Zuckerberg expressed confidence in the app's future**, drawing upon the success of other platforms like **Facebook, Instagram, and Stories.**



Threads allows users to post text, links, and engage in replies or reposts. It also offers the option to **transfer follower lists** and account names from **Instagram**, Meta's popular **photo and video-sharing app** with over **2 billion users**, including **major brands, celebrities, and creators**.



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