



The Social Weave



Two teams at Red Lab have worked on this Threads vs. Twitter Report. This is the 2nd of the perspectives.

Digital Immigrants Rejoice

myspace

LinkedIn

reddit



The advent of social media was a thing of wonder. In the early **2000s**, platforms like **MySpace**, **LinkedIn**, and **Reddit** emerged, providing **digital immigrants** of the time with a passport to a **world of instantaneous discourse and information**. In its nascent stages, social media served a singular purpose: to be a platform through which people could connect with friends, family, or even people they had met in passing. Social media provided **an opportunity to remove the barriers** faced through legacy systems of communication. Not only was it **virtually instantaneous**, but it was also growing in popularity thanks to its accessibility

The Fascinating Story of Twitter's Birth

A photograph of three men standing in front of a dark blue wall. In the center is a large, green, glossy sculpture of a reindeer's head and antlers. The man on the left is wearing a white t-shirt with a black bird logo and a black jacket. The man in the middle is wearing a dark blue zip-up sweater. The man on the right is wearing a tan jacket and glasses. Below each man is a blue rounded rectangle with his name in white text.

EVAN WILLIAMS

JACK DORSEY

BIZ STONE

In **2006**, **Jack Dorsey**, **Biz Stone**, and **Evan Williams** announced the first microblogging site: **Twitter**. Twitter was conceived from the notion of sharing an SMS with a group instead of just an individual. The platform served as a **live bulletin board** where everyone received immediate updates as a **tweet** was posted, quite similar to a status update that we have all become accustomed to. **Twtr**, as it was initially called, was able to target a need in the market: **SMS** texts through carriers would prove to be far **too expensive**, especially when multiple people needed to receive the same information.





With **Twtr**, the general public could reap the benefits of online communication and **save hundreds of dollars worth of SMS charges.**

Despite identifying and providing a solution to the masses, **Twitter's big boom** came the following year at the **South by Southwest Interactive Conference (SXSW)**. The SXSW conference discusses the **future of film, media, and music festivals.** The sheer volume of information meant that **keeping updated** on everything would prove to be quite the task if not for the presence of a platform like **Twitter.** During the course of the event, **60,000 tweets** went up featuring minute-by-minute updates, leading to the platform's viral and rapid growth. **It took Twitter the better part of two years to amass 1 million users.** In contrast, **Facebook,** which had launched a couple of years earlier, achieved the same milestone within **10 months.** This indicates that the **public adoption of Twitter** took a considerable amount of time.



Twitter's Twists and Turns:



A Tale of Growth and Controversy

tumblr.



For nearly **two decades** Twitter remained on **top** of the microblogging space with competitors like **Tumblr** and **Reddit** taking different approaches or being unable to stand the test of time. The initial **140-character** limit was increased to **280 characters** as social media consumption demanded the platform evolve with the requirements of an age where online lives became prevalent. Features like the **hashtag** and the ability to "**@**" another account gave users the ability to streamline how they interact with content, people, and brands. Brands could establish spaces for themselves by creating a community with the ability to respond to tweets, and discussions could be nested in a trail that we could come to call a "**thread.**"

In **April 2022**, **Elon Musk** bid to expand his horizons from electric mobility and space exploration to social media with a whopping **\$44 billion** being put down for the acquisition of Twitter. Unfair mass layoffs and controversy surrounded this deal, with many changes being made to the very fiber that built Twitter.





The option to purchase a **"verified" blue tick** was the start of a new business model resembling **microtransactions**, which gave users the ability to upload long-format content such as videos up to a whole **10 minutes** long from the previous **140-second** ceiling of yesteryear. In addition to the **"premium"** monthly subscription, **Mr. Musk** had also announced that non-subscribing users would be limited to **1,000 tweets a day** (or **500** if you've just joined Twitter), which greatly discourages the usage of the app.



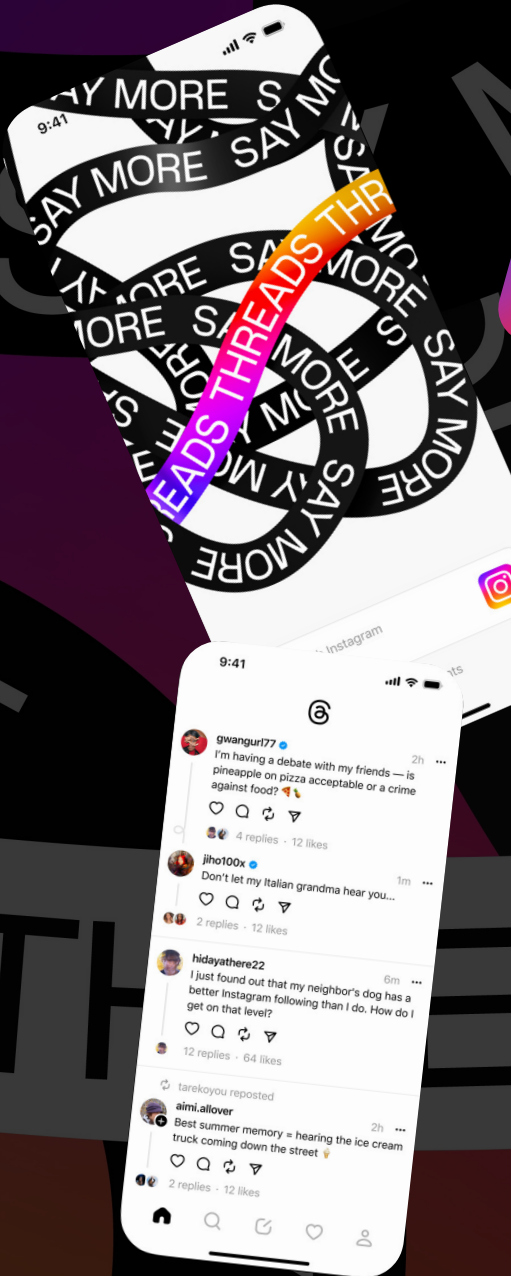
Meta Takes on Twitter:

Threads Emerges as a New Microblogging Challenger



Earlier this month, **Meta CEO Mark Zuckerberg** launched "Threads," Twitter's very first direct **competitor in 17 years**. Threads aimed to capitalize on the ongoing turmoil by providing a platform that **directly mimics the core functions of Twitter** but gives users a platform integrated with the **Meta suite (housing Facebook and Instagram)**. Threads is beginning to establish itself as the digital native's **microblogging platform**. Although both platforms sit in the same space, the approach to content shared on each platform remains different to a large degree.

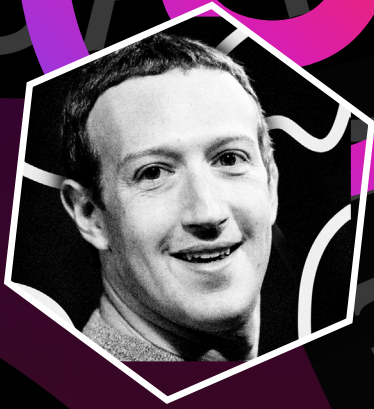
First and foremost, **Threads** is a standalone platform that behaves as an extension of **Meta's social applications**. Threads successfully captured the audience's attention by seamlessly linking the user's Instagram account to their Threads account, enabling the remarkable achievement of 1 million users within a staggering 90 minutes of its launch.



The Threads interface is quite reminiscent of its photogenic cousin, following a "feed" similar to that of the explore section in Instagram. A thread (the current jargon attributed to a singular post) can accommodate **500 characters** and videos up to **5 minutes**. This is a larger playing field for a user when comparing it to the likes of **Twitter**.

Despite the aforementioned benefits, **Threads is currently limited to just sharing a thread**. The lack of hashtags is probably its Achilles' heel in its quest to surpassing **Twitter** as the user's primary microblogging platform. Twitter's hashtags allow relevant information to reach interested parties far better than any thread currently can. **Twitter still remains the primary choice for promulgating information instantaneously**, as well as the hub for all things trending. The **lack of promotional aspects on Threads** leads to brands **wanting to stick with Twitter**, as the impact of each tweet can be quantified and analyzed unlike Threads.





As Threads has only recently begun its journey in establishing itself in the realm of social media, there is still a fair distance to be covered before brands can choose a social strategy. **Threads is currently an enigma for promoters and influencers** alike, as the long format and longer video can be leveraged to share more information on Threads, while the immediacy and conversations can be taken advantage of on Twitter.

For brands that want to **share information, educate, or engage with calls to action in mind, Twitter** is currently your **best friend**. However, **if you wish to really connect with your audience and begin speaking the common lingo, Threads is currently the place to be.**

It will be a **"wait and watch"** situation to comprehend how **Threads** will evolve into a platform that increases **consumer engagement** and becomes **monetized for brands**. According to the latest update, the active user base on the platform has **decreased by 50%** since its launch, indicating a lack of acceptance for the platform.

A graphic showing the text '50%' in a large, white, sans-serif font. Below the text are three downward-pointing arrows in a gradient of pink and purple, indicating a decrease. The background is dark with faint, large letters 'OR' and 'O' visible.

50%



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