




Why your business needs to be on...





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 **monica.desantis.735** 10m ...


At today's congressional hear AG Garland said. "As the president himself has said, and I reaffirm today: I am not the president's lawyer. I will add that I am not Congress's prosecutor. The Justice Department works for the American people. Our job is to follow the facts and the law, and that is what we do."

Then why is the DOJ not investigating Jared Kushner for getting \$2-billion from the Saudi's in the waning days of his father-in-laws presidency?




 **cocacola** 20h ...


the roman empire would've loved coca-cola

 **ritzcrackers**


the roman empire would've loved ritz crackers


30 replies · 216 likes






 **lafoodieguy** 2d ...

This has got to be at least a top 10 taco spot in Los Angeles and it's in Huntington Park 🌮🌮






< Back   

Threads


threads threads.net

Powered by Instagram. Say more ✨


 1.2M followers · threads.net

Following **Mention**



Threads Replies Reposts

 **threads** 2h ...


Let's see your summer supercuts 🌻


 **softboifilms**

long island summer on 35mm 🌻





2 replies · 120 likes

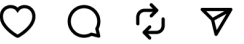





< Back **Thread**

 **sweetgreen**


babe are you ok?? you haven't touch ranch




5 replies · 54 likes

 **sidebenefitsnutrition**


Only because it has seed oil




1 like


 **doordash**


that's when you know it's se




 **ediblearrangements**


Sorry babe I'll finish it after




 **babs.sawtell**

i read this as babs and immo no 🥰











 Reply to sweetgreen



Follow the same accounts you follow on Instagram?

How it works

Q Search

-  **steventoman** Steve Toman **Follow**
-  **jenmckwilson** Jen Wilson **Follow**
-  **gianamaria31** Giana Mattioda **Follow**
-  **reyes_team_lpt_realty** Angelica Reyes| The Reyes Tea... **Follow**
-  **caitsean** Cait McKendry **Follow**
-  **carriehickok** Carrie Hickok **Follow**
-  **brentsopelfoundation** Brent Sopol Foundation **Follow**
-  **sarahrusindesign** Sarah Rusin **Follow**

Done **Follow all**

What's going on?

A

In case you missed it, Meta decided to create a new social media channel called Threads. It's based on the the Twitter / X concept. You are able to make posts that users can comment on.

B

Important facts:

- Threads bolstered it's users and conversation by allowing Instagram users to convert all their profile information along with followers to a Threads account. This eliminated any work that a new suer has to do. It also paved the way for new Threads users to decided wether or not they wanted to follow the same users that they do on Instagram.
- Going back and forth between a users Instagram account and Threads account is easy and seamless.
- Verified Instagram accounts transfer over to verified Threads accounts.
- **Most importantly there is now advertising on Threads and no bot accounts.**

C

Threads started off VERY strong. In it's first week it recored over 13 million new users and 97.5% daily active users. This cooled of tremendously after the first month. With a 72% active rate in the next month. The demographics for Threads is very mixed. There are a lot of new users on Threads over 2.2 million and a lot of converted Instagram users. The age range is between 27-49.

Key features

1

Two significant newsfeed streams.

Threads has simplified the newsfeed into two streams. The 'for you' stream shows users new user posts along with advertised posts. The content is clean and doesn't overreach past what a user is looking for. The other stream is 'following' which gives the user only content that they chose to follow.

2

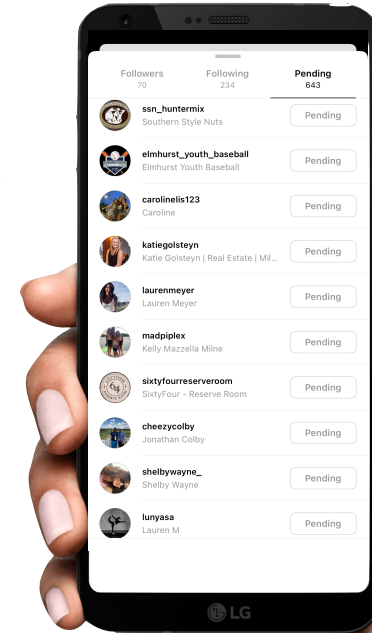
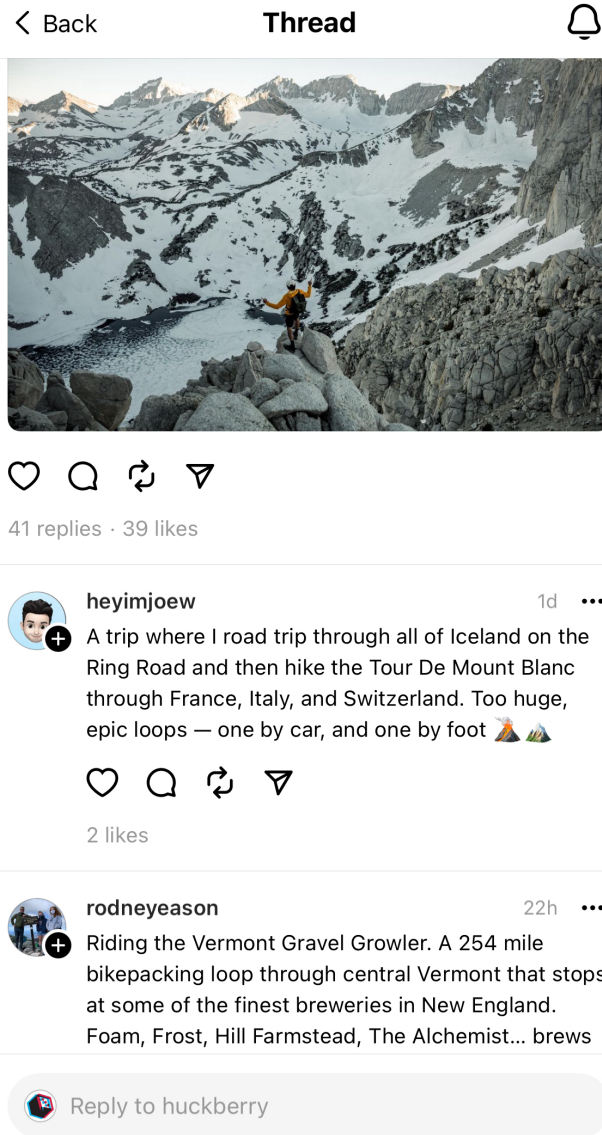
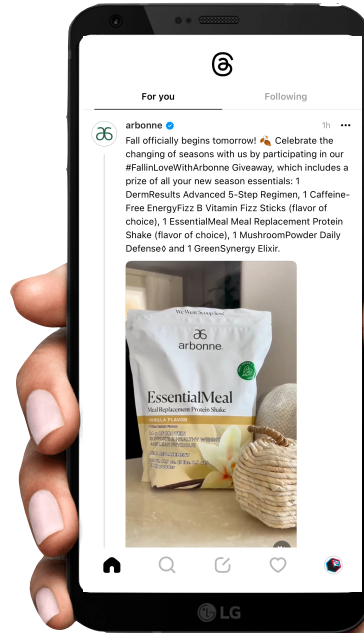
Thread itself.

The **most important key feature** of Threads is the thread of conversation that takes place on the channel. User are rewarded with reach when they comment on a conversation or have multiple users comment on their conversation. This conversation building is core to the channel.

3

Soon to join.

Threads is pulling in all Instagram user accounts, so as soon as a current Instagram user creates a Threads account they are given notifications to follow you. This increases your followers.



Benefits

What are the key benefits for having your business on Threads?

Seamless integration:

Threads has made it incredibly easy to carryover an Instagram profile to a threads account. The expectation from current Instagram users is that if they follow a business, that this business will be on Threads too.

Social media infancy:

Threads is brand new! This means, there's no bots, there's no ads, and the social media is organic. With any new social media channel this is the best time to have your content seen. Plus, as new features and setting become established Threads will reward the user accounts that have been around the longest.

The screenshot shows the profile of 'Speck media' on Threads. At the top, there is a black circular profile picture with the letters 'Si' in white. To the right of the profile picture are icons for a globe, an Instagram logo, and a menu icon. Below the profile picture, the name 'Speck media' is displayed in bold, followed by the handle 'thisisspeck' and a link to 'threads.net'. A bio follows: 'Social media sucks! We enable our clients to reach the right people in a strategic way. Social media that doesn't suck and our cooking is even better.' Below the bio, it says '70 followers · linktr.ee/speckmedia'. There are two buttons: 'Edit profile' and 'Share profile'. Below the profile information, there are tabs for 'Threads', 'Replies', and 'Reposts'. The main content area shows a post from 'thisisspeck' from 1 week ago. The post features the 'speck media' logo at the top, followed by the text 'What's your FALL back social media strategy?' and 'All we do is social media, and the proof is in our people, our process and the'.

The screenshot shows a post on the 'Following' tab of a Threads account. At the top, there is a blue circular profile picture with the letters 'Smi' in white. Below the profile picture, the name 'danawhite' is displayed in bold, followed by a verified badge and the time '3h'. The post text reads: 'This week on Fuck It Friday: Pizza Rock #FuckItFriday'. Below the text is a video thumbnail showing a man in a green polo shirt standing in a kitchen, with a pizza on a plate in front of him. Below the video, there are icons for a heart, a comment bubble, a share icon, and a flag icon. Below these icons, it says '5 replies · 150 likes'. At the bottom of the screen, there is a navigation bar with icons for home, search, post, heart, and profile.

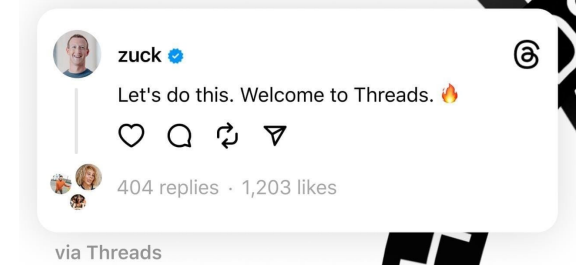
What should your Threads strategy be?

-Because setup for Threads is so seamless your Instagram users naturally will see that your business has a Threads account. **Speck says... don't let them down. The absence of a Threads account means you are missing out on users talking about your business.**

- Your Threads posts don't need to be as often as other social media channels, but posting interactive content is key. A post needs to encourage conversation. **Speck says... take your most engrossing post from your other social media accounts and post this to Threads weekly.**

- Commenting on posts is the secret to success on Threads. **Speck says... focus more on finding users that have a lot of comments related to a post and interact and comment as well. This will drive traffic to your new user account.**

- Transfer your Instagram account over.
- Post interactive types of content.
- Comment on other posts weekly.



Your next steps

- + Have us design your Threads social media strategy. Using content that is derived from your company's core values.
- + Let us manage your Threads social media channel. We can transfer your Instagram profile details over, build your follower base and put together a monthly editorial calendar.
- + Let us comment on other posts in order to tap into the extend reach of Threads.

+ Schedule an intro call with us!

+ Text us at 630-220-8580 or email at info@speckmedia.com

