

- » Learning the basics of posting on Threads
- » Finding friends and followers

Chapter **1**

Signing Up for Threads and Connecting Instagram

You probably already know the story about how Threads came to be, but we'll tell you anyway. (We promise we'll be brief.) First, Elon Musk bought X in October 2022 after he tried to back out and was effectively forced by a court to buy the company. Next, Musk changed the company name to X, which was only one of the changes that many (including X advertisers) found distasteful or downright offensive.

The next month, Meta CEO Mark Zuckerberg wanted to take advantage of X woes and approached Instagram head Adam Mosseri about adding X-like features to Instagram. That effort morphed into a new app called Threads, and because the new app came with the credibility of Meta, the site gained 100 million users in just over four days. As we write this, in September 2025, Threads has more than 400 million monthly active users (<https://backlinko.com/threads-users>).

Meta now offers a complete social media ecosystem for different audiences:

- » WhatsApp, the instant messaging and Voice over IP service.

- » Long-form posts with Facebook (a maximum character limit of 63,206 characters, to be exact).
- » Instagram, which focuses more on visual communication with a 2,200-character limit.
- » Threads, which is for short bursts of communication in 500 characters or less.

In this chapter, we show you how to connect to Threads from Instagram, post on Threads, and find your Instagram friends and followers — and maybe make some new friends who don't use Instagram but prefer Threads.

Hello, Threadsworld!

If you haven't installed the Threads app on your iPhone or Android phone, all you have to do is type **Threads** in the search box, and you can install it easy-peasy. Threads also makes it easy to create your Threads account because you can log in with your Instagram account. (See Figure 1-1.)

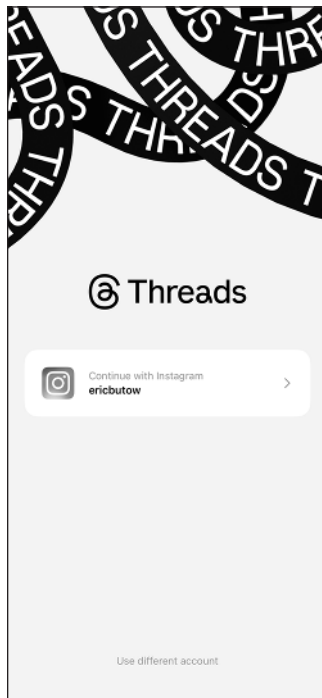


FIGURE 1-1:
Tap your
Instagram
username in the
center of the
Threads login
screen.



REMEMBER

We know you're here to learn how to use Threads, so if you're a new Threads user, visit the Instagram Help Center to learn how to set up your account on your Android phone, iPhone, or the web at <https://help.instagram.com/1747515265645443/>.



TIP

Yes, you can access Threads on the web at <https://www.threads.net/>. However, we cover the phone app in this chapter.

Pulling the Threads

It's easy to access Threads from Instagram. Just tap your profile photo in the lower-right corner of the screen and then tap the Threads logo (it's a fancy @ sign) in the upper-right of the screen, as shown in Figure 1-2.

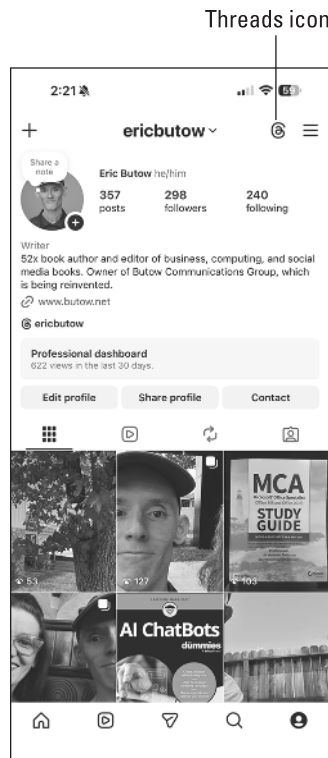


FIGURE 1-2:
The Threads logo
is to the right of
your username
at the top of your
profile screen.

After you open the Threads app from either Instagram or by launching the app on your phone, you see the Home screen. The latest posts appear in your feed, and the most recent post appears at the top. Swipe up on the screen to view more posts. (See Figure 1-3.)



FIGURE 1-3:
The Threads
Home screen.

Your First Thread

When you're ready to post your first thread, tap the plus (+) icon in the center of the icon bar at the bottom of the Home screen. (Refer to Figure 1-3.) In the New Thread screen, start typing your thread at the top of the screen, as shown in Figure 1-4.



REMEMBER

Threads counts blank spaces and web links in its 500-character limit. What's more, Threads doesn't automatically count how many characters are in your post and tell you when you've exceeded the limit. If your thread is longer than the 500-character limit, Threads automatically takes what doesn't fit in your original thread and posts a new thread, which could be problematic if you have a split word. Threads keeps your common conversations within a thread, so if you have 1,500 words in your post, that message will be split into three messages and grouped into, yes, a post thread.

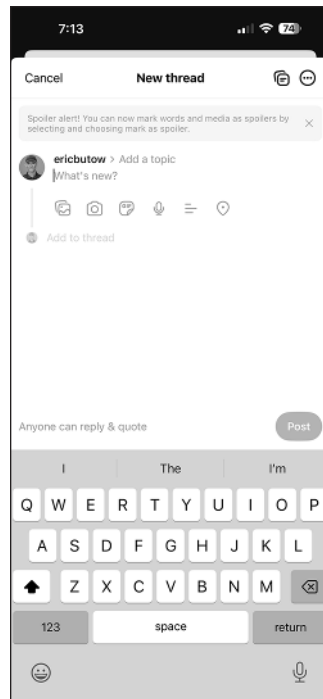


FIGURE 1-4:
The cursor is active in the What's New text field, so you can start typing on the keyboard.

After you finish typing, you can add the following to your thread by tapping these icons that appear in a row underneath the text, from left to right:

- » **Photo:** Add a saved photo, video, or both to your thread. You can add as many as 20 items. After you add photos or videos, they appear below the text, as shown in Figure 1-5.
- » **Camera:** Take a photo with your front or back camera and add the photo to your thread.
- » **Location:** Add the location where the photo was taken.

When you're ready to post your thread, tap the black Post button above the keyboard. After a few seconds, Threads says that your thread is posted. You can view it by tapping the Profile icon in the lower-right corner of the screen (see Figure 1-6).

FIGURE 1-5:
The photo has the delete (X) button in the upper-right corner if you want to delete the photo.

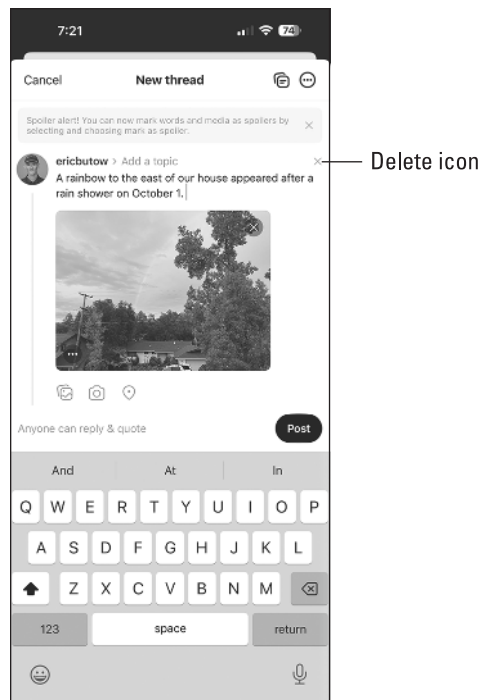
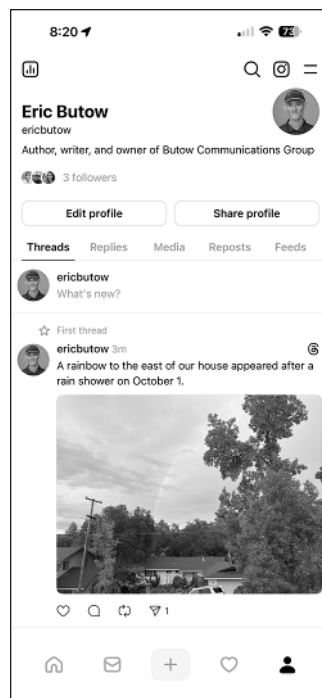


FIGURE 1-6:
Your new thread appears within the Threads tab in your profile page.



Finding Friends and Followers

When you join Threads, it automatically adds your Instagram connections. To find out who you're following and who's following you, follow these handy-dandy steps:

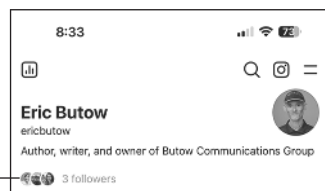
1. **Go to the Threads app or the website (<https://www.threads.net/>) and log in to your account.**
2. **Tap the Profile icon in the lower-right corner of the screen.**
3. **Tap the number of followers you have underneath your bio, as shown in Figure 1-7.**

The number of followers appears in the Followers tab, shown in Figure 1-8.

4. **Tap a follower in your Followers list if you want to view their profile.**

Figure 1-7: Follower count

FIGURE 1-7:
The follower
count appears
under your bio.



TIP

If you want to see how many people you're following on Threads, tap the Following tab shown in Figure 1-9. You can sort the list by tapping Sort to the right of the Search box and then ordering accounts in the Latest order (the account you followed most recently at the top of the list) or the Earliest (the account you followed first).

Finding people to follow

Plenty of people are on Threads who aren't in your Followers or Pending list, and searching for them is the same as when you explore on Instagram: Tap the Search icon in the upper-right corner of the screen.

Below the Trending Now section, the Follow Suggestions section contains a list of followers that Threads thinks you might like. If you find someone you want to follow, tap Follow to the right of the username (see Figure 1-10). The Follow button turns to Following and you can continue to browse for more followers in the list.

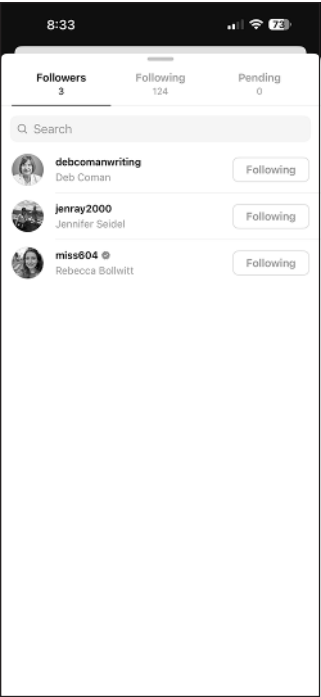


FIGURE 1-8:
Tap the follower
in the Followers
list to view
their profile.

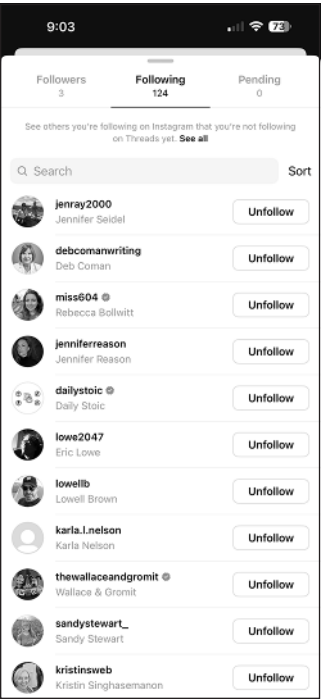


FIGURE 1-9:
Swipe up and
down the list to
see your entire
list of people
you're following
on Threads.

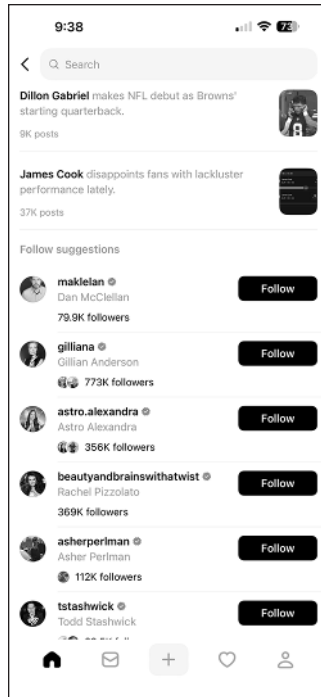


FIGURE 1-10:
View suggested
Threadsters to
follow by swiping
up and down on
the screen.



REMEMBER



TIP

As of this writing, the trending feature isn't available in all countries yet, so the trite saying applies: Your mileage may vary.

If you want to learn more about the user before you follow them, tap the user-name. Their profile page opens on the screen, so you can get the full scoop. If you decide to follow them, tap Follow on their profile page.

