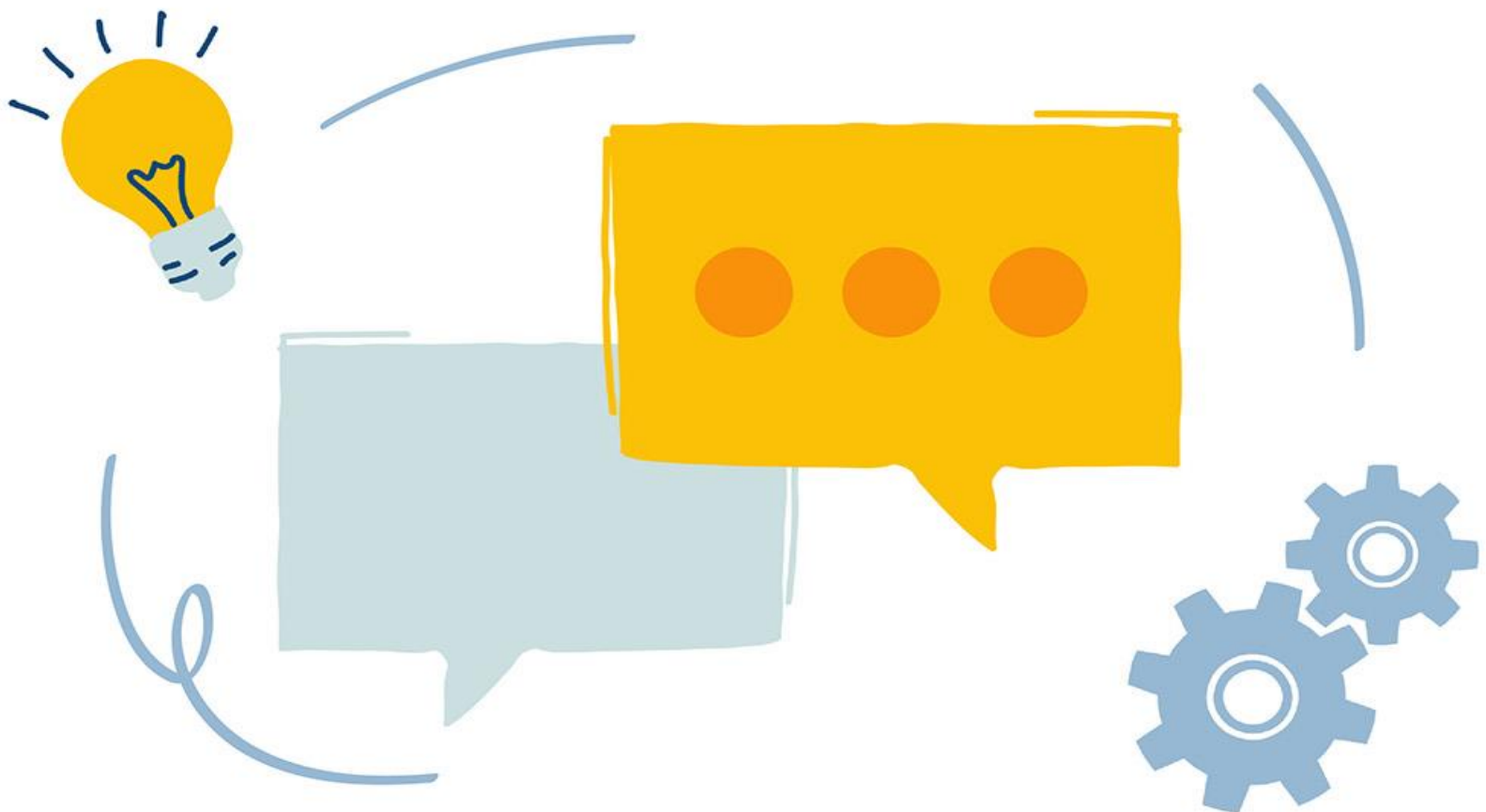


# THREADS UNLEASHED

The Ultimate Guide to Monetizing  
Your Online Presence



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# Threads: A New Way to Connect

## Part One, What is Threads?

Threads is a newly launched, text-based social media platform that acquired millions of users within the first hours of its release (over 30 million within the first 24 hours!). Threads was developed by the Instagram team under parent company Meta and primarily allows users to craft text-based posts, although they are able to upload photos and videos with their posts. Users can also reply to, repost, and quote other messages, much like with Twitter.



Threads has a 500-character limit for messages, in comparison to Twitter's 280-character limit. Threads also has a 10 image limit for media posts. The platform serves as a sort of live, public space for information, news, and conversation between users. It possesses a simple, clean design and has done away with the "hashtag" feature. To find specific content, users are currently able to search for people to follow or connect with mutual friends.

All of this presents Threads as an app that is clean, easy to use, and focused on building networks through real-time conversation. Given the newness of the app, many are still testing its features and determining what sort of content works well. Posts shared by users have included everything from comedy to news to events and stories from their personal lives. The explosion of users on the app in such a short amount of time suggests that if managed well, it could stand the test of time and be a popular choice for users looking to share their thoughts, opinions, and stories.

Threads has also seen numerous brands, businesses, and public figures quickly hop on the platform. These organizations and individuals recognize the potential value that Threads offers and have been quick to capitalize on it. Because of its association with Instagram, Threads has a high level of credibility and a natural user base to tap into as it builds itself as a platform. Instagram users receive notifications that their friends are joining Threads, and this has helped the platform rapidly build a user base.

To summarize, Threads is a text-based social media platform with a rapidly expanding user base. It was built by people in association with Instagram

and provides a space where individuals, organizations, and brands can share stories, information, or experiences. Its design is user-friendly, aesthetically pleasing, and conducive to building a network around shared passions, experiences, or priorities.

## Part Two, What's All the Hype About?

Why has Threads grown so rapidly? What has caused major brands and public figures to join the social media platform? What value does Threads provide, and why are people using it?



Within a few days of its release, Threads had over 70 million users signed up for the platform. Much of this was due to its connection with Instagram

and being released by the major corporation, Meta. Additionally, Threads has done a great job of encouraging Instagram users to install the app, due to the convenience of setting it up with an Instagram profile, as well as users being able to repost Threads to their Instagram. This provides excellent free marketing for Threads and has encouraged entire communities to install the app.

Threads serves as a similar sort of platform to Twitter, making it a competitor. Many users have commented on the friendly, hospitable environment on Threads, as well as the subtle tonal differences between it and Twitter. It's easy to use, has features that work well, and provides a space for users to share their thoughts and experiences. Threads establishes a strong sense of online community and a variety of niches that any user can explore.

Threads is not currently available in the European Union, due to data privacy concerns. Even despite this, it has amassed a considerable user database and looks to continue to grow. Currently, the features provided by the social media platform are minimal and there are no paid advertisements. However, Threads has a very exciting future, and this has

created a lot of interest among users, businesses, and organizations from all geographic locations, walks of life, and experiences.

Why have numerous major brands and corporations joined Threads? What value does the social media platform provide for them?

Threads provides value for major corporations because of the sheer



number of users who are using Threads.

Already, Threads has decent name recognition and good standing in the market.

Brands are able to buy into this user

database and build relationships, establish branding, and learn about current trends affecting consumers and buyer behavior. Brands generally make use of social media to build relationships and understand trends, and Threads provides another avenue for them to do so.

What about everyday people, why are they using Threads? Again, much of this comes from the integration with Instagram and the association with a strong preexisting brand. People know about Threads. There is a certain buzz about it that is both exciting and enticing. People love being a part of



things they feel are interesting and new. We also love feeling a sense of belonging and community. Threads helps to provide this, creating an integrative community where people can connect, learn from each other, and share their passions.



Further, Threads has the ability to attract a very broad, diverse audience. While Instagram tends to be sought after for news, Threads has proven useful to a variety of different niches and groups of people. It has the ability to work for a variety of different people and audiences, which betters its marketability and overall attractiveness as a social media platform.

### **Part Three, Setting up Threads**

How can someone set up a Threads account and how easy is it to do?

Currently, creating a Threads account requires that you already have an Instagram username. To set up a Threads account, individuals are asked to enter their Instagram username. Their Instagram account is then connected with threads and users are able to copy their profile and bio over from Instagram, as well as follow the same people they follow on the platform.

This integration offers both pros and cons. On one hand, users are unable to access Threads unless they have a preexisting Instagram account or create a new one. On the other hand, Threads easily integrates with Instagram which makes setting up an account easy and relatively simple.

The setup process for Threads is relatively simple and mirrors account



setup for many other common applications. Users will be able to set their login preferences, update their profile, and configure their setup.

Again, because of its interconnectivity with Instagram, setting up a profile

with Threads can be relatively simple if a user already has a preexisting Instagram account. Even if an individual doesn't already have an Instagram account, the process to set one up is also simple and can be done in a few quick steps.

Once a Threads account is set up, it can be deactivated at any time.

However, a Threads account cannot be permanently deleted unless the individual's Instagram account is also deleted. Further, when a user's

Instagram account is deleted, their Threads account will also be deleted.

They are interconnected, with Instagram being a sort of base for Threads to be built on.

Once a Threads account is activated, users are able to follow other users, post their own content, and start building a network. Because of the integration with Instagram, users have the option to automatically follow users they also follow on Instagram. Users are also able to search for people or brands to follow using the platform's search feature.

After the initial setup, people who use Threads have access to a feed that includes content from all the people they follow. Additionally, this feed includes content that it thinks users will be interested in. Users are able to keep scrolling through this recommended content and find other interests, niches, and creators or influencers to follow. The information the user provides is then used to further refine these results and provide them with content that the platform thinks they'll be interested in.

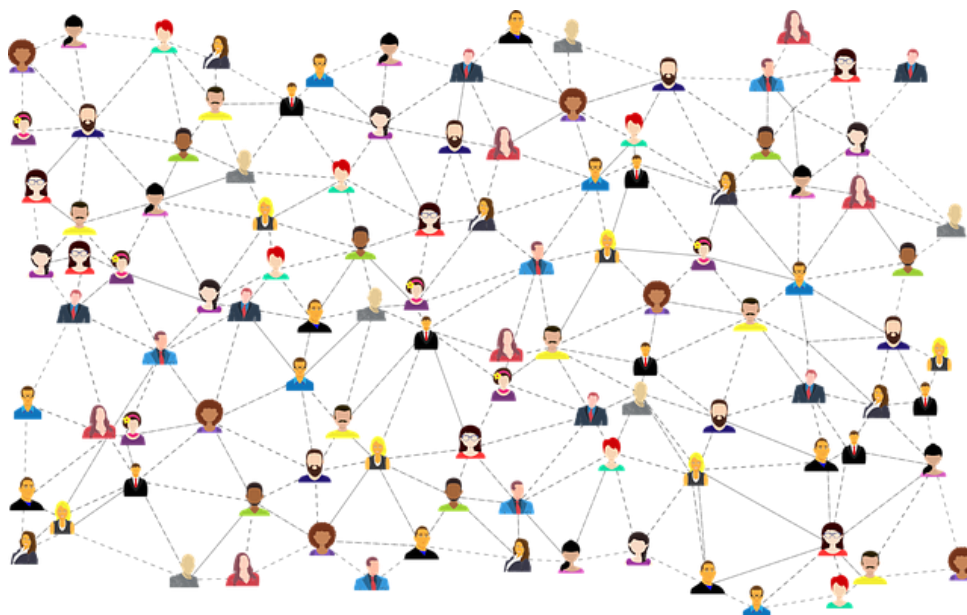
## Part Four, Why You Should Join Threads Now

Threads is in an exciting phase of its life cycle. It has a rapidly growing user base, is experimenting with new features and design choices, and has great potential for the future. Why should you join Threads and what sort of things can you accomplish through the platform? What advantages or benefits might it offer you and how can you best capitalize on those exciting opportunities?

The most significant reason to join Threads is because of the potential opportunities it provides. With an extraordinarily impressive launch with millions of users joining in a matter of hours, Threads has demonstrated massive potential and looks to tap into a large, incredibly diverse user database. Generally, social media platforms provide a powerful avenue for relationship building and marketing your goods and services. Threads is no exception.



Because Threads is so new, many features like paid advertisements and hashtags are not currently on the platform, although paid advertisements are an inevitable addition. This newness provides an exciting opportunity for users to explore, innovate, and create. Newness means that a thing has not yet been refined or fully developed, and users have the opportunity to not only set the tone of the social media platform, but also innovate and experiment with new ways to create content and develop relationships with other brands, individuals, and organizations. This phase of its life also allows for users to build a network and community. Gaining followers and establishing a good niche is incredibly important during this time and many individuals and brands are doing their best to do this right now. The more time a user has to build a network, the better equipped they'll be to sustain continued growth and translate that growth into revenue.



A significant reason to join Threads is because it allows for the building of a network or a community. Relationships are the foundation of a successful business and building numerous, quality relationships is the key to success and sustainability. As a social media platform, Threads inherently is about creating connections through engagement and the creation of quality content. As such, it provides an excellent avenue for building relationships, creating a social network, and building an online presence. Whether you're an individual or you represent a brand, the value of these things cannot be overstated. As stated previously, relationships are the foundation of a successful business. With so many people actively using social media platforms like Threads, there is a vast resource of potential relationships that users and brands can make use of.

A final reason to join Threads is because the app has a chance to stick around and make a significant impact on social media platforms that encourage public discourse and community networking. Joining this platform while it's young and still growing provides more opportunities to build a network and establish an online presence. The application itself is flexible and users have the opportunity to decide how much effort they want to put forward to establish themselves. Making the most of this opportunity

and putting intentional effort to use it as a tool for the benefit of your personal or business goals is a great approach to take.

## **Part Five, Building Your Network**



Now that you understand why joining Threads now could have enormous potential benefit for both individuals and organizations, how could you potentially capitalize on the opportunities Threads provides for networking, branding, and business? What are the steps you need to take to use Threads well and meet your personal or business goals? What strategies can you utilize to maximize the value Threads can offer?

Building a network and establishing key connections is perhaps the single most valuable thing someone can do through a Threads account. A network

creates an instant audience who view and engage with your content. Not only that, but a network can provide opportunities for collaboration or partnerships with other individuals, businesses, or brands. The larger and more robust a network an individual has, the more potential they have to market and sell their goods and services. A good network creates value, and value is ultimately what a person should pursue when building up an online social media presence.

How can someone build a strong, sustainable online network through Threads? What steps should someone take to establish connections and build a vibrant online presence? The first step is to know your brand.

Understanding who you are and what you're trying to achieve is crucial for long-term success and sustainability.

Branding is the sort of public presence

and perception developed around you personally or your business.

Branding is crucial because it shapes how people see you and the goods or services you provide. Branding can make or break the success of a business venture and is critically important to get right.





You should have an idea of what sort of value you're looking to provide people whether through your experience, products, or services. If not, take time to brainstorm and decide on what you're looking to create and deliver to people, as well as what sort of audience you'll be targeting.

Understanding the niche you fit in and what value you provide to that niche can be beneficial in helping you to successfully brand yourself or your business. Take some time to do this and do it well.

Branding can take on many forms and is very broad in scope. For example,

I may decide to start a backpacking supplies business. I want to appeal to

adventurers, outdoorsman, and avid

backpackers, so I want to present a

brand that seems dependable and

reliable, as well as encouraging of

adventure and exploration. I want my

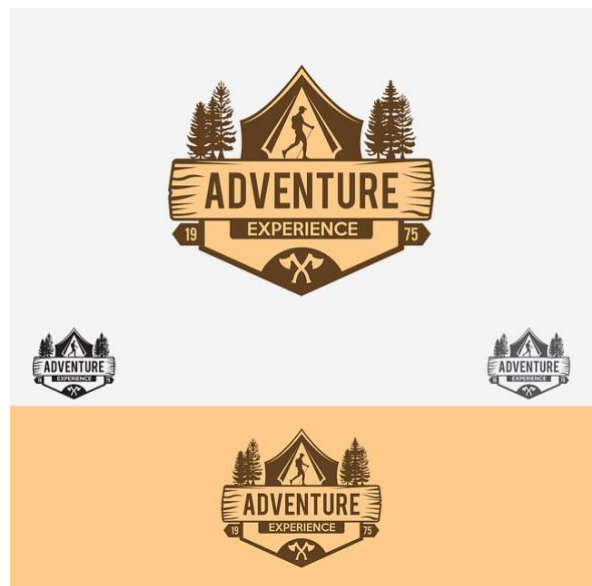
brand to seem knowledgeable,

experienced, and concerned with both

safety and adventure. My branding will reflect these desires. I'll seek to

create marketing materials that back up these goals. I may use color

schemes and text fonts that convey these desires. For example, I might



use colors naturally found outside like dark, leafy greens, stony grays, or deep browns rather than fun and playful colors like bright yellow, sky blue, or pink. I may also create videos that highlight my experiences backpacking and provide free tips and resources on a specific backpacking topic. This provides information that is valuable to people and also reinforces the idea that my business knows what it's doing, increasing people's trust in the business and leading them to perceive it as reliable and dependable.

Branding is important and knowing your goals and how to create branding that reflects these goals is a crucial first step. Take some time to think about your personal or business branding and how you want to present yourself, your business, or your products to your audience.

The second step in building a robust, vibrant network on Threads is to create quality content. People aren't going to be interested in what you have to say if what you have to say isn't quality, interesting, or valuable to them in some way. Threads is primarily a text-based application, although you can also post photos or videos. Being able to create quality content related to your brand or specific niche is crucial.



Quality content leads people to be interested in what you have to say.

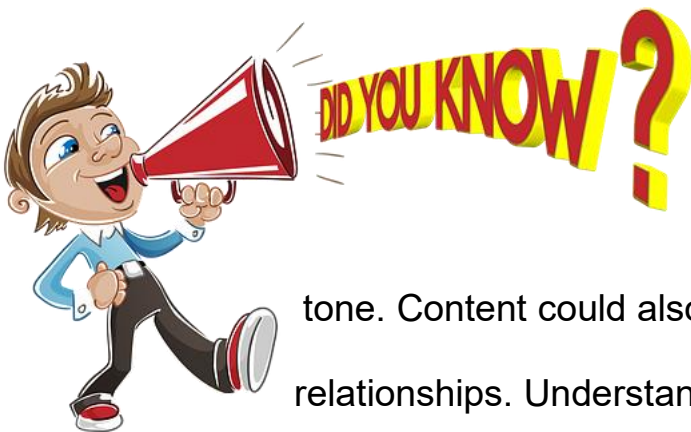
Quality content encourages people to follow you and help build up your network. A lack of quality content means a lack of quality engagement.

Building excellent content is important and should not be skipped over. You can have excellent results in other areas but with a lack of quality content and presentation, you are doing yourself and your business a disservice.

Content affects user's perception of you and your business. Developing excellent content that provides some sort of value to people encourages those people to trust you and want to listen to what you have to say.

Quality content can take on all sorts of different forms and styles. The key consideration is whether this content provides value to people in some way.

Value can be delivered through a variety of means. Content may provide



helpful or meaningful information.

Content could also be funny or humorous, delivering a lighthearted

tone. Content could also be audience focused, developing relationships. Understanding what your audience is looking for

and then delivering that to them with the content you create is a crucial step for creating value and encouraging users to follow you or your brand.

The third step for building an online presence on Threads is to follow other creators. There are a lot of excellent brands and individuals out there who are delivering value to their specific niches. By following them, you are tapping into a tremendous resource. Not only do these users provide a preexisting community that you can be a part of, but these creators can also provide wisdom and lessons to learn. Watch what they do: how they engage with their community, what sort of content they create, how they market their goods and services. Watch how the people within their community respond to these things. Take notes and learn.

Engage with other brands and individuals within your target niche, as well as the communities that they have built. Don't just do this to grow your own following. Be sincere and intentional in your efforts to engage. People can tell when a person is being



fake or doing something simply for their own benefit. Be genuinely curious and offer honest thoughts, opinions, and reactions. Engage with others in a respectful and courteous manner. When something is informative or impactful, say so! If you have questions or comments, offer them up. In this

way, you engage with others and create value. People listen when listened to. People engaged with others who engage with them and offer feedback and energetic discourse. Be interested, learn from others, and follow other creators and adapt the strategies they implement that you feel would work for you and your personal goals.

The fourth step to building a robust network on Threads is to engage with other people and the communities that frequent your specific niche. This has been briefly covered already, but the importance of doing this cannot be overstated. Engagement creates engagement. When you engage with others, whether another brand or individual you follow or with people reacting to your own content, they tend to engage back. Engagement creates a feeling of connection and connection leads to a community or a network.

Building quality connections is important as this builds trust. Trust is foundational for any business or brand. Trust leads to people who engage with your content and are willing to listen to or support you. Trust also allows for collaboration and opportunities to work with others to further progress towards a common goal.

Engagement also creates a positive experience for other users and encourages them to come back to engage with your or your brand. People tend to like positive experiences and engagement can help produce those. Be intentional and thoughtful with the way you engage with others through the Threads app. Post content that is meaningful. Offer genuine and sincere thoughts on the content that others produce. Build relationships with others and proactively engage with the communities in your target niche.



The fifth step for building a sustainable online presence on Threads is to recognize patterns and adapt. Research is a crucial tool for successful businesses and social media platforms provide an excellent avenue for recognizing trends within the market and changing consumer preferences. A lot of news is communicated through social media platforms and users

are able to stay up to date with current thoughts and opinions regarding hot topics through engagement on social media platforms like Threads.

Threads provides an avenue to measure consumer reactions to specific trends or content that is posted. Consumer preferences and wants change over time. What worked for people at one time may no longer be what they want at a later date. People change. Communities change. Cultures change. Recognizing and adapting to these changes is crucial for the long-term viability of successful business.



Threads provides a great avenue for recognizing and adapting to changes in the market and consumer preferences. As a social media platform, people will

inherently discuss specific topics or ideas. People will engage with different ideas and types of content differently. These preferences may change over time and by watching how people react, engage, and respond, you can do research that better enables you to develop successful business strategies and achieve your preferred outcomes.

The final step for building an online network through Threads is to build up your community and develop stronger online relationships. Growth is incremental, but also exponential. It takes time to build a robust community and the effort necessary can definitely make it a long grind. However, the results are well worth it. By building up an online network, engaging with intentionality and thoughtfulness, and creating quality content that delivers real value to people, you can build a vibrant, engaged network that is interested in the content you deliver. Building this network can provide tremendous opportunities that would not otherwise be available to you. You are essentially creating a built-in audience that you can market your goods and services to as you strive to provide them with value that meets their needs and delivers for their wants.





All in all, building a network on Threads can be accomplished by incorporating these strategies. As always, it takes practice and trial and error. Take time to learn and implement these strategies. See what works for you and what doesn't. Use the things that are helpful and implement them in a way that is specific to you and your business goals. Put in effort and intentional work, be mindful of who you are and what your goals are, and pursue your desired outcomes.

## **Part Six, Making Money**



Building a network is fantastic but ultimately, how can you translate those relationships into financial value? The goal of many people and businesses is ultimately to make money. Without money, businesses would be unlikely to exist. Some sort of exchange must take place where the business delivers value to a consumer and in return, the consumer provides financial value to the business. With that being said, what needs to happen in order to leverage relationships build through Threads and achieve monetary gain

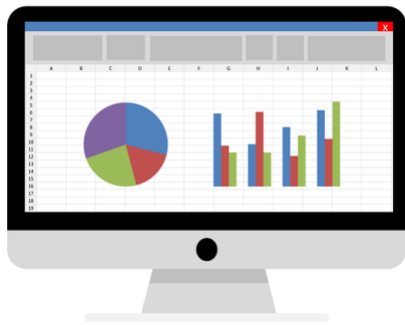
from them? How can an individual or a business successfully use this social media platform to not only deliver value to people, but make money through doing so?

You can market your goods and services quite easily on Threads. You have the option to post a link in your bio, and the format of Threads gives you the ability to post about specific products and your experiences with those products. The process to do so is relatively simple, but actually making money doing this requires a few more key factors.

The reason why building a vibrant and robust network was so emphasized previously is because it is the foundation for successful business through not only Threads, but any social media application. Relationships build leads to a natural audience. Having an audience is a crucial step for successful business activities. Without it, you would have no one to sell your goods or services to. Even those without established audiences must either build an audience or sell their products to someone else's audience via a partnership. People can't purchase a product that they don't know about.

The larger an audience, the more likely you are to sell more of a particular product. An audience is a sort of first step to successful business and Threads can have a massive impact on helping you to develop a vibrant community that can serve as an audience for you or for your brand. Using the steps previously laid out to build a strong and expansive network, you can grow your audience and create something special through the value you provide to people.

Another way Threads can help make you money is by enabling you to do more robust market research. As with any social media platform, Threads



can provide insight into user preferences, changing consumer environments, and the ways in which communities interact with specific information, content, or branding. This provides a valuable avenue for you to learn

about your personal or business approach and how to best adjust it to maximize the results you are seeking.

Threads provides a distinct advantage for market research in that it serves as a sort of living, breathing conversation that changes and adjusts with

time and new feedback. As information is shared and news about the world is updated, you are able to watch how users respond and interact with each other. This gives you information you can use to better market your products and adapt to changing market factors and trends among your target niche.

Another way that Threads can help make money is through its interconnectivity with other social media platforms and marketing avenues. Threads is easily connected with Instagram and provides a natural user base from which you can draw. Threads can also be used in concert with other social media platforms like YouTube, Twitter, Facebook, etc. Each of these platforms helps you establish a brand and develop a community. However, Threads has a specific focus and may help you reach a more specific audience. By using these different social media platforms in concert, you can reach a much wider audience and market your goods and services to a wide variety of people.



Lastly, another way to help make money through the use of Threads is to build trust. As mentioned previously, trust is a crucial factor for success in

business. With trust, users are more willing to purchase goods and services from an individual or business. Additionally, they are more likely to engage with the content you produce, which encourages other people to engage and be attracted to the content you produce and products you sell.

Using Threads to build trust can have a significant impact on your long-term success as a business. Threads allows for the communication of ideas and the building of relationships. Over time, these relationships allow you to sell your products to consumers and better understand their needs and preferences.

Moreover, as a social media platform, Threads also allows for influencer marketing, which can also be a powerful way to monetize your network. An influencer is someone who has gained a large number of followers due to their credibility in a particular field. Companies often partner with influencers to market their products because it gives them access to a large, engaged audience. If you have built a significant following on Threads, you can monetize that audience by partnering with brands that align with your own personal brand or your followers' interests.

Furthermore, you could also create your own digital products or services. Depending on your expertise, you could provide online coaching or consultations, sell ebooks or courses, or even set up a subscription-based model where your followers pay a regular fee to access exclusive content.

Another option for monetizing your Threads network is through affiliate marketing. This involves promoting a product or service and earning a commission for every sale that comes through your referral. Many companies have affiliate programs, and if you have a strong network on Threads, you can leverage this to generate income.

Additionally, you could also leverage Threads to drive traffic to your own website or online store. By sharing engaging content related to your business, you can attract followers to your site, where you can sell your products or services directly to them.

Of course, all these methods of monetization require a strong, engaged network on Threads, which reinforces the importance of building genuine relationships with your followers and providing value through the content you share.

Finally, remember that the journey to monetization may take time, as you need to build your credibility and trust with your audience. It's important to remain patient and consistent, and always prioritize delivering value to your network. By doing so, you will not only strengthen your relationships with your followers, but also increase your chances of successfully monetizing your Threads network in the long term.

## **Part Seven, The Future of Threads**

While Threads will most certainly provide value to users in the short term, what is the long-term potential of Threads? Where will it go in the future and is it worth investing time and effort into building a presence on Threads? What might future opportunities look like and how can you leverage those opportunities to their fullest potential?

Threads operates under parent company Meta, so has a significant amount of branding and financial resources behind it. Threads has also seen massive growth in its user database, reaching over 100 million signups within the first 5 days. If Meta has anything to say about it, Threads is looking to have a very bright future with plentiful opportunities for success and sustained growth.



The future is never certain, but Threads seems to be in a good spot. As always, continued research is crucial. Pay attention to trends and patterns. Keep an eye on potential opportunities and how you can adapt and leverage those opportunities. Stay aware and make the most of every moment you have.



In the dynamic landscape of social media, being an early adopter can often be a game-changer for financial success. As new platforms emerge and gain traction, those who recognize their potential and adapt swiftly have the chance to position themselves advantageously for the future.

As the platform evolves, it may introduce new monetization features to support its content creators. Early adopters who have built a loyal following can benefit greatly from these features, which might include in-platform advertising, subscription models, virtual goods sales, or brand partnerships. By being among the first to utilize these features, you position yourself ahead of the curve and stand to reap the financial rewards.

Financial success on a growing social media platform is not solely dependent on one income stream. Diversify your revenue sources to reduce risk and maximize potential earnings. In addition to platform-based monetization, consider offering products, services, or courses that align with your brand and cater to your audience's needs. Developing a multi-faceted approach to monetization can help you thrive as the platform's ecosystem evolves.

Being an early adopter doesn't guarantee permanent success. Social media platforms are constantly evolving, and trends can change rapidly. Stay agile and adaptable to shifts in user behavior, algorithm changes, and new competitive challenges. Continually innovate and refine your strategies to maintain relevance and engagement within the platform's community.

The journey of financial success on a growing social media platform requires patience and perseverance. Overnight successes are rare, and building a strong foundation takes time. Embrace a long-term vision, and consistently invest effort, time, and resources into nurturing your presence on the platform. As the platform matures, your early investments are likely to yield substantial returns.

## **Conclusion**

In the ever-changing world of social media, early adaptation can serve as a catalyst for financial prosperity. Identifying and embracing promising platforms, understanding their potential, and building a strong early presence are essential steps. By leveraging new monetization features, diversifying income streams, staying agile, and maintaining a long-term

vision, you position yourself to thrive financially as the platform grows and evolves. Remember, the key to success lies in innovation, authenticity, and genuine engagement with the platform's vibrant community.

## **Appendix:**

### **Disclaimer:**

The terms of service provided in this book are based on the information available at the time of publication. However, please be aware that the platform's terms of service are subject to change by the platform itself. The version included herein may not reflect the most current agreement between users and the platform.

Readers are strongly advised to refer to the platform's official website for the most recent and accurate version of the terms of service. The platform may update or modify its terms, conditions, and policies, and it is the responsibility of the users to stay informed of any changes that may affect their use of the platform.

The terms of service presented in this book are for informational purposes only and do not constitute legal advice or an official representation of the platform's policies. Users are encouraged to review the complete terms of service on the platform's website to understand their rights and obligations fully.

The author and publisher of this book are not responsible for any discrepancies, omissions, or changes that may occur to the platform's terms of service after the publication date. Users should exercise due diligence and always consult the platform's official website for the latest and most accurate information.

Using the platform or engaging with its services indicates your acceptance and agreement to be bound by the platform's current terms of service. If you do not agree with any of the terms or conditions, refrain from using the platform's services.

By reading this book, you acknowledge that you have read, understood, and accepted this disclaimer regarding the platform's terms of service.

Please consult a legal professional if you have any questions or concerns about the platform's terms of service or how they may impact your use of the platform.

Threads Terms Of Service 22 June 2023:

<https://help.instagram.com/769983657850450/>

Welcome to the Threads Service (as defined below). These Threads Terms of Use (the "Terms") govern your use of the Threads Service and supplement and amend the Instagram Terms of Use and the Instagram Community Guidelines which are incorporated into these Terms by reference. The Threads Service is accessed through and part of the

“Meta Products” provided by Meta Platforms, Inc. (“Meta”), and your use of the Threads Service is deemed part of your use of Instagram (as defined below). Depending on your country of residence, aspects of this service may be owned, operated, or controlled by Meta Platforms, Inc., Meta Platforms Ireland Limited, or its affiliates. References to “us,” “we,” and “our” mean either Meta Platforms, Inc. or Meta Platforms Ireland Limited, or its affiliates, as appropriate. Any capitalized terms used but not defined herein have the meaning given in the Instagram Terms. In the event of any conflict between these Terms and the Instagram Terms, these Terms govern solely with respect to your use of the Threads Service and solely to the extent of the conflict. By using the Threads Service, you agree to these Terms.

**Dispute Resolution on an Individual Basis:** You and we agree to resolve all disputes arising out of or relating to these Terms or the Threads Service in accordance with the arbitration and/or forum-selection provisions in the Instagram Terms of Use in effect at the time that you or we commence the dispute.

The following definitions apply to these Terms:

“Instagram” means the “Service” as defined in the Instagram Terms.

“Instagram Terms” means collectively, the Instagram Terms of Use and the Instagram Community Guidelines.

“Protocol” means an interoperable protocol that allows social networking and other services to interface with a network of servers to facilitate the exchange of content and information between the users of such servers and interfaces. For clarity, the Protocol is not part of the Threads Service or Instagram.

“Third Party Content” means content and information that has been shared to a Third Party Server by end users of a Third Party Service, even if that content may be viewed or interacted with on the Threads Service.

“Third Party Server” means a server operated or controlled by a third party that is integrated with the Protocol and that stores content and information uploaded or shared by users of Third Party Services. For clarity, because the Protocol is interoperable, to the extent the Threads Service is integrated with the Protocol, content and information on a Third Party Server may be accessed and stored by the Threads Service through the Protocol as a result of interacting with the Threads Service.

“Third Party Service” means a service/client operated by a third party that also interfaces with the Protocol to allow such service’s respective users to upload, access, interact with, and share content and information to and from a broader community of individuals using services integrated with the Protocol.

“Third Party Users” means end users that access a Third Party Service from such Third Party Service’s websites or applications.

“Threads Content” means content and information that has been uploaded or submitted to a Threads Server by a Threads User.

“Threads Server” means a server/client operated or controlled by Meta that stores content and information uploaded or shared by users of the Threads Service, and which may be integrated with the Protocol. For clarity, because the Protocol is interoperable, to the extent the Threads Service acts as an interface with the Protocol, content and information on a Threads Server may be accessed and stored by Third Party Services as a result of using the Threads Service.

“Threads Service” means the Threads application or website, an Instagram Service, that allows Threads Users to share, view, and interact with information to and from other Threads Users, and any content that is provided directly by Meta via such application or website. When the Threads Service is integrated with the Protocol, the Threads Service will then also function as an interface with the Protocol and allow users to interact with Third Party Users and Third Party Services that are also integrated with the Protocol.

“Threads Users” means end users that access the Threads Service from the Threads Service’s website or application.

## Understanding the Threads Service

### Non-Interoperable Functionality

The Threads Service allows you to upload, access and share content and information with other individuals using the Threads Service. When the Threads Service is not integrated with the Protocol, content or information you share will be stored on Threads Servers and will not be shared to Third Party Services.

### Interoperable Capabilities

Once the Threads Service is integrated with the Protocol, the interoperable capabilities of the Threads Service function as an interface for you to be able to upload, access, share, and interact with content and information to and from the broader community of individuals using Third Party Services via the Protocol. Interoperable capabilities will continue to evolve and may not always be available via the Threads Service.

Once the Threads Service is integrated with the Protocol, Meta will share your content, information, and interactions to Third Party Services. Please be aware that you are directing us to deliver your information to services not controlled by Meta as necessary to integrate with the Protocol, so that your information can be stored and processed by the Third Party Services.

Although certain activities within the Threads Service may rely on use of the Protocol, the Protocol is separate and distinct from the Threads Service. The Protocol is not considered a “Meta Product” or “Service” under these Terms or the Instagram Terms. Meta does not provide, own or control any part of the Protocol and will not be responsible or liable to you for any elements of the Protocol or any Third Party Services that you may interact with via the Protocol. Please note that the Protocol or any related Third Party Services may be subject to different terms and conditions and/or privacy policies, so you should review those carefully if independently using or accessing them.

### Who Can Use the Threads Service

In order to use the Threads Service, you must be in compliance with these Terms and the rest of the Instagram Terms. For clarity, any provisions under the Instagram Terms regarding who is able to use Instagram will also apply to your ability to use the Threads Service.

You will sign up and login to the Threads Service using your Instagram account or any other account that we may choose to enable in the future. You are solely responsible for any activity on your profile and for maintaining the confidentiality and security of your password.

In order to use the Threads Service, we may request that you provide additional information or documents regarding your use of the Threads Service, as required to provide the Threads Service or by applicable laws. You agree to provide such information or documents and represent and warrant that all information you provide to Meta is accurate and up to date. You acknowledge that in the process of these identity verification procedures we may make inquiries, including through third parties, in order to verify your identity.

### How You Can't Use the Threads Service

You agree that you shall not, nor shall you cause or permit any third party to do, or attempt to do any of the following in connection with your use of the Threads Service: (i) exploit the Threads Service for any commercial purpose; (ii) introduce any viruses, trojan horses, worms, logic bombs or other materials that are malicious or technologically harmful into our systems; (iii) circumvent, remove, alter, deactivate, degrade or thwart any technological measure or content protections of the Threads Service; and (iv) use any robot, spider, crawlers, scraper or other automatic device, process, software or queries that intercepts, “mines”, scrapes, extracts or otherwise accesses the Threads Service to

monitor, extract, copy or collect information or data from the Threads Service, or engage in any manual process to do the same.

Additionally, you agree that the Instagram Terms of Use, including the section titled “Your Commitments” also applies to your use of the Threads Service.

## Content

### Threads Service Features and Tools:

If you upload or share any Threads Content, you hereby grant us a non-exclusive, royalty-free, transferable, sub-licensable, worldwide license to host, use, distribute, modify, run, copy, publicly perform or display, translate and create derivative works of your Threads Content (in accordance with the Privacy Policy and Threads Supplemental Privacy Policy). You also represent and warrant that (i) you have, or have obtained, all necessary rights, licenses, consents, permissions, power and/or authority (including all intellectual property rights) to grant Meta the rights to use your Threads Content, and (ii) your Threads Content will not contain any material that infringes any third party’s rights, including any intellectual property rights, or any applicable laws, unless an exception or limitation applies under applicable law. This license will end when your Threads Content is deleted from the Threads Server, subject to the deletion limitations noted below.

When using the Threads Service, all content that you upload or share must comply with the Instagram Community Guidelines as the service is part of Instagram.

Interoperable Capabilities: From and after any periods when the Threads Service is integrated with the Protocol, the license granted in Section 4(a) in and to your Threads Content shall also include the right to make available and share your Threads Content to and with Third Party Users and on Third Party Services that are also integrated with the Protocol. You acknowledge that from and after any periods when the Threads Service is integrated with the Protocol, Threads Content may be hosted on either a Threads Server or a Third Party Server, and that Meta shall only be responsible for Threads Content that is hosted on a Threads Server. To the extent the Threads Service is integrated with the Protocol, you acknowledge that following deletion, Threads Content may continue to be stored and/or archived on Third Party Servers that have accessed such Threads Content via the Protocol, which Meta has no control over.

## Content Deletion and Deactivating or Terminating Your Threads Profile

### Threads Service Features and Tools:



Meta has the right to (i) remove any Threads Content that is stored on Threads Servers from being accessible from within the Threads Service if Meta believes that such Threads Content violates these Terms or the Instagram Terms or if Meta is permitted or required to do so by applicable law, (ii) provide notice to Third Party Servers about enforcement actions taken with respect to Threads Content, and (iii) take any action that Meta believes is necessary or appropriate if Meta reasonably believes that any such Threads Content infringes the rights of others and/or could create liability or adverse legal or regulatory implications for Meta or other Threads Users.

To the extent permitted by applicable law, we can refuse to provide or stop providing all or part of the Threads Service to you (including terminating or disabling your profile and access to the Threads Service) without notice (or after providing reasonable notice where required by applicable law), for any reason, including to protect our community or services, including Instagram, if you violate these Terms or the Instagram Terms, or where we are permitted or required to do so by law. We can also terminate or change the Threads Service or stop providing all or part of the Threads Service in our reasonable discretion.

If you believe your profile has been terminated in error, or you want to disable or permanently delete your profile, consult our Help Center.

When you deactivate your Threads profile, your content and profile will be hidden from view by other users, but it will remain on the Threads Servers. Threads Content will be deleted from Threads Servers if you delete individual Threads Content or your Instagram account. When you request to delete your Instagram account, the deletion process will automatically begin no more than 30 days after your request. It may take up to 90 days to delete Threads Content from Threads Servers after the deletion process begins. Subject to Section 5(b) (Interoperable Capabilities) below, while the deletion process for Threads Content is being undertaken, such Threads Content is no longer visible on the Threads Service by Threads Users, but remains subject to these Terms and the Threads Supplemental Privacy Policy. After the Threads Content is deleted from Threads Servers, it may take us up to another 90 days to remove it from backups and disaster recovery systems.

Should you choose to delete your Instagram account, then deletion of your Threads Content from Threads Servers may not occur within 90 days where:  
your Threads Content has been used, copied, reposted or shared by others in accordance with the license granted under these Terms and they have not deleted it (in which case this license will continue to apply until that content is deleted);

deletion within 90 days is not possible due to technical limitations of our systems, including the Threads Servers, in which case, we will complete the deletion as soon as technically feasible; or

deletion would restrict our ability to: (I) investigate or identify illegal activity or violations of our terms and policies (for example, to identify or investigate misuse of our products or systems); (II) protect the safety and security of our products, systems, and Threads Users; (III) comply with a legal obligation, such as the preservation of evidence; or (IV) comply with a request of a judicial or administrative authority, law enforcement, or a government agency; in which case, the content will be retained for no longer than is necessary for the purposes for which it has been retained (the exact duration will vary on a case-by-case basis).

If you delete or we disable your profile, these Terms shall terminate as an agreement between you and us, but this section and the section in the Instagram Terms called “Our Agreement and What Happens if We Disagree” will still apply even after your profile is terminated, disabled, or deleted.

### Interoperable Capabilities

Meta has the right to (i) remove any Third Party Content that is stored on Threads Servers from being accessible from within the Threads Service (a) if Meta believes that such Third Party Content violates these Terms or the Instagram Terms, (b) if Meta is permitted or required to do so by applicable law, or (c) for any reason in Meta’s sole discretion and (ii) take any action that Meta believes is necessary or appropriate if Meta reasonably believes that any such Third Party Content infringes the rights of others and/or could create liability or adverse legal or regulatory implications for Meta or other Threads Users.

You acknowledge that any Threads Content or Third Party Content that was removed or made inaccessible from the Threads Service by Meta, while the Threads Service is integrated with the Protocol, might still (i) be viewed on Third Party Services that have accessed such Threads Content via the Protocol or (ii) stored on Third Party Servers, as Meta does not have control over such Third Party Services or Third Party Servers. For the avoidance of doubt, you acknowledge that Meta can only delete Threads Content that is hosted on Threads Servers, and Meta cannot remove or delete any Threads Content from any Third Party Services or Third Party Servers.

### Privacy

Our Privacy Policy and the Threads Supplemental Privacy Policy explain how we collect, use, and share information across the Meta Products, including for the Threads Service.

You must agree to the Privacy Policy and Threads Supplemental Privacy Policy to use the Threads Service.

## DMCA Policy

In accordance with the Digital Millennium Copyright Act (“DMCA”), and other applicable laws, if you repeatedly post content that infringes someone else’s intellectual property rights, such as copyrights or trademarks, your profile may be removed under the Threads Service’s repeat infringer policy in our sole discretion. Under this policy you could also lose access to certain features or functionality on the Threads Service. We may also limit access to the Threads Service and/or terminate the profiles of any Threads Users who infringe any intellectual property rights of others, whether or not there is any repeat infringement. The actions taken under these policies may depend on the nature of the reported content and where it was posted.

If you believe that any Threads Content or any Third Party Content accessible within the Threads Service infringes upon any copyright which you own or control, you may file a notification of such infringement with our Designated Agent as set forth below:

Threads Designated Agent  
Meta Platforms, Inc.  
1 Meta Way  
Menlo Park, CA 94025  
Phone: 1 (650) 543-4800  
Email: [ip@instagram.com](mailto:ip@instagram.com)

If you knowingly misrepresent in your notification that the material or activity is infringing, you may be liable for any damages, including costs and attorneys’ fees, incurred by us or the alleged infringer as the result of our relying upon such misrepresentation in removing or disabling access to the material or activity claimed to be infringing.

## Ownership

You acknowledge and agree that Meta and its licensors own all rights, title and interest in and to the Threads Service (other than any Threads Content). You agree that you will not remove, alter or obscure any copyright, trademark, service mark or other proprietary rights notices incorporated in or accompanying any of the Threads Service. For clarity, Meta does not own or control the Protocol or any Third Party Services accessible through the Protocol.

## Meta's Liability to You

Meta will not have any responsibility or liability to you for (i) any interactions you have with Threads Users or, to the extent applicable, your activities on any Third Party Services or interactions with Third Party Users; (ii) any Threads Content that may be sent to Third Party Services from the Threads Service or Third Party Content that may be sent from Third Party Services to the Threads Services, including any obligation to review or takedown such content; and (iii) all activities occurring off the Threads Service, including on any Third Party Services, in connection with data or information accessed through the Threads Service.

## Indemnification

You agree to indemnify, defend and hold harmless Meta and its parents, affiliates, officers, directors, employees, agents, representatives, partners and licensors from and against any and all claims, costs, damages, losses, liabilities and expenses (including attorneys' fees and costs) arising out of or related to your interaction with or activities on Third Party Services via the Protocol, if applicable, including any of your Threads Content that may be sent to any Third Party Services or stored on any Third Party Servers.

## Export Laws

You agree that you will not export or re-export, directly or indirectly, the Threads Service and/or other information or materials provided by Meta hereunder, to any country for which the United States or any other relevant jurisdiction requires any export license or other governmental approval at the time of export without first obtaining such license or approval. In particular, but without limitation, the Threads Service may not be exported or re-exported (a) into any U.S. embargoed countries or any country that has been designated by the U.S. Government as a "terrorist supporting" country, or (b) to anyone listed on any U.S. Government list of prohibited or restricted parties, including the U.S. Treasury Department's list of Specially Designated Nationals or the U.S. Department of Commerce Denied Persons List or Entity List. By using the Threads Service, you represent and warrant that you are not located in any such country or on any such list. You are responsible for and hereby agree to comply at your sole expense with all applicable United States export laws and regulations.

## Updates

We may modify these Terms from time to time, in which case we will update the "Last Updated" date at the bottom of these Terms. If we make changes that are material, we

will use reasonable efforts to provide you with notice by e-mail and/or by placing notice on the Threads Service before we make changes to these Terms, unless the changes are required for safety or security purposes or to comply with applicable law (in which case we will provide notice as soon as reasonably practicable). However, it is your sole responsibility to review these Terms from time to time to view any such changes. The updated Terms will be effective as of the time of posting, or such later date as may be specified in the updated Terms. Your continued access or use of the Threads Services after the modifications have been effective will be deemed your acceptance of the modified Terms.

Effective: 22 June 2023

END OF TERMS

END OF APPENDIX

## **Image Credits**

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Chapter 1:

"Social tree concept illustration" by storyset