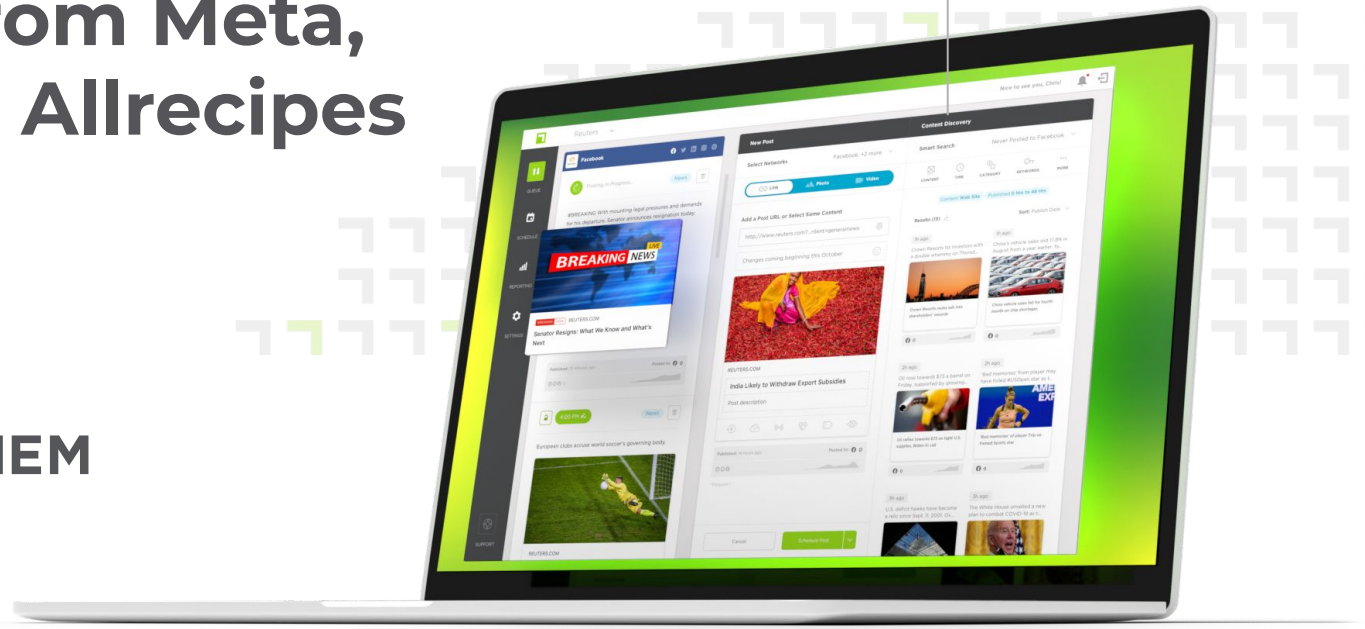
Webinar

Threads Webinar: Learn from Meta, AP, and Allrecipes



TRUE ANTHEM

We have your notes. 🗒️

- After the webinar, we will be sending out the following elements to all attendees:
  - Deck from this webinar
  - Full recording of this webinar
  - Written answers to submitted questions

Agenda

01 Introductions

02 True Anthem's Threads Integration

03 Meta's Best Practices and Overview of Threads

04 Fireside Chat with AP and Allrecipes

05 Q&A

TODAY'S PANELISTS



Chris Hart
CEO & Founder



Ashley Carufel
Director, Customer Strategy & Insights



Etienne Blanc
Product Marketing Manager, Threads



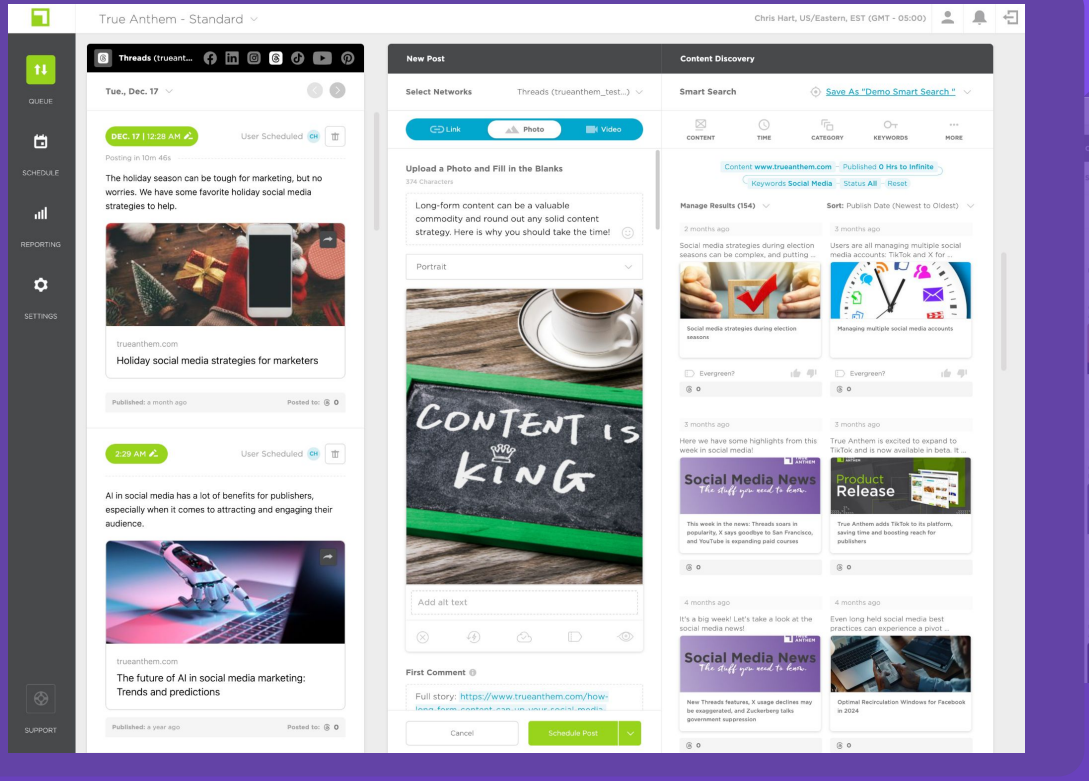
Alex Connor
Afternoon News Editor, Associated Press

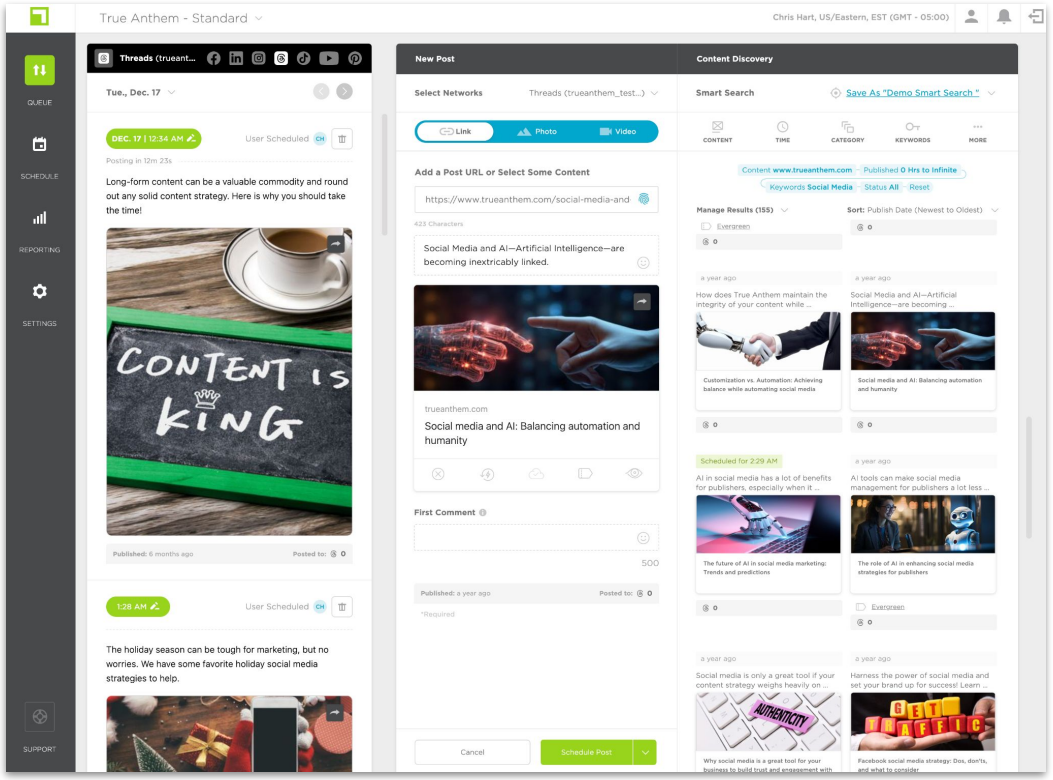


Heather Oldenborg
Social Media Editor, Allrecipes

Threads +

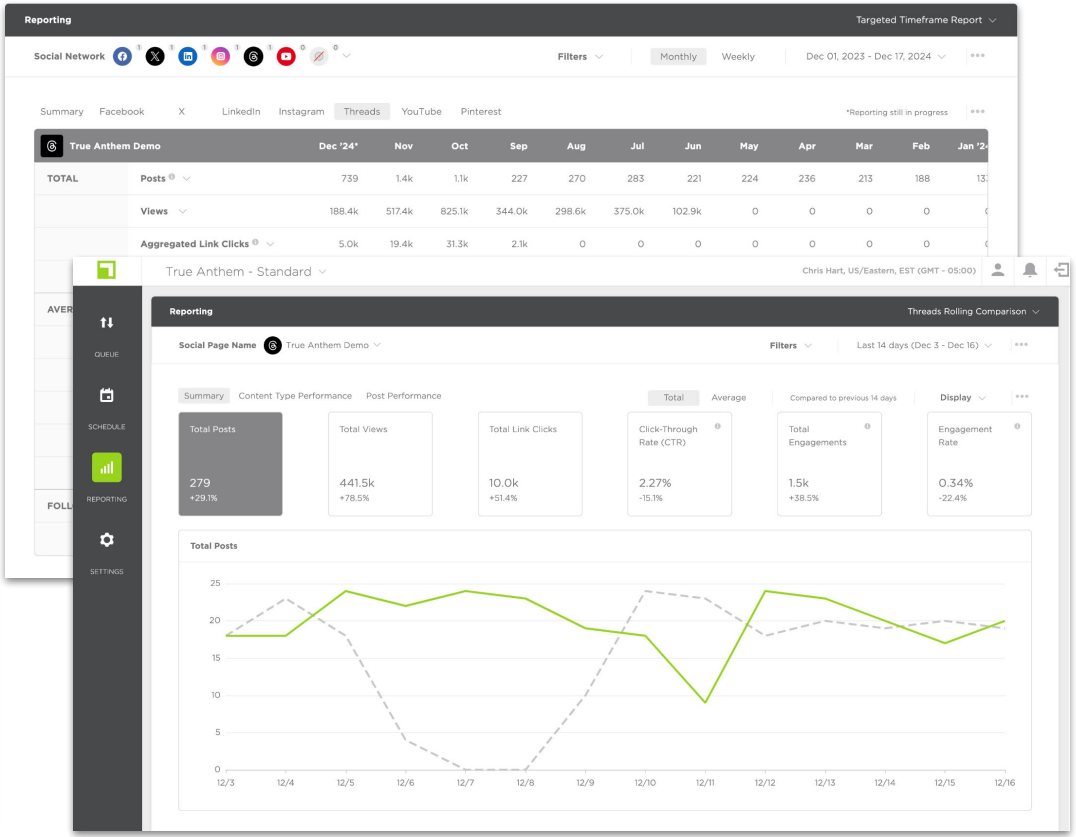
GA Release Dec 18th





True Anthem's Threads integration includes:

- **Effortless Social Publishing to Threads via the True Anthem Dashboard:**
  - Schedule link posts, photo posts, carousel posts, and video posts directly from the TA Dashboard.
  - Tags (#) (to encourage engagement), Link in First Comment, and Alt Text are supported.
- **AI Automated Posting to Threads:** Automate link posts and photo posts based on your editorial rules and post schedule. Copy a pre-existing schedule from another network or customize.
- **Unified Reporting & Analytics,** plus link click metric tracking.



Threads Reporting & Analytics

- → **Timeframe Reporting:** Gain valuable insight into your Threads performance alongside other social platforms with True Anthem's Timeframe Reporting.
- → **Rolling Comparison Reporting:** Analyze metrics and post level metric performance vs a previous time period using True Anthem's Rolling Comparison Reporting.
- → **Post Performance Reporting:** Assess what posts are performing best.
- → **Link Click Metric Analytics**

+ Threads

Next Steps

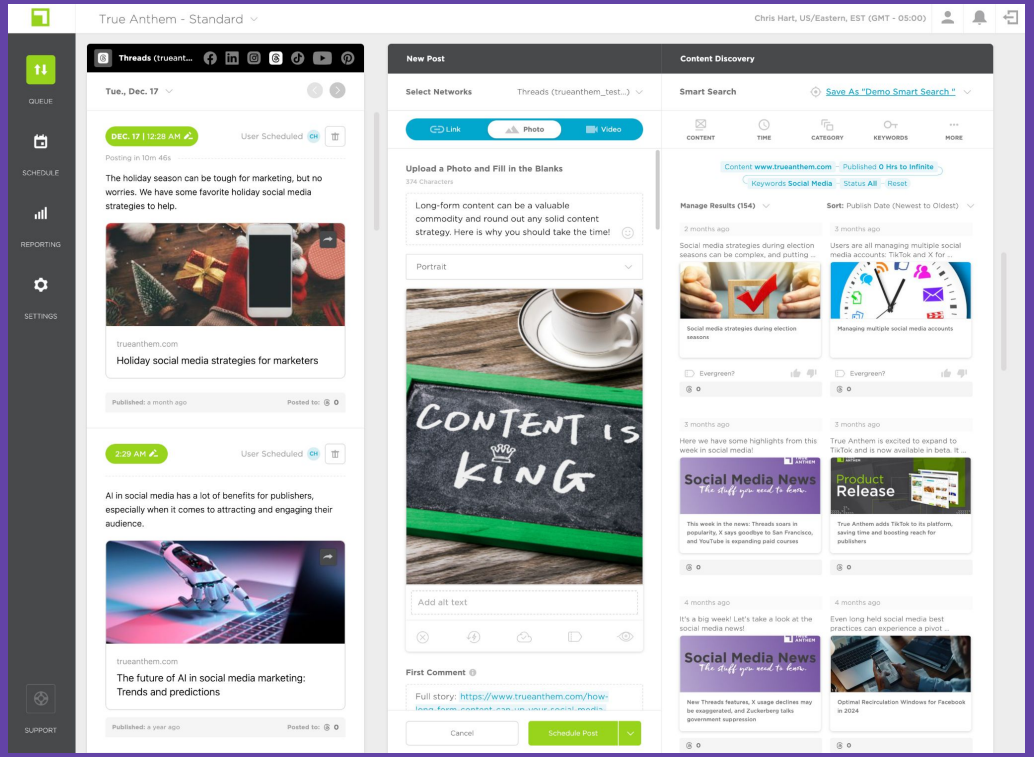
- **Current clients:** All customers will get access to Threads on Wednesday (12/18) in the TA Dashboard.

  If you'd like to set up Threads automation or have any questions, reach out to csm@trueanthem.com.

- **Not a current client:** Set-up a demo with sales@trueanthem.com

Threads +

Threads Overview and Best Practices





Say more with Threads

The inception

Designing the logo

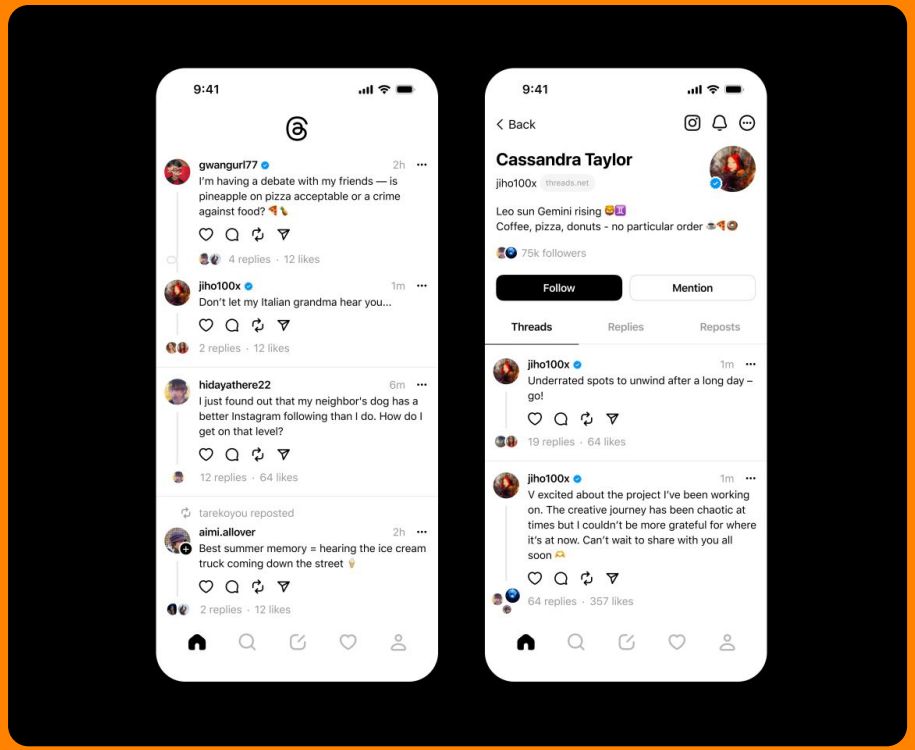




The Golden Ticket!



The original experience



About Threads

275M

monthly actives on Threads connecting over ideas

+1M

daily sign-ups



@Threads

Everyone has something worth saying. Say it with Threads.

- Share your thoughts and ideas
- Join conversations based on your interests
- Engage and grow your community

THREADS MISSION

Our mission is to inspire ideas that bring people together

A welcoming environment helps people easily share their thoughts or explore others' takes on a variety of topics, from high-brow, to low-brow to "unhinged". Casual thoughts to deep ideas

Allowing people to find others who share what they're into, form healthier communities and have more lively conversations

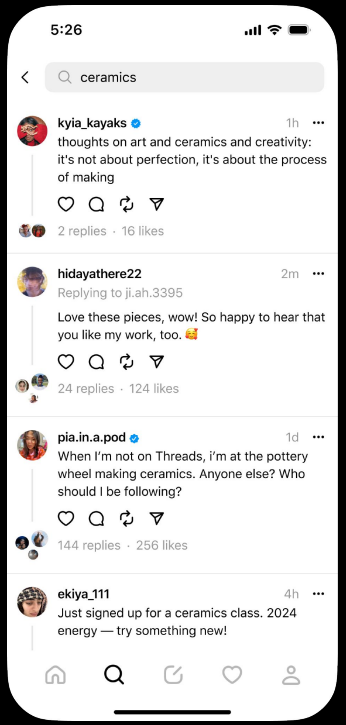
Get Started



Onboarding



Feed

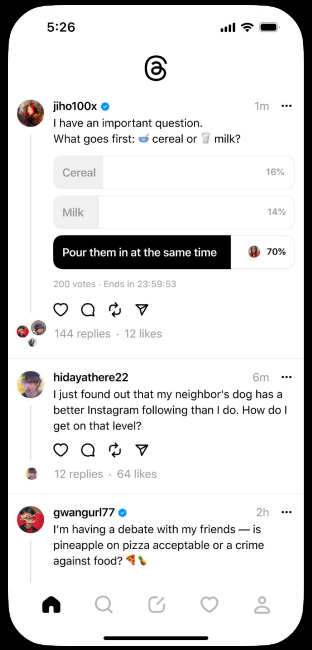


Search

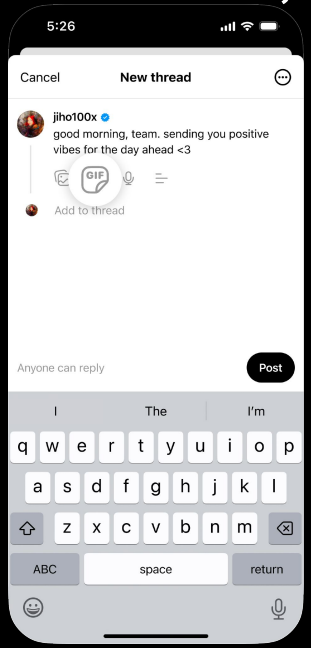
Get Started

Web

Create With Text, and More

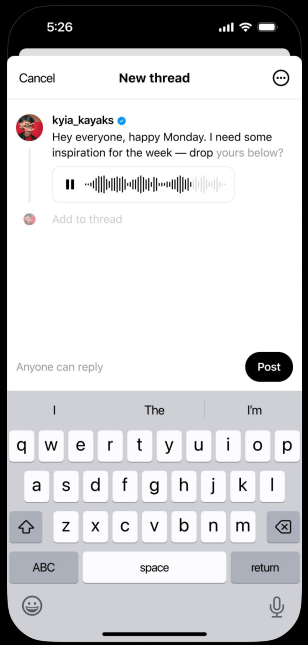


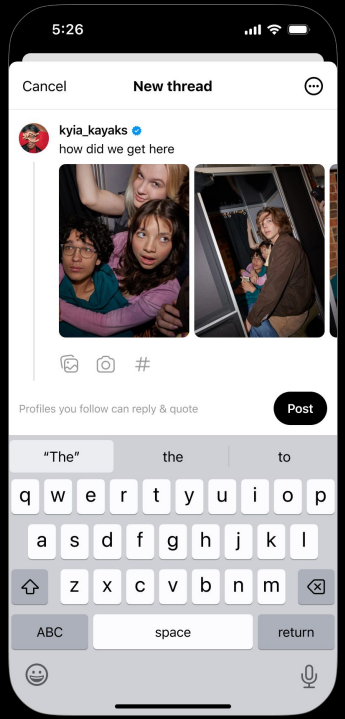
Polls



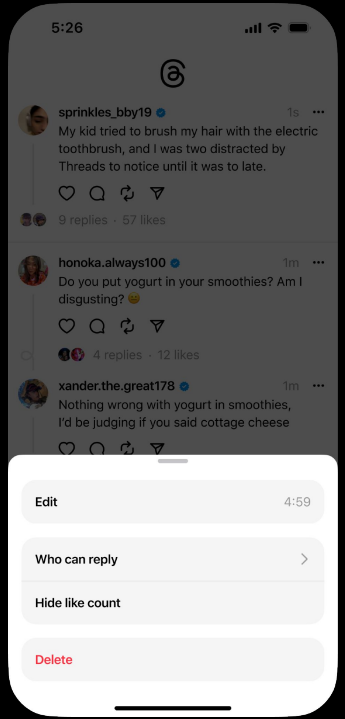
GIF

Voice



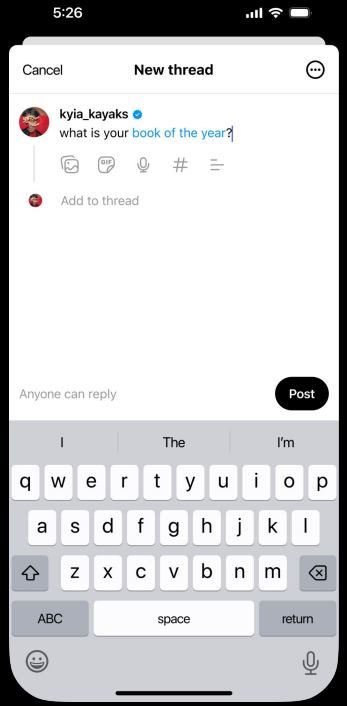


Photos & Videos

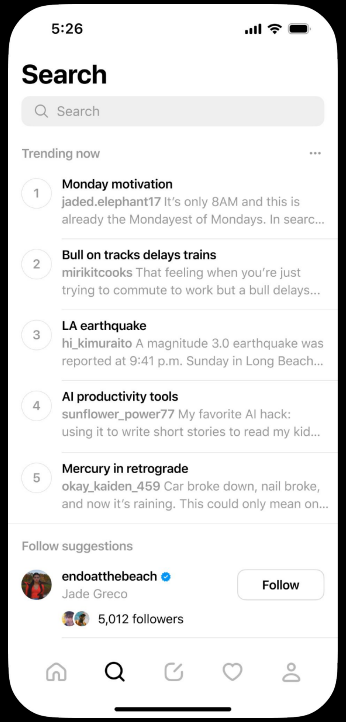


Edit

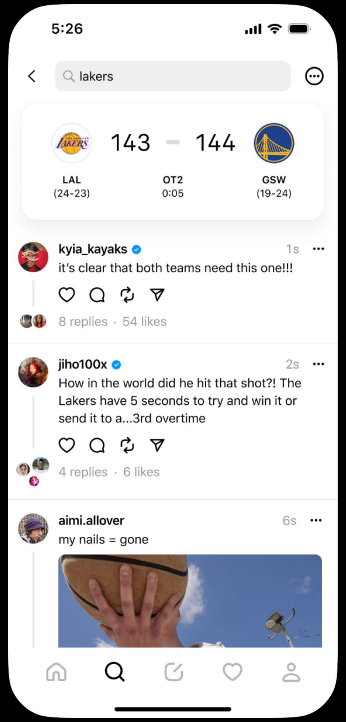
Find Your Community



Topic Tags

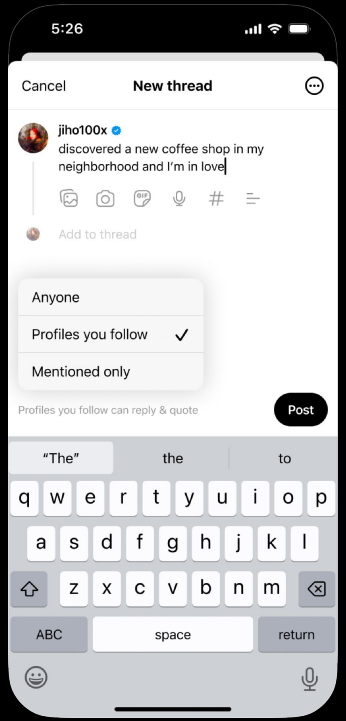


Trending Now

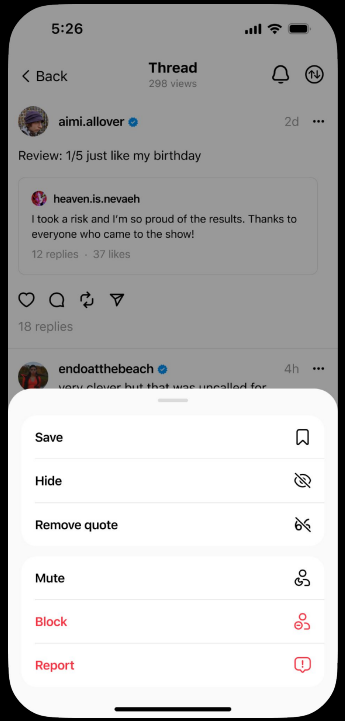


Live Scores

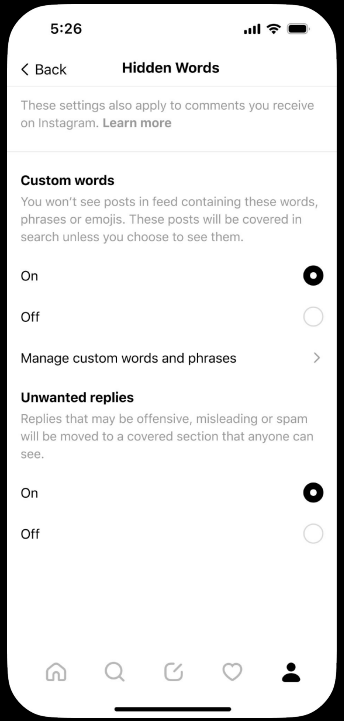
Control Your Experience



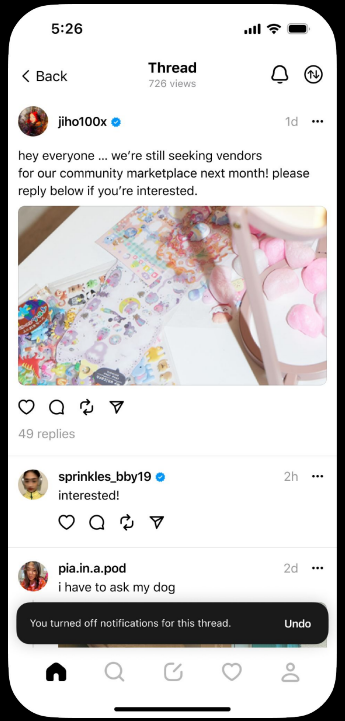
Reply & Quote Controls



Remove Quote

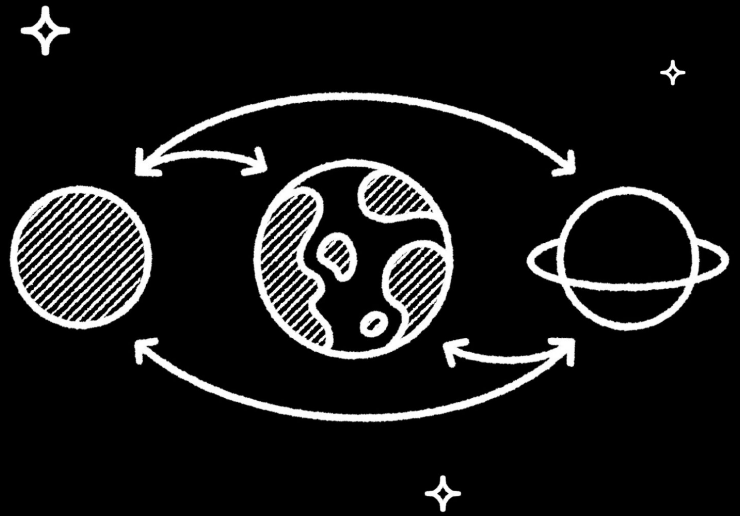


Hidden Words



Manage Notifications

Threads is part of the fediverse



The *fediverse* - short for *federated universe* - is an open, decentralized social media network that lets users connect and share information across independent servers.

A useful analogy

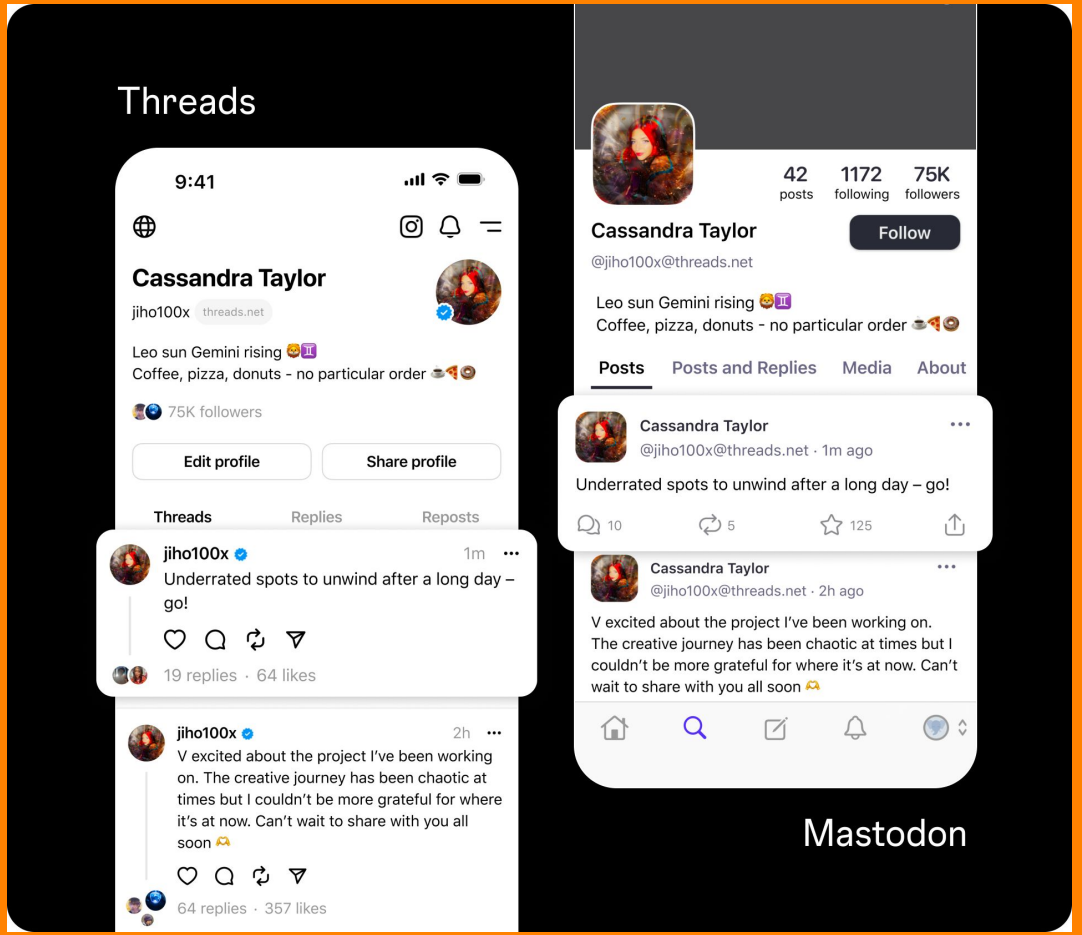


Email is an example of a federated universe

You can have a Gmail, Hotmail, or Yahoo account and exchange emails because these services are are all built on the same Simple Mail Transfer Protocol (SMTP).

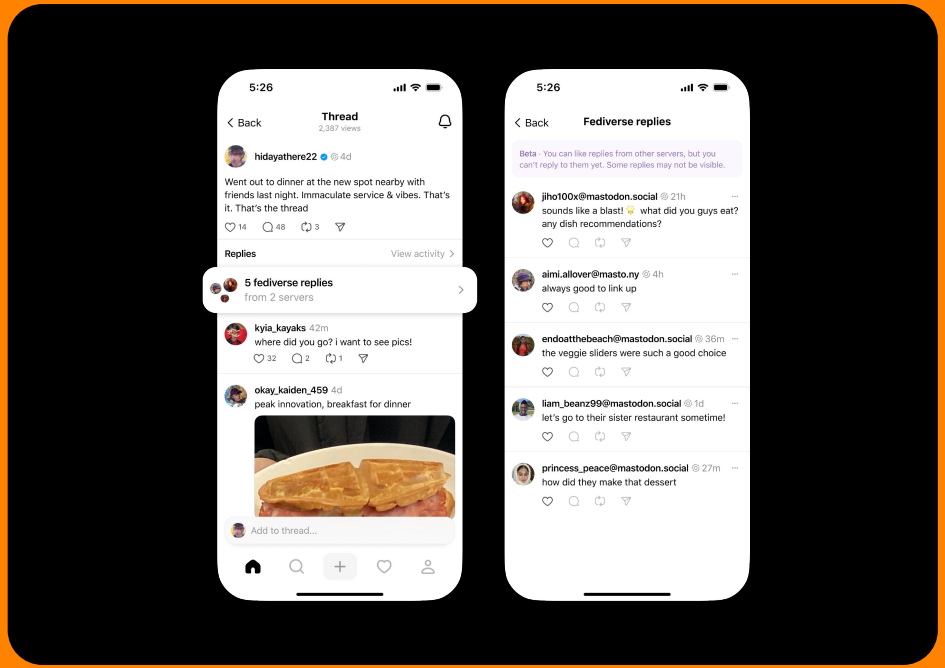
But unlike sending email to a limited audience, your information in the fediverse is shared publicly.

Connecting people to public conversations is bigger than one company



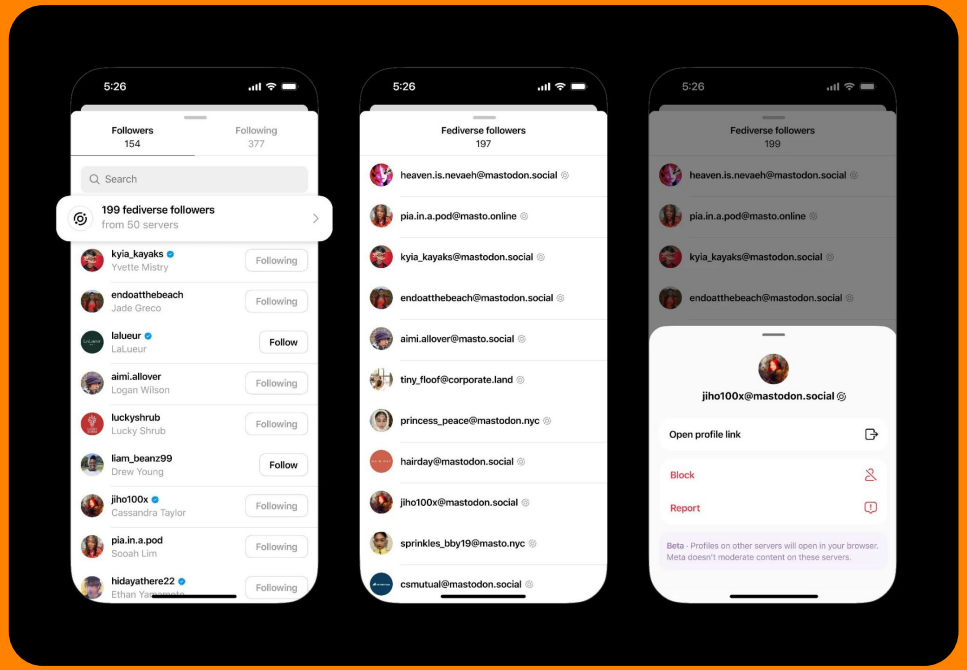
We are taking a phased approach to make sure we build responsibly as we engage with the fediverse community

June
See replies from the fediverse



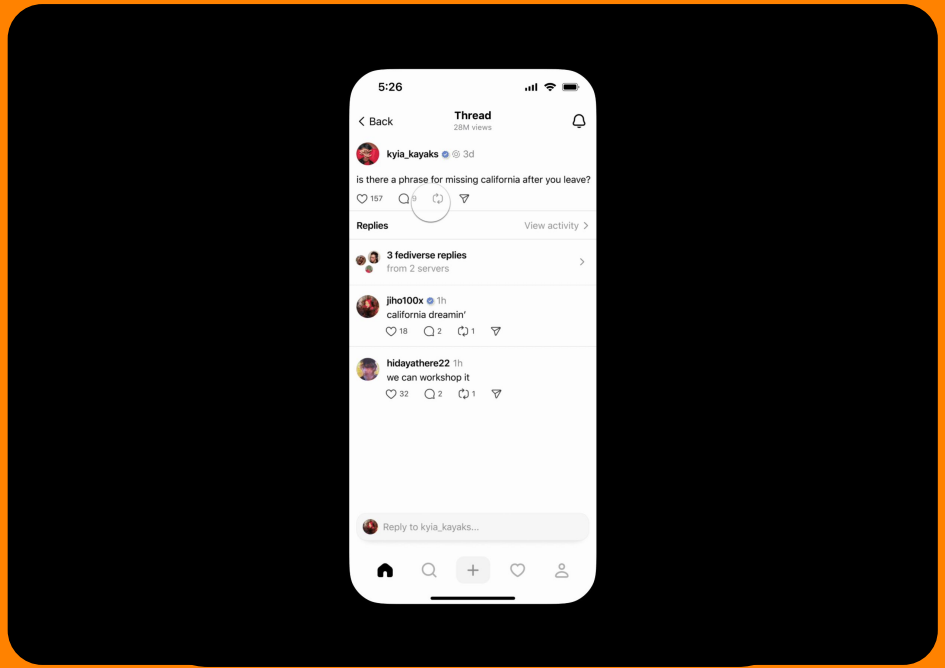
We are taking a phased approach to make sure we build responsibly as we engage with the fediverse community

October
See who likes your posts and who follows you from other fediverse servers



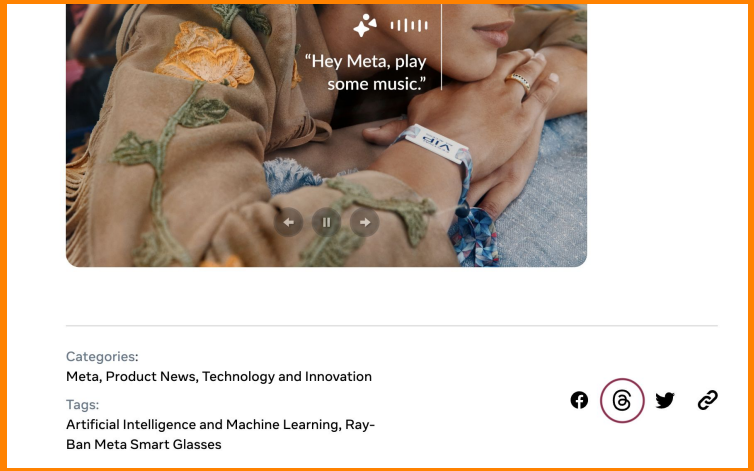
We are taking a phased approach to make sure we build responsibly as we engage with the fediverse community

December
Follow people on other fediverse servers



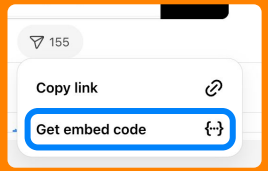
More tools for you

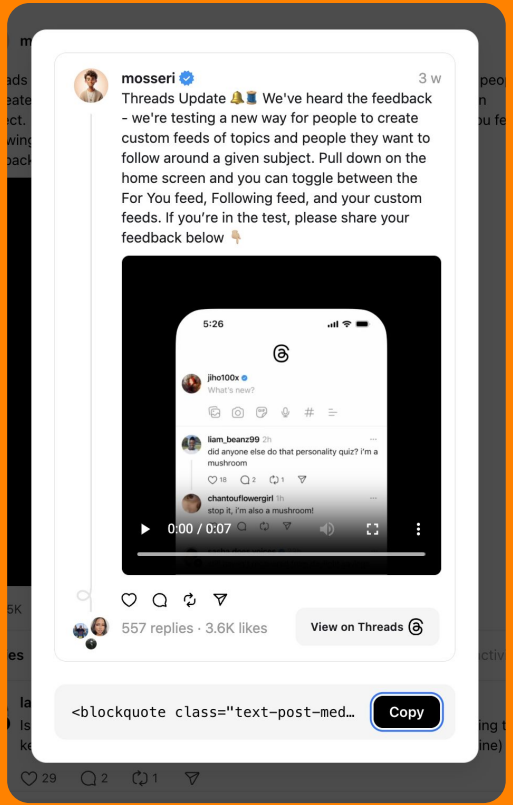
Web Intents
Drive community engagement and traffic by enabling people to easily share their favorite content from your website directly to Threads.



Web Intents
Drive community engagement and traffic by enabling people to easily share their favorite content from your website directly to Threads.

Embeds
Bring the conversation to your website with Threads embeds, made even easier by the introduction of our search and oEmbed APIs.

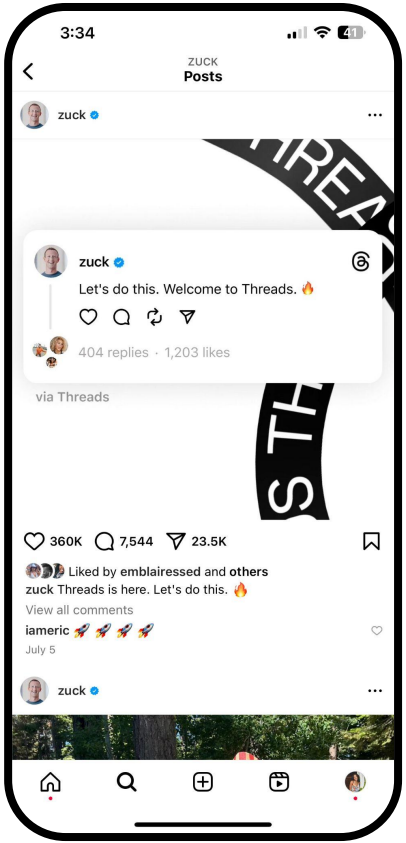




Get discovered on Instagram and/or Facebook

If your profile is public, your posts may be suggested to users on other apps so people can discover and follow you.

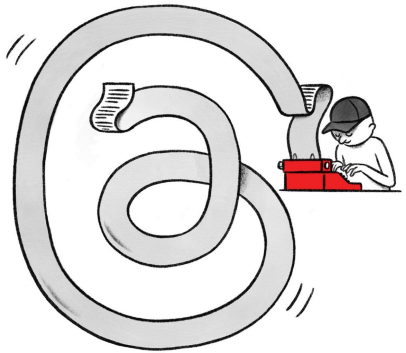
You also have the option to share your Threads content to Instagram Stories or Instagram Feed by tapping the airplane icon.





Best Practices

Share content often



@mattblease

Higher post frequency is linked to higher impressions per post[1]

(1) Based on internal analysis over a 30-day period in H1 2024 among global Threads creators

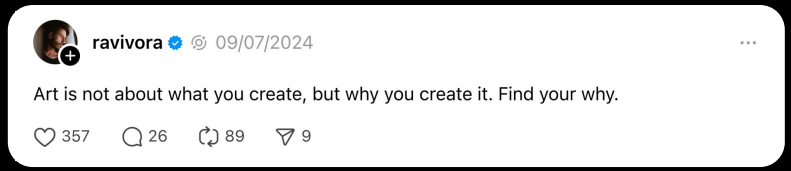
Experiment with content formats

Successful Threads creators share a mix of posts, including text-only, text + photo, text + video, text + carousel, polls, GIFs, and voicethreads.

It's your call - but always include text!

Video, photo, and carousel posts that also include text have performed significantly better than posts without any text[1].

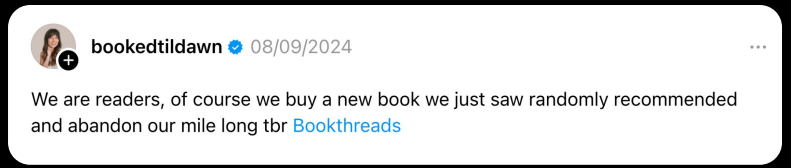


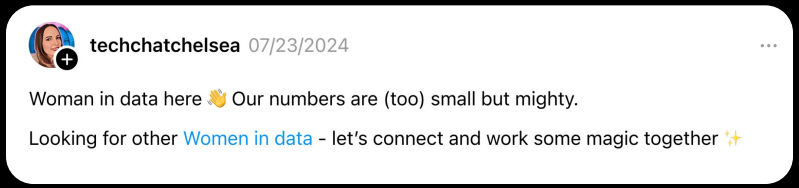


(1) Based on internal analysis over a 30-day period in H1 2024 among global Threads creators

Reach more people with topic tags

Adding topic tags that are relevant to your posts help you reach more people who are interested in that topic specifically, for example, people who tap the same tag from another post or use keyword search to explore their related interest.





Based on internal analysis over a 30-day period in H1 2024 among global Threads creators

More tips to grow on Threads

It takes time to build a community but consistency is the key.

Join ongoing conversations. Reply to threads that resonate with you to reach more people; replies account for almost half the views on Threads[1]!

Share your opinion on a topic and invite others to share their opinions too. Posts that drive conversations are more likely to be recommended[1].

Jump on trends and share your thoughts on cultural moments, pop culture, and current events that are likely to be top of mind of your audience

Make ‘em laugh. Humorous content received a higher # of views on Threads[1].

(1) Based on internal analysis over a 30-day period in H1 2024 among global Threads creators

Threads we <3



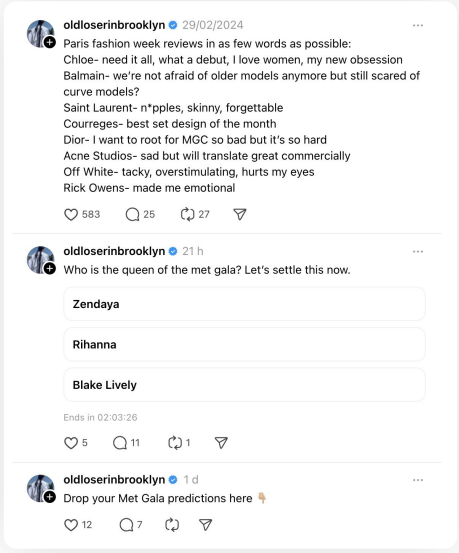
Threads we <3

Lifestyle

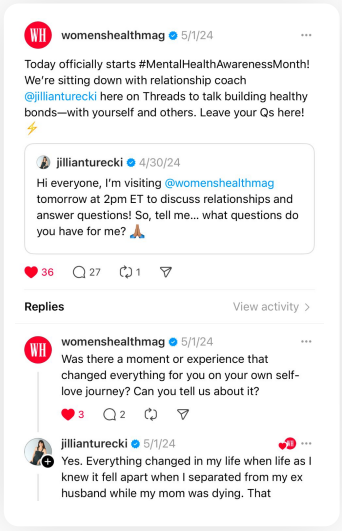
Stay stylish and on-trend (on Threads)



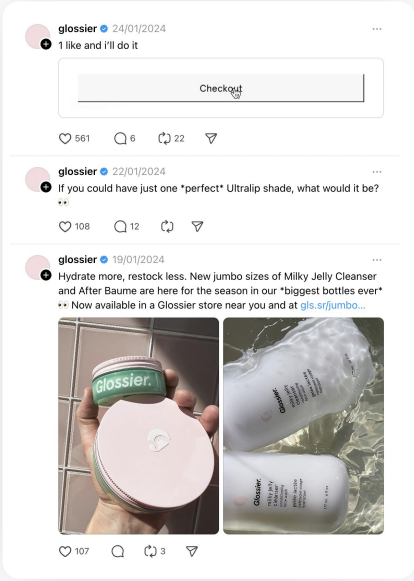


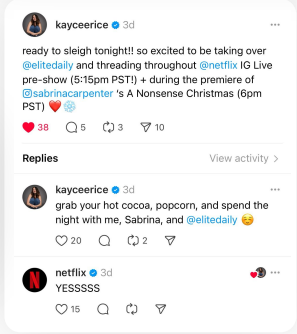












Threads we <3

Sports

It's game time!

naomiosaka 01/02/2024
I firmly believe that good things happen to good people
1.7K 113 126

naomiosaka 24/01/2024
Omg when did posting stuff become so stressful 💀
1K 130 33

naomiosaka 20/01/2024
Kinda want to start a book club lol
646 51 15

naomiosaka 19/01/2024
I have a (long) question for anyone that happens to be a dentist 😅
246 82 4

f1 27/02/2024
Which driver made you first fall in love with F1? 🥰

F1Threads

6.5K 2.8K 106

lexismickens 20/04/2024
What's your favorite view during an NBA game? Did you know not every arena has the same amount of handheld camera and broadcast cameras? Should I share more about this? NBAThreads

Sideline angle 21%
Baseline angle 11%
Half court angle 64%
Other, share in 🧵 4%

28 votes · Poll ended

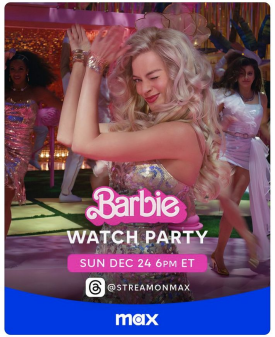
3 7

Entertainment

The show is on (Threads)

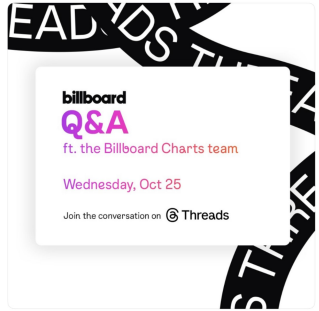
streamonmax 21/12/2023
Come on Barbie, let's go (watch) party.

Join us this Sunday on Threads for a Barbie The Movie watch party. We'll be hitting play on Max at 6 PM ET. Use #BarbieParty to get in on the fun. See you in Barbieland!



98 4 11

billboard 10/23/23
It's a big week on the Hot 100! 📈 Submit your questions about this week's chart below for our first-ever weekly Q&A with our @billboardcharts team on Wednesday. See you there!



205 37 7

bjnovak 24/04/2024
Never tell me "great question." I get too excited by the compliment, won't properly listen to your answer
6.3K 83 315

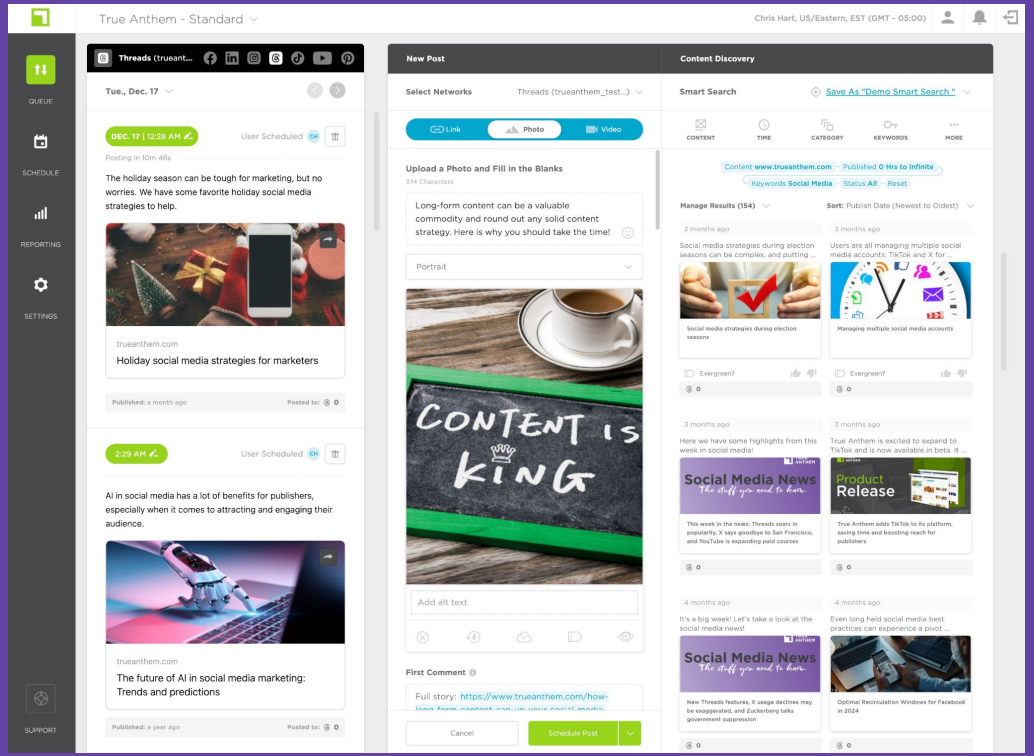
@Threads

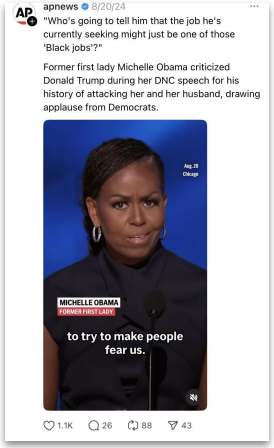
Thank You!

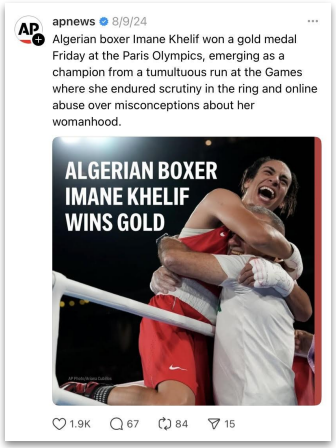


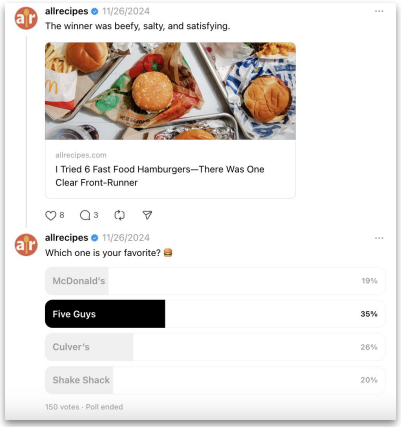
AP + allrecipes +

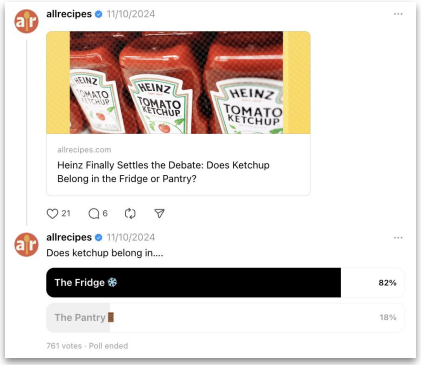
Fireside Chat

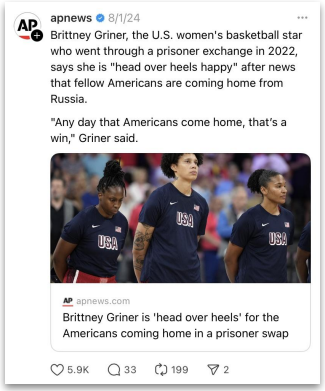
















Alex Connor
Afternoon News Editor,
Associated Press

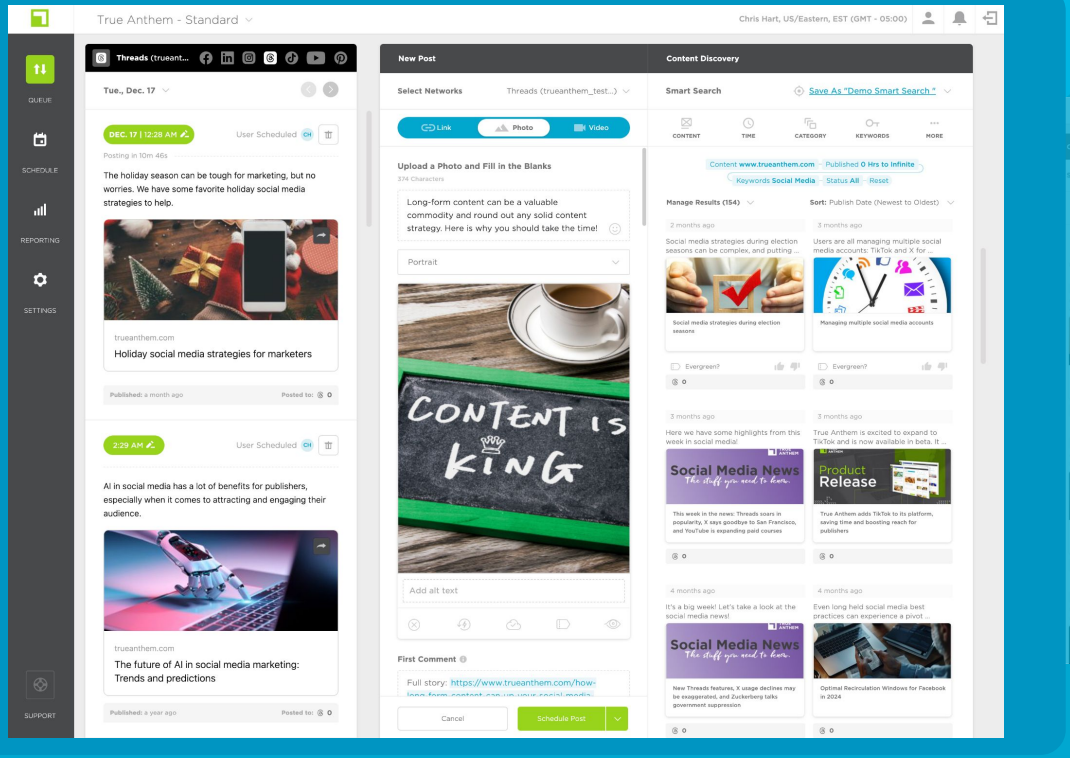


Heather Oldenborg
Social Media Editor,
Allrecipes

We have your notes. 🗒️

- After the webinar, we will be sending out the following elements to all attendees:
  - Deck from this webinar
  - Full recording of this webinar
  - Written answers to submitted questions

Any Questions?



+ Threads

Thank you!

- **Current clients:** All customers will get access to Threads on Wednesday (12/18) in the TA Dashboard.

  If you'd like to set up Threads automation or have any questions, reach out to csm@trueanthem.com.

- **Not a current client:** Set-up a demo with sales@trueanthem.com

+ Threads

Q&A Recap

Will a text-only feature ever be added to the True Anthem capabilities? We find that our text posts where we ask our audience a question or pose conversation starters perform the best for us.

Chris Hart (CEO at True Anthem): Yes, it's an update that TA is planning to make inside the post editor. Currently we support link, photo, carousel, and video, but text-only is something that we'll be prioritizing for Threads as well as the other platforms in 2025 due to the audience engagement benefits.

How do we include a topic tag when posting from True Anthem?

Chris Hart (CEO at True Anthem): Yes, this is supported within the Post Editor. You'll approach it like you are adding a hashtag, and it will automatically appear in Threads as a topic tag.

How important are topic tags for discoverability and is there any algorithmic benefit from using them?

Etienne Blanc (Meta): Posts using topic tags do not get an extra push in the algorithm. They primarily search organic discovery from search results and using tapping on the tags to get discovered from non-followers that way. Finding the right tag is a mix of art and science.

Alex Connor (Associated Press): Early on when we joined Threads, we used the Journalism topic tag on an audio post to introduce ourselves, and we saw an increase of about 10K new followers from it.

+ Threads

Q&A Recap

❓ Many social platforms are now moving to prioritizing vertical video posts. Is Threads planning something similar?

Etienne Blanc (Meta): Both vertical and horizontal videos are supported on Threads, but we don't have insights to share on their treatment or roadmap influence. Threads is very much a text-forward platform, and that is the core of the experience right now.

❓ With BlueSky's recent growth, how are you approaching the two platforms - are they similar strategies or any notable differences?

Alex Connor (Associated Press): We launched on Bluesky very recently, so we are still figuring out our approach. We are focusing on the content we know generally performs to set the tone. We're figuring out the audience needs. We post more on Threads

❓ Do online retailers and eCommerce "fit in" on Threads? Or is it still first and foremost a publishers and creators-first platform?

Etienne Blanc (Meta): Threads is a place for any business to engage with their consumers and broader community. We know ecommerce organizations are interested in monetization, but at this point Threads is a place to focus on engagement with their communities. We have already announced that the platform will support ads, but our focus is still on the audience's experience and growing community for the platform.

+ Threads

Q&A Recap

What aspect of Threads do you feel that publishers are under-leveraging?

Etienne Blanc (Meta): The web-version of Threads is lesser known for the value it brings. It is really flexible and useful to have an experience that fits your needs and engage in real-time.

When started to automate a Threads strategy, did the panelists borrow from a strategy across another platform or craft a Threads-specific strategy?

Heather Oldenborg (Allrecipes): We looked at the strategy we are using with other text-centric platforms to apply to Threads and adjusted as we have started to see what resonates with our audience. Our automation strategy has enabled us to focus on our engagement strategy.