

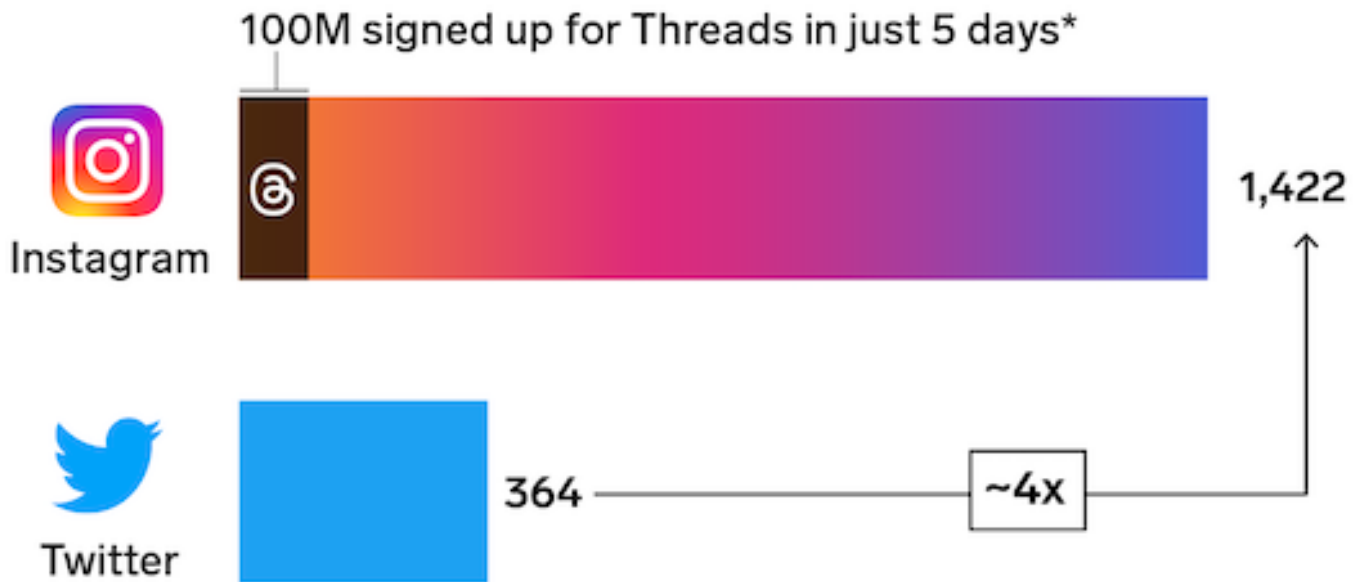
Only 1 in 4 Instagram users need to use Threads monthly for it to reach Twitter's size

Article

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Only 1 in 4 Instagram Users Need to Use Threads Monthly for It to Reach the Size of Twitter

number of users worldwide, millions, 2023



Note: *Threads accounts as of July 10, 2023, in the 100 countries where Threads is available; internet users of any age who use Instagram, Twitter at least once per month
Source: Meta; Insider Intelligence | eMarketer, May 2023

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Insider Intelligence | eMarketer

Key stat: In just five days, 100 million users signed up for Threads, compared with Twitter's 364 million, according to our forecast.

Beyond the chart:

- Some of Threads' novelty has already worn off. Meta will have to innovate to keep these users around. But it doesn't have much to lose if its Threads experiment doesn't work.
- Threads has yet to launch in the EU, which could boost activity even further.
- The platform needs to develop an identity beyond mimicking Twitter or reproducing Instagram in order to keep users active.

- Threads is a playground for branded content right now, but if the app takes off, expect Meta to introduce ads.

Use this chart:

- Differentiate your Threads, Twitter, and Instagram strategies.
- Evaluate Threads' staying power.

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