

Instagram spinoff Threads to see its first significant updates

Article

The news: Meta's recently launched social media platform, **Threads**, is set to undergo a series of updates following user complaints, notes the BBC. The updates include an alternative home feed that allows users to see posts chronologically from followed accounts instead of the current algorithmically curated posts.

- The company also plans to add the ability to edit posts, translate into different languages, and to seamlessly switch between Threads accounts.
- Instagram is set to **extend its branded content tools to Threads**, presenting marketers with an opportunity to participate in paid promotion while “true” advertising isn’t allowed on the platform (yet). In the meantime, brands are encouraged to transparently acknowledge any paid partnerships via text or hashtags until the new tools become operational.

Why it matters: The extensive user feedback and planned changes highlight the challenges of launching a new social media platform.

- User complaints point to concerns about Threads' algorithm-driven content presentation compared with the chronological feed social media consumers are accustomed to on Twitter. They also expose Meta's aggressive push to directly control what users see.
- The move also indicates that while Threads has attracted over 100 million users since its launch less than one week ago, it lacks essential features familiar to Twitter users, causing frustration.

Our take: Threads' launch and subsequent hiccups are part of the broader narrative about social media platforms' growth and the complexity of meeting diverse user expectations. While size and scale can drive initial sign-ups, providing a familiar and intuitive user experience is critical for long-term success.

- The platform’s future depends on how well it can integrate feedback, prioritize updates, and manage the commercialization of its platform.