

# Getting Started with Threads

## A Cheat Sheet for Nonprofits

Threads, Meta's new social media platform, offers exciting opportunities for nonprofits to reach untapped audiences. It could be a great tool for your nonprofit to raise awareness, generate discussions, and foster a new community.

### What can you post on Threads?



**Text-Based Content**  
500-character limit



**Photos**  
Up to 10 photos/videos



**Videos**  
Max 5 minutes in length



**GIFs**  
Upload a GIF saved to your phone - no direct GIF library integrations yet

### How do I get started?

- 1 **Activate your Threads account by downloading the Threads App**
- 2 **Sign in with your organization's Instagram account**
- 3 **Set up your profile**
  - You can import your bio and links from Instagram or start from scratch
  - If your imported Instagram bio includes hashtags, make sure to remove them - they aren't supported on Threads yet

- 4 Follow partners and accounts related to your work
- 5 Identify a team member to manage your Threads content and engage with other accounts
- 6 Post your first Thread! Here's how some nonprofits have kicked things off:
  - World Wildlife Fund said [Hello with a Panda](#)
  - Planned Parenthood shared [this friendly reminder](#)
  - United Way shared [why they're excited about Threads](#) and followed it up with a [United Way Roll Call](#) to connect with local United Ways

## What should I share on Threads?

Your potential reach on Threads is much broader and will feel a bit random when compared to the curated experience on other social platforms. This makes it a great place to increase mission awareness.

Meta does plan to implement a curated follower feed in the future, so now is the best time to take advantage of this early adopter period. We recommend testing different types of content and repurposing successes from other platforms:

- Questions and conversation starters to encourage community interaction
- Advocacy content and thought-provoking statements
- News articles and success stories
- Repurpose Your Content
  - Throw it back with behind-the-scenes, success stories, educational and advocacy content you've shared on other platforms
  - Raw vertical video clips you've taken for Reels or TikTok

## Quick Tips and Reminders

- Authenticity is king! Avoid over-branded assets with logos and text.
- Avoid excessive link sharing; prioritize visual value and engaging conversation starters on Threads over calls for support.
- This is a social platform, so it's important to tag and engage with other organizations, influencers, or community members
- Cross-promote your Threads account via social media platforms, email newsletters and any other communication channels you use to engage your audiences.
- Prioritize adding Alt Text for photos to ensure accessibility for all users.
- Don't feel like you need to reinvent the wheel! If you have content that has performed well on Twitter in the past, consider testing it on Threads.

## How is Threads different from Instagram or Twitter?

Threads is missing many of the features you might be familiar with. Some of that is by design and others are on their way. Here's what you might miss from other platforms:

- Support for hashtags
- Direct messages
- Desktop access
- Content search
- Editing posts
- Advertising and promoting posts

## Additional Resources

- [Meta's Threads Announcement](#)
- [Instagram Help Center's Threads Page](#)
- Follow @ThreadsApp on [Instagram](#) and [Threads](#) for helpful tips
- [Threads "Dictionary"](#)