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■ THE PLAYBOOK · 05 · THREADS

How to *Audit* Your Threads Strategy

Conversation, Discovery and Community

Threads is built around public conversation. Audit it like one: what you say, who replies, how ideas travel, where people discover you and whether you are participating in an actual community.

2027 EDITION CHECKED AGAINST OFFICIAL GUIDANCE · OCTOBER 2026

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Threads is the platform where a lot of brands still sound like they wandered in from somewhere else and are waiting for instructions. The easiest way to audit it is to stop treating it like a tiny Twitter/X clone or a dumping ground for Instagram captions.

Meta's own framing is useful here: Threads was built so people can form communities around "your best ideas and most interesting thoughts," and its creator education says replies account for nearly half of all views and that posts which drive conversation are more likely to be recommended [2]. In June 2026, Meta said Threads had reached 500 million monthly active users, moved Communities out of beta and added new controls over what the algorithm shows [3].

So my Threads audit focuses on **conversation, discovery, topical identity and community participation**, and now adds formats, messages and the paid hand-off.

■ AC'S AUDIT RULE

If nobody ever needs to reply to your Threads posts, you may be publishing statements, not participating in a conversation.

BEFORE YOU START RECENT SHIFTS TO ACCOUNT FOR

- Threads passed 500 million monthly active users in June 2026, and Communities graduated from beta with a Communities hub, community icons, more Champion badges and Live Chats expanding to more communities [3].
- Messaging arrived in July 2025, then expanded to message requests from non-followers in September and group chats of up to 50 people in October 2025 [5]; DMs began rolling out on desktop in May 2026 [14].
- Posts can now carry a text attachment of up to 10,000 characters, which Meta pitches for excerpts of articles, newsletters, books and podcast transcripts [7].
- Users can steer their own feeds with Dear Algo (February 2026, a public post that adjusts the feed for three days) and Your Algo (June 2026, private topic preferences for one, three or seven days) [4][3].
- Ads on Threads began expanding to all users globally in January 2026 [10], and the Threads feed now supports 4:5 image and video ads plus 1:1 image carousels [9].
- Insights added a weekly recap, a 7-to-90-day performance chart, link-visit counts and discovery sources that include recommendations on Instagram and Facebook [1].

SECTION 01

Audit the profile for topical identity

Check the display name, bio, links and topics. Threads lets you add up to five links to your bio, and Meta has tested letting people add up to ten topics to their bio [1]. Joined Communities also show on your profile, so your memberships now say something about you too [6].

Could somebody land on the profile and understand what you tend to talk about? If the answer is "everything," discovery gets harder. You do not need one microscopic niche, but you do need recognizable territory.

Check: Do the bio topics, the five links and the Communities you've joined describe the same person? If your bio says media strategy and your memberships are all NBA and reality TV, decide whether that's range or noise.

SECTION 02

Audit your posts by conversation type

Pull 60–90 days and tag each post: **observation, opinion/POV, question, joke, reaction, how-to, example, link amplification, live-event commentary, community reply**.

Then look for imbalance. If 80% of posts are links or declarations and almost none create a natural opening for another person, the strategy may be too broadcast-heavy.

Humor can belong here. Personality can belong here. Useful expertise can belong here. The key is that it should sound like a person worth talking to, not a press release that learned punctuation. Meta's own data points the same way: its creator guidance says humor tends to earn more views and that original content made for Threads performs well [2].

SECTION 03

Audit format fit: text, attachments, media and spoilers

Threads used to be a 500-character box with optional media. The box is still 500 characters [11], but a post can now carry a text attachment of up to 10,000 characters that people read without leaving the app [7]. Carousels hold 2 to 20 images or videos, and videos can run up to five minutes [11]. Meta has also tested spoiler marking, which greys out selected text or images until a reader taps to reveal them [13].

Tag your last 60 days by format as well as by conversation type: text only, text plus image, carousel, video, text attachment, link post. Meta's guidance says media posts with text get more views than media without it, and that pairing text with video can lift views [2]. So a bare image with no line of context is a format problem before it is a creative problem.

For text attachments: Use them for a real excerpt, such as the strongest 600 words of a Substack issue, a transcript section or a full how-to. The 500-character post on top still has to work as the hook, because that is what shows in the feed.

For spoilers: If you live-post TV, film, sports or books, check whether the account has spoiler marking. Hiding the twist lets you post during the premiere instead of the day after.

SECTION 04

Audit replies as a primary performance signal

Meta says replies account for nearly half of all views on Threads and that posts which drive conversation are more likely to be recommended [2]. So I do not evaluate a post only by views and likes.

Look at: replies per post; depth of reply chains; quality of people responding; how often you reply back; whether replies produce new follows; and whether your own replies on other people's posts drive profile discovery.

A good Threads strategy includes **outbound participation**. If all your activity happens on your own posts, you are hosting a party and refusing to leave the kitchen.

SENIOR STRATEGIST NOTE

Run a four-week outbound test. Weeks 1–2: post as normal. Weeks 3–4: before each post, spend 15 minutes leaving substantive replies (a fact, an example or a counterpoint, never "so true") in two Communities that match your territory. Compare the weekly recap's new followers and replies week over week [1]. If follows move and post views don't, your replies are doing the discovery work and should be scheduled like content.

SECTION 05

Audit discovery: topics, communities, recommendations and the fediverse

Meta says posts with tagged topics generally receive more views than posts without one [1]. That does not mean cram every post with irrelevant labels. It means use a relevant topic when it helps the right conversation find you.

Threads Insights also shows where people discovered your content, including eligible recommendations that may appear on Instagram and Facebook [1]. Review discovery sources and identify which topics travel beyond your follower base.

Communities matter more than they did a year ago. They launched in October 2025 across more than 100 topics and passed 200 by December; each has its own Like emoji, and members who post regularly and keep replies going can earn a Champion badge [6]. In June 2026 Communities moved into a hub in the main menu, and users can now see when a topic is close to becoming a community [3]. Audit whether you are merely posting "about" a topic or actually participating where that topic's community gathers.

Two smaller surfaces are worth a line in the audit. Meta's Highlighter marks unique perspectives and Trending topics in discovery areas of the app [5]. And if the profile is public and the owner is 18 or older, Threads can share posts to the fediverse, where people on Mastodon and other servers can follow and reply [8]. Fediverse sharing is not available in the European Region, so check where your team is based before you plan around it [8].

SECTION 06

Audit DMs, group chats and community operations

Threads now has its own inbox. People can message you if they follow you, and since September 2025 non-followers can send message requests, which arrive with links and media disabled; you can restrict requests to "Only People You Follow" in Messages settings [5]. Since October 2025 you can also start a named group chat with up to 50 people who follow you [5]. Messaging began rolling out on desktop in May 2026 [14].

So: who checks the Threads inbox, and how often? Is the request setting a deliberate choice? Do partnership and press requests that land here get routed? And is there a group chat worth running, such as a launch-week chat with the 30 people who always reply first?

Check: Open Message Requests and count the last 30 days: real opportunities, community questions, spam. If real opportunities are sitting unanswered for more than a week, the inbox needs an owner before it needs a strategy.

SECTION 07

Audit the idea-to-link ratio

Threads now lets creators track link visits and add up to five profile links [1]. Great. But I still do not want the account to become a newsletter vending machine.

For every promotional link, ask what native idea earns the click. A strong teaser should stand alone as useful or interesting even if the person never leaves Threads. Text attachments make that easier: Meta suggests sharing the excerpt in the attachment and putting the link to the full piece in the main post [7].

My preference: teach or entertain first, then let the link be the "if you want more" layer. Keep the count honest too. Posts are limited to five unique links [11], and nobody needs five.

SENIOR STRATEGIST NOTE

Test the attachment against the bare link. For the next eight newsletter or article promos, alternate: (A) a 500-character hook plus link; (B) the same hook plus a text attachment excerpt, with the link in the main post. Compare link visits in Insights [1] and replies per post. If B wins on replies but loses on clicks, it is building the audience you'll convert later; decide which job this month's posts are doing before you call a winner.

SECTION 08

Audit your topical feedback loop

Threads has rolled out tools that let users explicitly tell the algorithm what they want more or less of. Dear Algo works as a public post that adjusts the feed for three days and can be reposted by others [4]. Your Algo, launched in June 2026 in the US, Canada, UK, Australia and New Zealand, lets people set private topic preferences for one, three or seven days, managed in one hub with Dear Algo [3]. That reinforces the platform's topical nature.

For creators, the implication is straightforward: clarity about what you talk about helps both people and systems place you. Look at the last 30 posts. Are your recurring themes obvious? Are you building enough density around them to become recognizable?

Because Dear Algo requests are public posts [4], they are also free audience research. Search for requests in your territory and note the exact language people use to describe what they want more of. That vocabulary belongs in your hooks and topic tags.

This is where I would connect Threads to Substack/LinkedIn: the deep essay lives elsewhere; Threads becomes the live lab where you test hooks, questions, reactions and the audience's language.

SECTION 09

Audit Insights over trends, not isolated winners

Threads Insights can chart views and interactions over a seven-to-90-day period, break interactions into likes, replies, quotes and reposts, and show follower geography, age range and gender; a weekly recap compares posts, views, new followers and replies week over week [1]. If you pull data through the Threads API for reporting, user-level insights include link clicks per URL and follower demographics, and demographics require at least 100 followers [12].

Use that to compare themes and formats over time. Which topics generate replies? Which generate reposts? Which attract new followers? Which send people to your links?

Different outcomes mean different things. A hot take that produces replies may be doing a different job from a how-to that gets reposted or a Substack teaser that generates clicks.

Watch for: The Threads Insights API marks post-level views and shares as "in development" [12]. If a dashboard tool shows those numbers, confirm against the in-app Insights before they go in a client report.

SECTION 10

Audit the paid amplification hand-off

Threads is no longer an ad-free room. Ads began rolling out to all users globally in January 2026, and existing advertisers can reach the Threads feed through Advantage+ or manual placements [10]. The Threads feed now takes image and video ads up to 4:5, video from 1.91:1 to 9:16 (anything taller than 4:5 is cropped to a centered 4:5), and static 1:1 image carousels; Placement Asset Customization lets you swap in Threads-specific creative [9]. Third-party brand-safety verification used on Facebook and Instagram now extends to the Threads feed [10].

For an organic audit, check three things. Is the brand already running on Threads through Advantage+? Pull a placement breakdown before you credit or blame organic for a spike. Is the paid creative native, or a 9:16 Reel whose captions vanish in the 4:5 crop? And which organic posts earned a boost? Hand paid the posts with the best reply quality, not the most likes.

Ask: Does the paid team know which three organic posts from the last quarter started the best conversations? If not, organic and paid are running two separate brands on the same feed.

SECTION 11

End with a conversation plan

Do not end the audit with “post more.” End with a participation system: two or three topic territories; the Communities you’ll show up in; recurring formats, including when to use an attachment; who owns DMs and how fast they answer; your link strategy; what paid is allowed to amplify; and the experiments you’ll run next.

Threads rewards showing up like a person. Luckily, being a person is still free. 😂

CREATIVE SPECS

Creative specs and brand consistency on Threads

Threads is mostly a text feed, so your brand shows up first in how you write and only second in how you design. People recognize an account here by its point of view, its recurring formats and the way it replies, long before they notice a color. When a graphic does run, it has to read at thumb-scroll size next to plain text posts, which means fewer words, bigger type and one idea per image.

Specs below come from Meta’s Threads API publishing limits and Threads ad specs [9][11]. Meta does not publish an official safe zone for organic Threads media; the safe-zone column is my working practice, built around the 4:5 crop Meta applies to taller ad creative [9].

ASSET	SIZE / RATIO	SAFE ZONE	PRO TIP
Text post	Up to 500 characters; up to 5 unique links per post [11]	n/a	No graphic needed. Lead with the claim, number or scene in the first line, because that is what the feed shows. One idea per post.
Text attachment	Up to 10,000 characters [7]	n/a	Treat the first line as a headline and use subheads or short paragraphs so it scans on a phone. End on a next step or a real question. Link to the full piece in the main post [7].
Single image / quote card	JPEG or PNG, max 8 MB, max width 1440 px, ratios up to 10:1 accepted [11]. I build at 1440 × 1800 (4:5).	Keep type and faces inside the central 4:5 area with about 80 px of margin.	Check legibility on a phone at arm’s length before posting. Keep it to one statement, high contrast between type and background, and write alt text that says what the card says.
Carousel	2 to 20 images or videos per post [11]. Build slides at 4:5; paid carousels on Threads are 1:1 [9].	Same 4:5 margin; keep slide numbers and series labels clear of the edges.	Make slide one work alone, since many people never swipe. Number the slides, keep the same layout grid throughout and end on a question for the replies.

ASSET	SIZE / RATIO	SAFE ZONE	PRO TIP
Video	MP4 or MOV, up to 5 minutes, 1 GB, 23–60 fps, max 1920 px wide; 9:16 recommended to avoid cropping or blank space [11]	Keep titles, captions and faces in the centered 4:5 band in case the clip is reused as an ad [9].	Burn in captions, since many people scroll with sound off. Put the payoff in the first three seconds and add a line of post text that tells people why to watch [2].
Paid image / video	Threads feed ads up to 4:5; video 1.91:1 to 9:16, cropped to centered 4:5 if taller [9]	Centered 4:5 is the safe zone by definition [9].	Use Placement Asset Customization to give Threads its own version instead of a cropped Reel [9]. Preview the 4:5 crop on device and confirm no caption or logo is cut.
Profile image	Small circular avatar	Keep the mark centered with generous padding inside the circle crop.	Use a simplified mark or a clear face, not a full wordmark that turns illegible at avatar size. Match the avatar you use on Instagram so cross-app recommendations look like the same account [1].

Build your own system: Write it down on one page. A repeatable cover template for quote cards and carousel first slides. A short type hierarchy: one display style for headlines and one body style, nothing else. A limited palette of two or three colors plus a neutral, each pairing checked for contrast (WCAG AA, 4.5:1 for body-size text). Minimum sizes for your logo or mark, and a rule for where it sits. Two or three recurring series markers, such as a fixed opening phrase or a numbered label, so regulars recognize a franchise post before reading it.

Voice by surface: The bio states your territory in plain words. Posts carry your point of view and should sound like a person talking. Replies are shorter and more generous: add a fact, an example or a counterpoint. DMs and group chats are where you can be most direct and specific. Text attachments are your long-form register, so they can be structured and slower. Keep a five-line voice guide with an example of each so anyone posting for the account sounds like the same person.

Accessibility: Add alt text to every image, burn captions into every video, keep on-screen text large enough to read without zooming, and avoid putting the only copy of an important line inside an image. Screen-reader users and people skimming with images slow to load both rely on the post text.

Consistency on Threads should feel like a recognizable person, not a campaign. If every post arrives as a designed card with a logo in the corner, the account reads as advertising and gets scrolled past like advertising. Let most posts be plain text, save templates for recurring franchises and data, and keep the visual system quiet enough that the idea is what people remember.

■ PRO TIP

Run a squint test on your last ten graphics: view them on your phone at arm's length with the screen brightness at half. Any card where you cannot read the main line in two seconds goes back for fewer words or more contrast. Then post the next four ideas as plain text instead, and compare replies per post in Insights [1].

■ DO	■ DON'T
+ Write the post text first and design second; most Threads posts should need no graphic at all. + Keep one template for recurring formats so regulars recognize them without reading a logo. + Check every color pairing for contrast and preview every graphic on a phone before posting. + Add a line of context to every image or video post; media with text gets more views [2].	– Don't paste an Instagram caption with hashtags and call it a Threads post. – Don't brand every post; a logo on each card makes the account read like an ad feed. – Don't put the only copy of a key line inside an image without alt text. – Don't let a 9:16 video carry its key caption at the very top or bottom of the frame.

Copyable audit checklist

- ☐ **Profile:** Do bio, topics, links and joined Communities clearly signal what I talk about?
- ☐ **Content mix:** Do I balance POV, humor, how-to, reactions, questions and links?
- ☐ **Formats:** Am I using text attachments, carousels, video and spoiler marking where they fit, and adding context to every media post?
- ☐ **Conversation:** Which posts create substantive replies and reply chains?
- ☐ **Participation:** Am I replying meaningfully on other people's posts?
- ☐ **Topics:** Am I using relevant topic tags where they genuinely fit?
- ☐ **Communities:** Which Communities should I consistently participate in, and am I on track for a Champion badge in any of them?
- ☐ **Discovery:** Where are people finding my posts: Threads, Instagram, Facebook, the fediverse, elsewhere?
- ☐ **Messages:** Who owns the Threads inbox, is the message-request setting deliberate, and is a group chat worth running?
- ☐ **Audience:** Which topics attract the followers I actually want?
- ☐ **Links:** Which native posts generate link visits without feeling promotional?

- ☐ **Insights:** Am I reading 7-to-90-day trends and the weekly recap, and checking third-party numbers against in-app Insights?
- ☐ **Paid hand-off:** Is the brand already in the Threads feed through Advantage+, and is paid boosting the posts with the best conversations?
- ☐ **Creative specs & consistency:** Do my graphics use my own templates and type hierarchy, pass a contrast check, carry alt text and captions, and fit the 4:5 safe area?
- ☐ **Repeatability:** What recurring formats can become recognizable franchises?
- ☐ **Testing:** What hooks/topics/participation behaviors will I test next?
- ☐ **Actions:** What will I Stop / Start / Continue / Test?

Audit scorecard

AUDIT AREA	WHAT I'M CHECKING	SCORE (1–5)	ACTION / EVIDENCE
Profile identity	Bio, links, topics, joined Communities and recognizable territory		
Conversation	Reply depth, quality and creator participation		
Format fit	Text attachments, carousels, video, spoilers and context on media posts		
Discovery	Topics, recommendations, cross-app and fediverse discovery		
Community	Participation in relevant Communities; Champion potential		
Messages	Inbox ownership, request settings, response time, group chats		
Content mix	Native observations, humor, POV, how-to and links		
Audience	Follower growth and relevant demographics		
Link strategy	Native value before click-through; attachment vs bare link		
Measurement	Trend reading, weekly recap, API metric caveats		
Paid hand-off	Advantage+ placement awareness, native 4:5 creative, boosting the right posts		

AUDIT AREA	WHAT I'M CHECKING	SCORE (1–5)	ACTION / EVIDENCE
Creative specs & consistency	Recognizable voice by surface, templates for recurring formats, accessibility, safe-area discipline		
Testing	Topic/hook/reply experiments and learning loop		

DECISIONS

How I'd turn this into action

Finish with a one-page decision summary: **three things to stop, three to start, three to continue and three tests to run.** Assign an owner and a date to every test. An audit without a decision is just organized hindsight.

SOURCES

Official sources and creator resources

Platform features change quickly. This Playbook was checked against official guidance available in October 2026. Verify feature availability inside your own account before treating any tool or metric as universal.

[1] Meta: New Threads Features for a More Personalized Experience That You Control · https://about.fb.com/news/2025/03/new-threads-features-more-personalized-experience-you-control/

[2] Meta: Find Your Community With New Threads Educational Insights · https://about.fb.com/news/2024/10/find-your-community-with-new-threads-educational-insights/

[3] Meta: New Features to Celebrate 500 Million Monthly Users on Threads · https://about.fb.com/news/2026/06/meta-launching-new-features-500-million-monthly-threads-users/

[4] Meta: Control Your Threads Feed With New Dear Algo Feature · https://about.fb.com/news/2026/02/threads-dear-algo/

[5] Meta: Introducing Messaging and Highlighted Perspectives on Threads · https://about.fb.com/news/2025/07/introducing-messaging-highlighted-perspectives-threads/

[6] Meta: Introducing Threads Communities: Find Your People · https://about.fb.com/news/2025/10/introducing-threads-communities-find-your-people/

[7] Meta: Attach Text to Your Threads Posts and Share Longer Perspectives · https://about.fb.com/news/2025/09/attach-text-threads-posts-share-longer-perspectives/

[8] Meta: It's Now Easier to See More Fediverse Content on Threads · https://about.fb.com/news/2025/06/its-now-easier-see-more-fediverse-content-threads/

[9] Meta for Developers: New Formats and Optimization for Ads in Threads · https://developers.facebook.com/blog/post/2025/10/28/new-formats-and-optimization-for-ads-in-threads

[10] TechCrunch: Threads Rolls Out Ads to All Users Worldwide (reporting Meta's "Ads on Threads: One Year In") · https://techcrunch.com/2026/01/21/threads-rolls-out-ads-to-all-users-worldwide

[11] Meta for Developers: Threads API, Posts (media specifications and limits) · https://developers.facebook.com/docs/threads/posts

[12] Meta for Developers: Threads Insights API · https://developers.facebook.com/documentation/threads/insights.md

[13] TechCrunch: Threads Is Testing Spoiler Text, Zuckerberg Says · https://techcrunch.com/2025/06/16/threads-is-testing-spoiler-text-zuckerberg-says

[14] MediaPost: Threads Launches Desktop DMs Ahead of Website Redesign · https://www.mediapost.com/publications/article/414893/threads-desktop-dms-ahead-of-website-rede.html

OFFICIAL CREATOR RESOURCES TO FOLLOW: Threads creator resources from Instagram

■ ABOUT

About the author

Ashley “AC” Trybula is an award-winning content and audience executive, journalist and media leader working across media, culture, social and the creator economy. Her work spans content strategy, audience development, editorial leadership, video, original programming and digital distribution. She writes about audience growth, social media, digital culture, media leadership and the business of attention.

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