

# Threads social network reached more than 175 million regular users after nearly a year of launch

Less than a year ago, on July 5, 2023, Meta officially launched Threads.

This social platform is an initiative of Meta CEO Mark Zuckerberg to create a text-based social media ecosystem that can compete fairly with X (Twitter).

Up to now, after nearly a year of operation, although the prospect of becoming a competitive counterweight to X may still be relatively 'far off', Threads itself has reaped commendable successes. praise. Meta CEO Mark Zuckerberg recently posted on his Threads account that the service now has more than 175 million monthly active users. This is obviously a pretty impressive number, especially considering Meta's uneven track record of releasing independent app tests over the years.



Threads is a fairly simple and somewhat monotonous social network at its launch, but has since gradually added more features to help enhance the experience. The social network first launched as an Android and iOS app, but added a desktop version a few months later. You must initially have an Instagram account to sign up for a

Threads account. Meta later added another method for users to delete their Threads account that was unrelated to their Instagram account. Earlier this year, a dedicated Threads app for Windows 10 and 11 was also released.

According to Meta statistics, 63% of posts on Threads are still only in text form. However, the company says that one in four posts on Threads contains at least one image. More than 50 million Tags have been created in Threads. The top 3 tags are PhotographyThreads, BookThreads and GymThreads.

With 175 million monthly users after a year of launch, Mark Zuckerberg and his colleagues can breathe a sigh of relief with the Threads project at the present time. However, like any other social network, monthly users only tell part of the growth story. It's worth mentioning that, unlike Facebook, WhatsApp and Instagram, Meta has not yet shared its daily user count. That omission shows that Threads is still not really confident when announcing the number of 'real' regular users.

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