

Getting started with Threads

CHECKLIST

The rapid success of Threads indicates a growing demand for Twitter alternatives, making it a platform to keep an eye on. Here's how to get started!

- Download the Threads app from the App Store (iphone) or Google Play Store (Android)
- Tap 'Sign in with Instagram' at the bottom and select the Instagram account you want Threads to be connected to
- Tap 'Import from Instagram' to automatically import your name, profile picture, bio, and links.
- Tap 'Following' to see a list of profiles you may want to follow (hint: this list will include everyone you're already following on Instagram)
- Make sure your profile is set to public before tapping 'Create profile' at the bottom

Ideas for your first posts

- **Welcome thread:** Provide important information about your community for new followers.
- **Community highlights:** This can be a reoccurring post discussing an amenity, or details about nearby neighborhood attractions.
- **Weather updates:** Are you expecting a steamy week? Big storms coming? Prepare your community with information about pool hours, preparing for extreme weather, or submitting maintenance requests.
- **Pet friendly living:** These can include information about pet amenities, local dog parks, or tips about apartment living with animals.
- **Ask questions:** Encourage residents to engage with your profile by asking questions about their favorite activities or their go-to spot in the neighborhood.

