

# Meta launching “Twitter killer”

Meta is launching a new app to rival Twitter. Dubbed a “Twitter killer”, *Threads* comes as many Twitter users leave the service following unpopular changes by billionaire owner *Elon Musk*

## WHAT WE KNOW FROM APP STORE PREVIEW



Screenshot from Apple **App Store**

Interface appears very similar to **Twitter**



**“**  
**Say more with Threads – Instagram’s text-based conversation app**

*...where communities come together to discuss everything from the topics you care about today to what’ll be trending tomorrow.*

*Whatever you’re interested in, you can follow and connect directly with your favorite creators and others who love the same things*

**”**

Company description



Musk has alienated many users with unpopular changes such as tinkering with algorithms that decide which posts are most visible, throwing out content moderation rules, and overhauling verification process

## TWITTER MONTHLY ACTIVE USERS WORLDWIDE (*Android app*)

