

THREADS 1 GROWTH CHALLENGE – 4,400 FOLLOWERS IN UNDER 8 WEEKS.





RAPID AUDIENCE GROWTH, CONTENT TESTING, AND ENGAGEMENT BOOST THROUGH SHORT-FORM ESL CONTENT

To test the effectiveness of short-form grammar polls and cultural insights in growing a targeted ESL audience on a new platform. The campaign aimed to:

- Increase brand visibility
- Drive engagement from English learners aged 18–35 (with a Taiwan/Asia focus)
- Validate short-form content formats for future campaigns



STRATEGY...

We launched a 30-day Threads Growth Challenge using these tactics

Posted every hour (7am–11pm): Grammar polls, British slang, and cultural tips

Tone was playful, educational, and culturally relevant to ESL learners

Themes included:

- "Fill the gap" grammar polls
- British slang or pronunciation quirks
- UK vs Taiwan comparisons
- 'Word of the day' content

Highly visual, scroll-stopping question-based posts



EXAMPLES...



learnenglishweekly > 英語學習 05/05/2025

什麼是罷免?   Translate



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What is a Recall?
什麼是罷免?

Recall
To remove a politician from office before the end of their term.
罷免 - 在任期結束前將政治人物從職位上移除。

Legislator
A person who writes or passes laws.
立法委員 / 立法者 - 撰寫或通過法律的人。

Constituency
A group of people who vote in a particular area.
選區 - 在特定地區投票的一群人。

 915

 10



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什麼是罷免?  

Views

All

Followers

22.8K

Total views

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Maintain
Verb

維持

To keep something in good condition
保持某事物的良好狀態

It's important to maintain your health.




Interactions

983

Total interactions

 Likes

915

 Reposts

54

 Replies

10

 Quotes

4

Profile

Follows 328

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Sufficient
Adjective


足夠的

Enough for a particular purpose
對特定目的而言足夠

We have sufficient time to finish the task.



EXAMPLES...

 learnenglishweekly 05/08/25

I wish I ____ taller.


Views

All

Followers

61.1K

Total views

 learnenglishweekly 05/14/25

I prefer tea ____ coffee.

Views

All

Followers

39.6K

Total views

Interactions

340

Total interactions

♡ Likes

310

💬 Replies

26

↻ Reposts

4

🗣️ Quotes

0

Profile

Follows 87

Interactions

198

Total interactions

♡ Likes

153

💬 Replies

42

↻ Reposts

3

🗣️ Quotes

0

Profile

Follows 42

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RESULTS...

In just under 8 weeks:

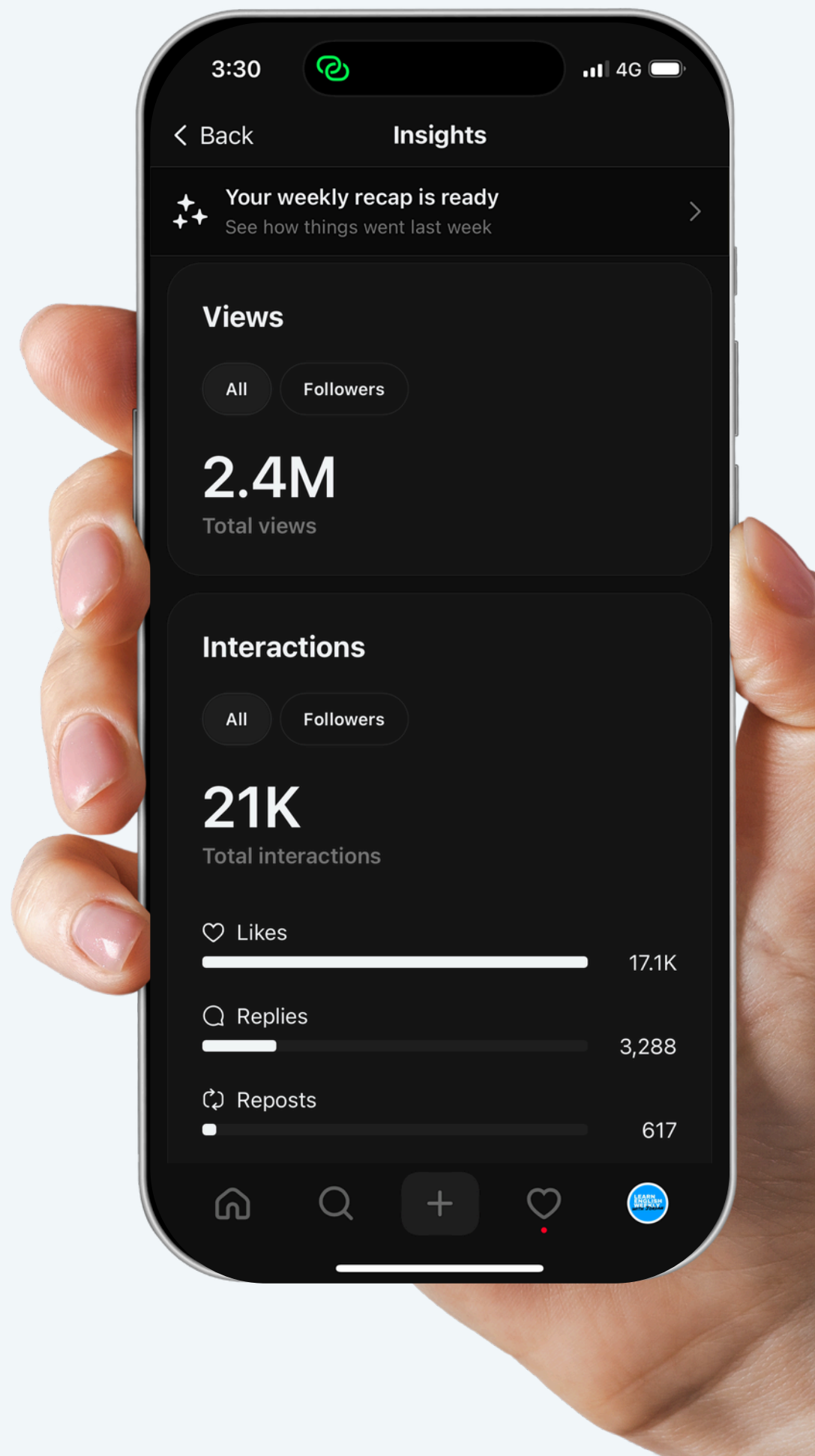
📈 Grew from ~0 to **4,400 followers & 2.4+ million views**

📊 **Hundreds** of daily poll votes

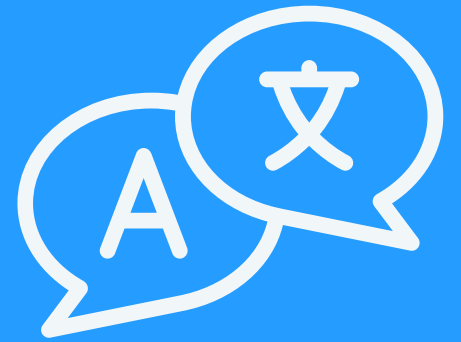
💬 **Consistent replies** and DMs from learners requesting explanations

🧠 **High post recall:** Polls cited across IG comments and YouTube Shorts

📎 **Cross-promoted content** boosted traffic to YouTube & website



LESSONS...



Posting frequently and consistently boosts visibility fast on emerging platforms

Bilingual support (English + Traditional Chinese) increases interaction with Asian audience

Short-form educational content is extremely scalable and easy to repurpose across platforms

Poll-based learning = **high engagement and memorability**



NEXT STEPS...

- **Expand** Threads strategy into TikTok & Reels
- **Launch** new 30-day challenge focused on British slang, IELTS prep, and pronunciation
- **Monetisation** via website traffic & email collection from viral posts

CONTACT

Jordan Martin-Smith

Director, Learn English Weekly

 contact@learnenglishweekly.com

 learnenglishweekly.com

