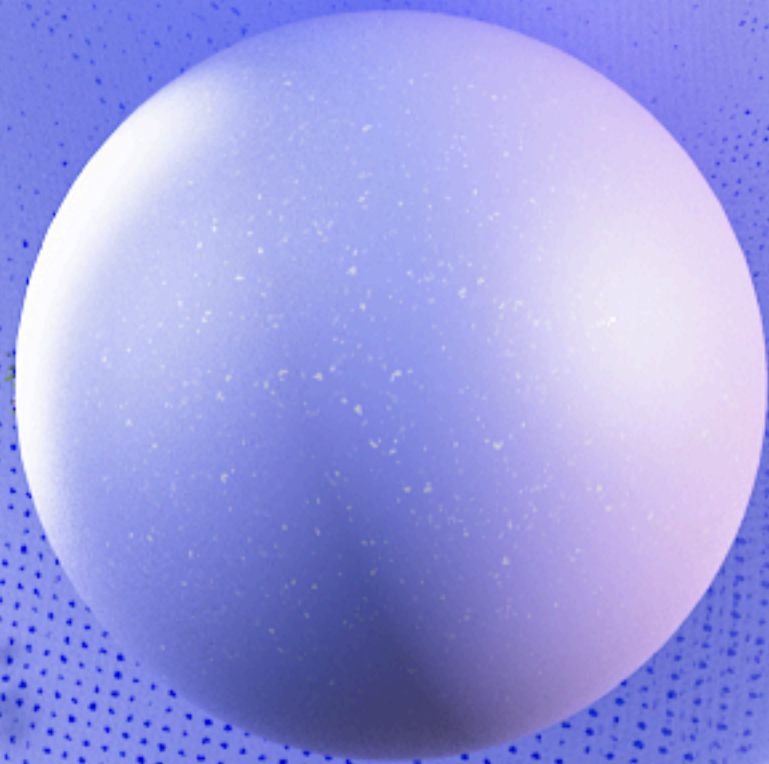


Threads in Channels

A visual walkthrough guide



The background of the slide is an abstract composition of overlapping, wavy, organic shapes in various shades of purple and blue. The colors range from deep, dark blues to lighter, almost white purples, creating a sense of depth and movement. The shapes are layered, with some appearing to be in front of others, giving it a three-dimensional feel.

About threads

Organizations are looking to achieve more, and seamless collaboration moves work forward. Teams need to share knowledge, brainstorm ideas, and resolve challenges quickly.

Threads in channels help make collaboration more focused and efficient, encourage immediate back-and-forth communication, and maintain all the benefits of durable collaboration that channels offer.

The screenshot displays the Microsoft Teams interface. On the left, a sidebar contains navigation icons for Activity, Chat (with a red notification badge), Calendar, Calls, and OneDrive. Below these are sections for Favorites (listing Serena Davis, Dream team, and Marketing team sync) and Chats (listing Charlotte and Babak, Unicorn invoice, and Babak Shammass). The main window shows a chat conversation in the 'Marketing' channel. At the top, there's a search bar and tabs for Conversation, Shared, and Wiki. The chat history shows a video titled 'Inside the Rollout: Go Live' by Van Arsdel, followed by a message from Darren Mouton about marketing material and a message from Erik Nason about an Ads Manager report. A right-hand pane provides a detailed view of the thread, showing a summary of the conversation and a 'Send to' dropdown menu set to 'thread only'.

Chat ... 🔍 📄

Unread Channels Chats

Copilot
Discover
• @ Mentions
• 🗨️ Followed threads

Favorites

- Serena Davis
- Dream team
- Marketing team sync

Marketing

Chats

- Charlotte and Babak
- Unicorn invoice
- Babak Shammass
- Marie Beaudouin
- Amanda Brady
- Alexandria team chat

Teams and channels

- vNext
- Alexandria Research

Marketing Conversation Shared Wiki +

2:25

Inside the Rollout: Go Live
Van Arsdel · 198 views · an hour ago

Open

11 replies Last reply 11:01 AM

Darren Mouton 10:15 AM

Let's make sure that our marketing material for the upcoming launch is all accounted for! I'm going to be setting up some time with the stakeholders to make sure we're all on the same page, if you could reply with a quick update on your area, that'd be much appreciated.

10 🗨️

19 replies Last reply 12:12 PM

Erik Nason 10:18 AM

I ran a fresh overlap report in Ads Manager this morning. Looks like our freelancer and creator economy lookalikes are now overlapping by nearly 47%. This wasn't the case 6 weeks ago. Should we consolidate these into a single broader segment and push spend there or is it still worth splitting for creative testing? Curious to get growth + targeting POVs before we tweak budget allocation.

10 100 8 🗨️

27 replies Last reply 11:39 AM

Type a message 🔗 😊 ✍️ 📎 + ➡️

Let's make sure that our marketin... 🔍 ... ✕

all-hands, but I'll do one final round of edits after today's stakeholder sync. ✓

Serena Ribeiro 12:09 PM

France's audience list is now live and includes the updated intent-based segments. We've removed the older Q1 lookalikes that were underperforming. Will share early performance data 48 hrs post-launch to see if the new split holds.

Henry Brill 12:12 PM

Keiko Tanaka 11:41 AM

Thanks for kicking this off! From the PMM side, the one-pager is in final rev...

Blog is queued for Thursday AM to coincide with the UK launch. CTA will point to the new landing page, so just confirm once that's live. Email campaign is in QA - should go out Friday unless we hit any snags.

👍 🗨️

Summarize thread

Send to: thread only ▾

Reply in thread

🔗 😊 ✍️ 📎 + ➡️

Threads bring focus to your conversations while allowing you to dive deep on the details in the thread



Value of channels

Work out in the open

All the conversations and meetings on a given project are available to everyone in the channel. There is only one place to check for updates, previous conversations are searchable, and there's a central source of truth for a project.

Centralized storage

Channels are backed by a SharePoint site, so all files related to a project are centrally stored in one place and easy to find and access. If someone leaves the project, the content stays, preserving context for all others.

Opt in to notifications

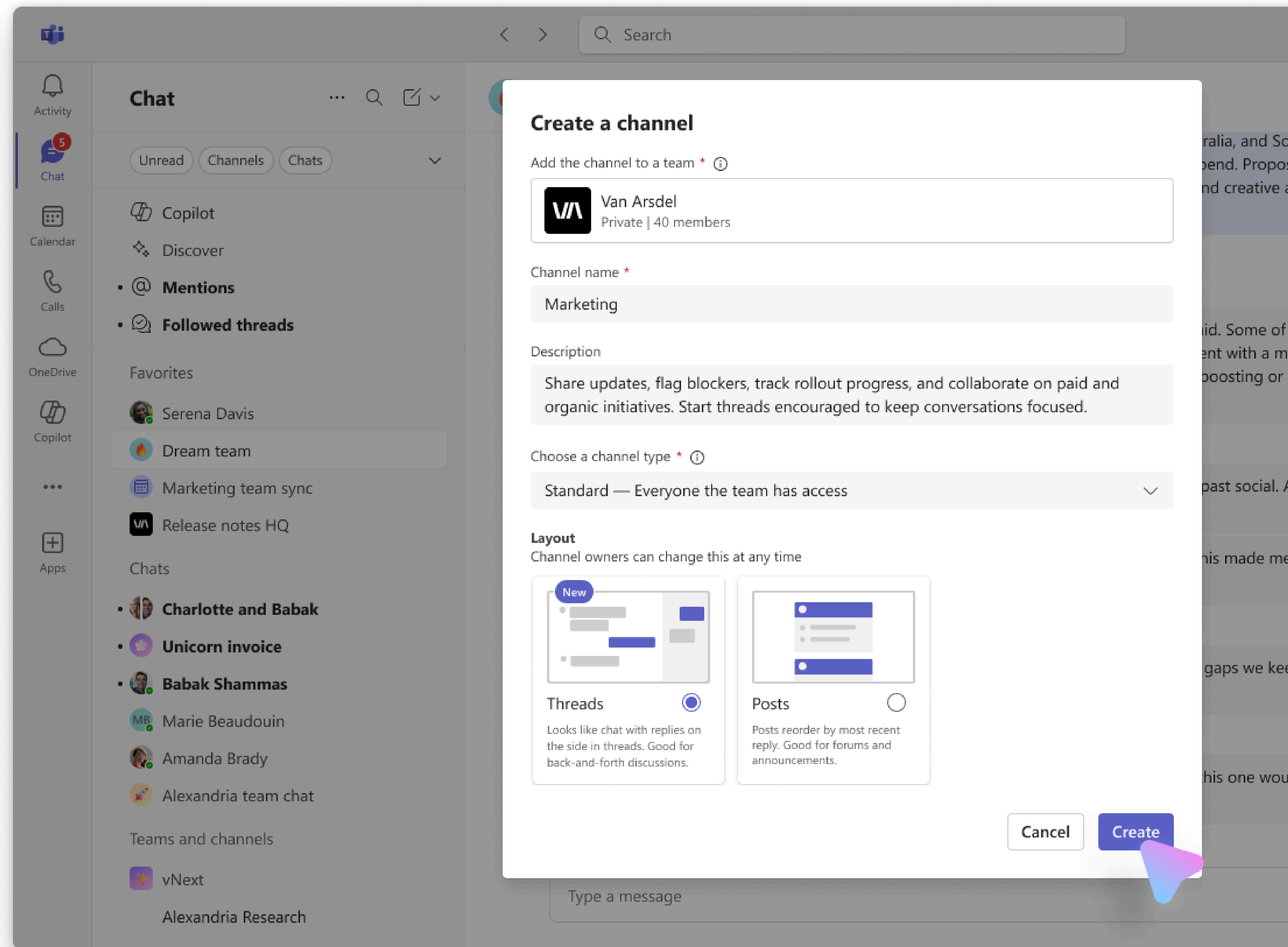
Follow the threads you care about most so that you can focus on what matters, without being over-notified about less relevant conversations.

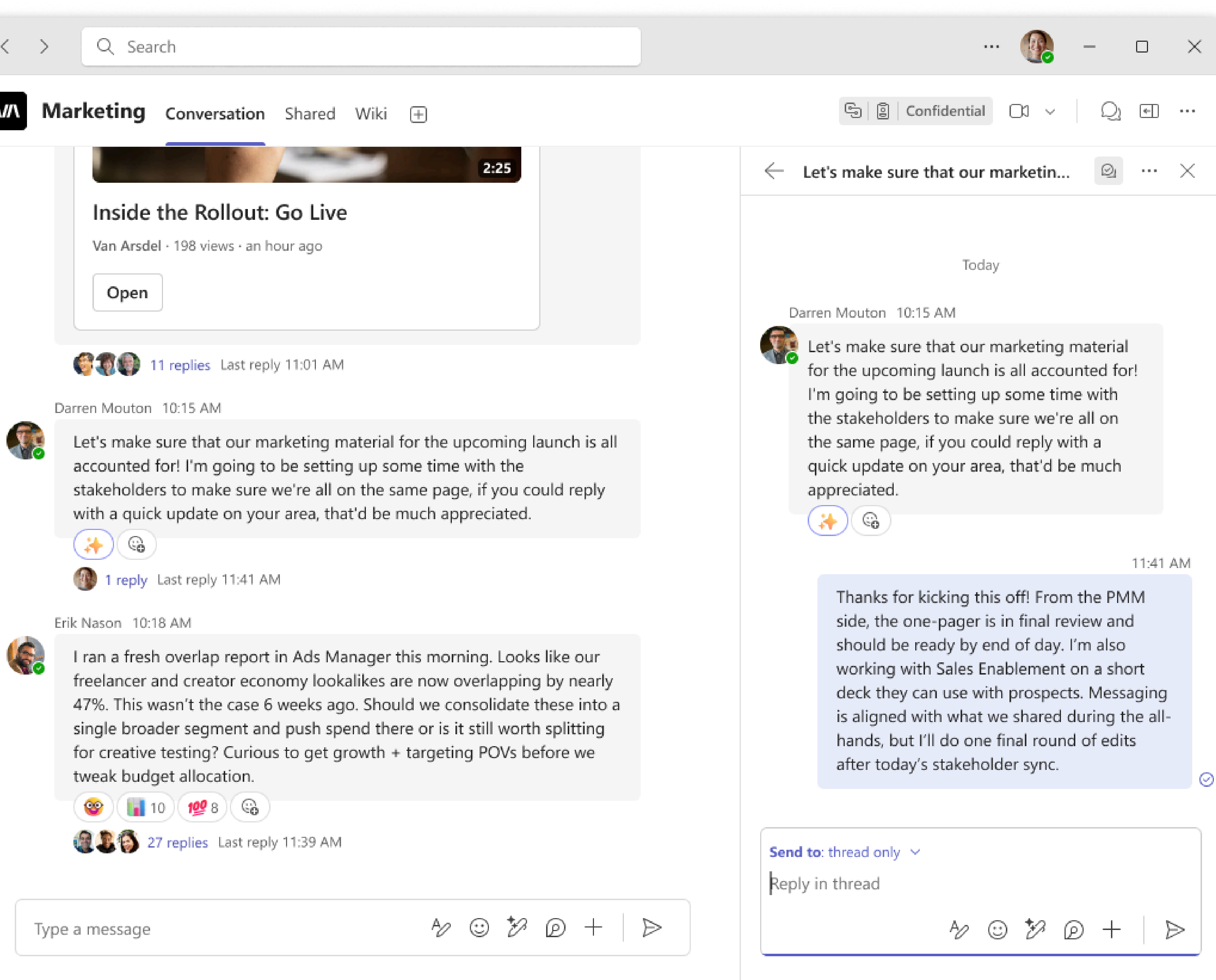
Create a threads channel

When you create a new channel, it will be a Threads channel by default.

Channel owners can switch between Threads and Post layout anytime.

Tip: choose a Shared channel type for more flexible membership.





Reply in a thread

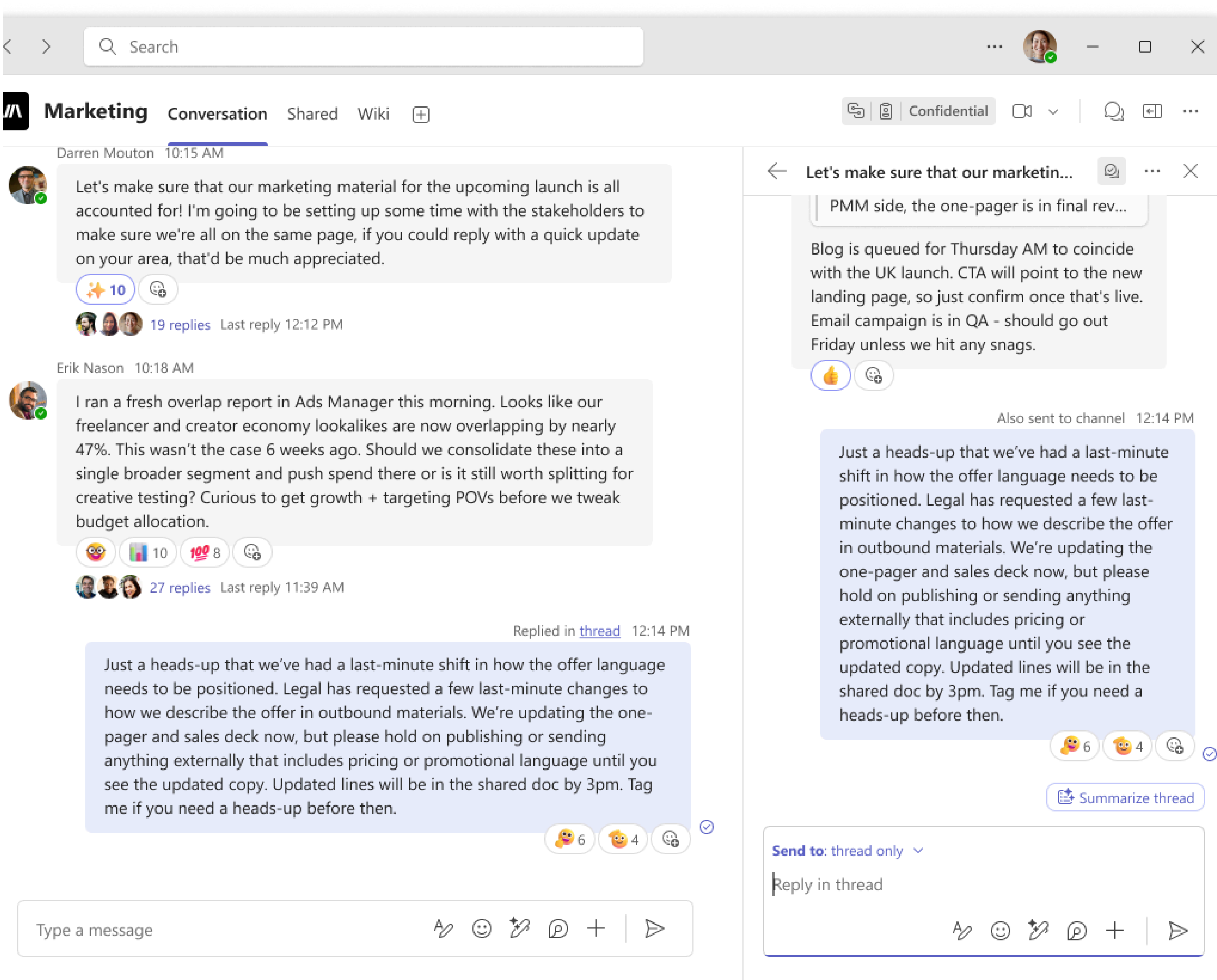
Reply in thread



When you hover over a message and select Reply in thread, you will create a new thread.

Make sure to reply in the thread on the right to keep all related messages on a given topic organized.

Tip: Use emojis on the headline message to indicate acknowledgment, follow ups, or actions taken.



Send to thread and channel

✓ Thread only

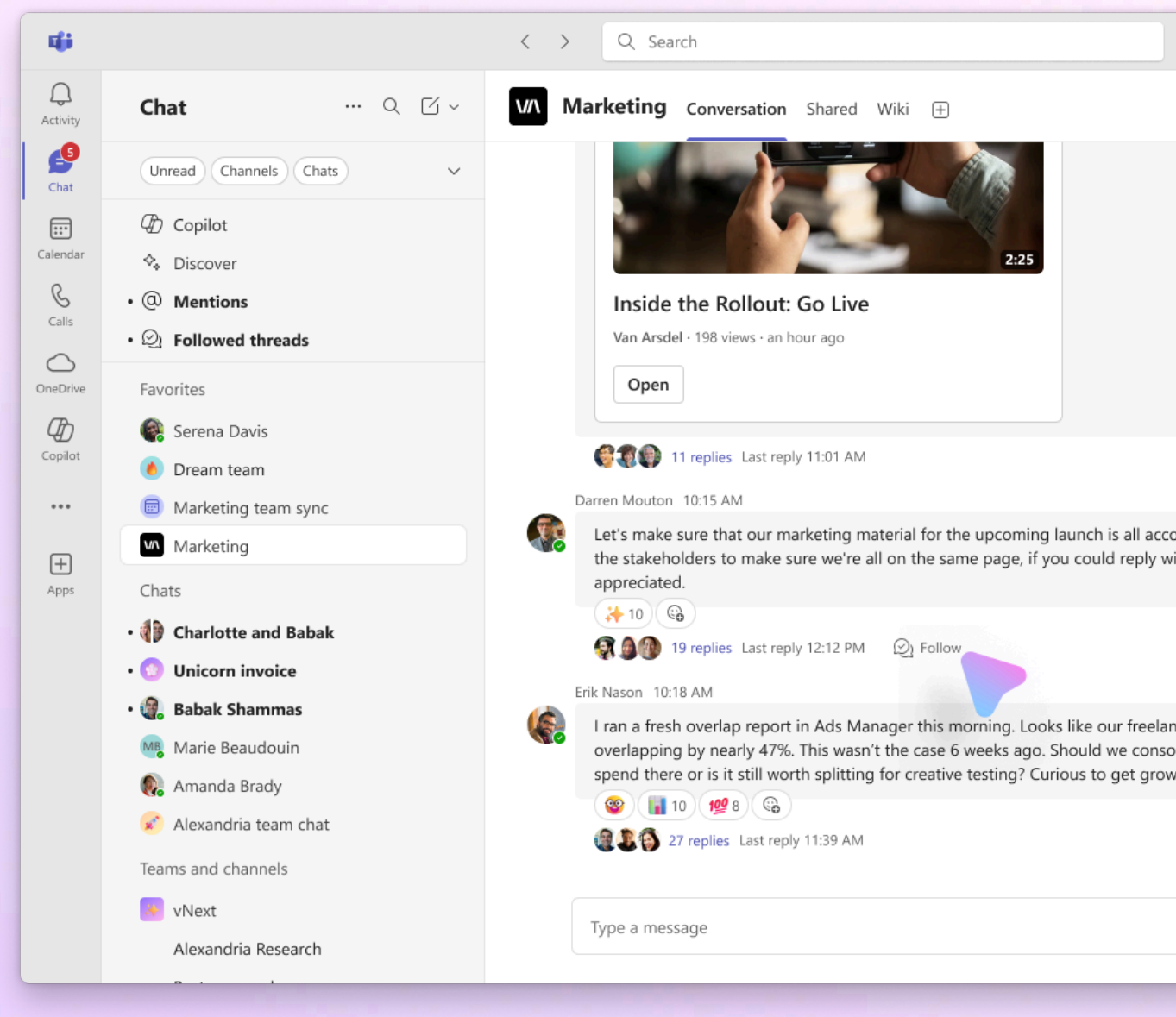
Thread and channel

Send to: thread only ▾

Once you reach an outcome or decision, share back to the main conversation for visibility. This reply will show up both in the thread and the main conversation.

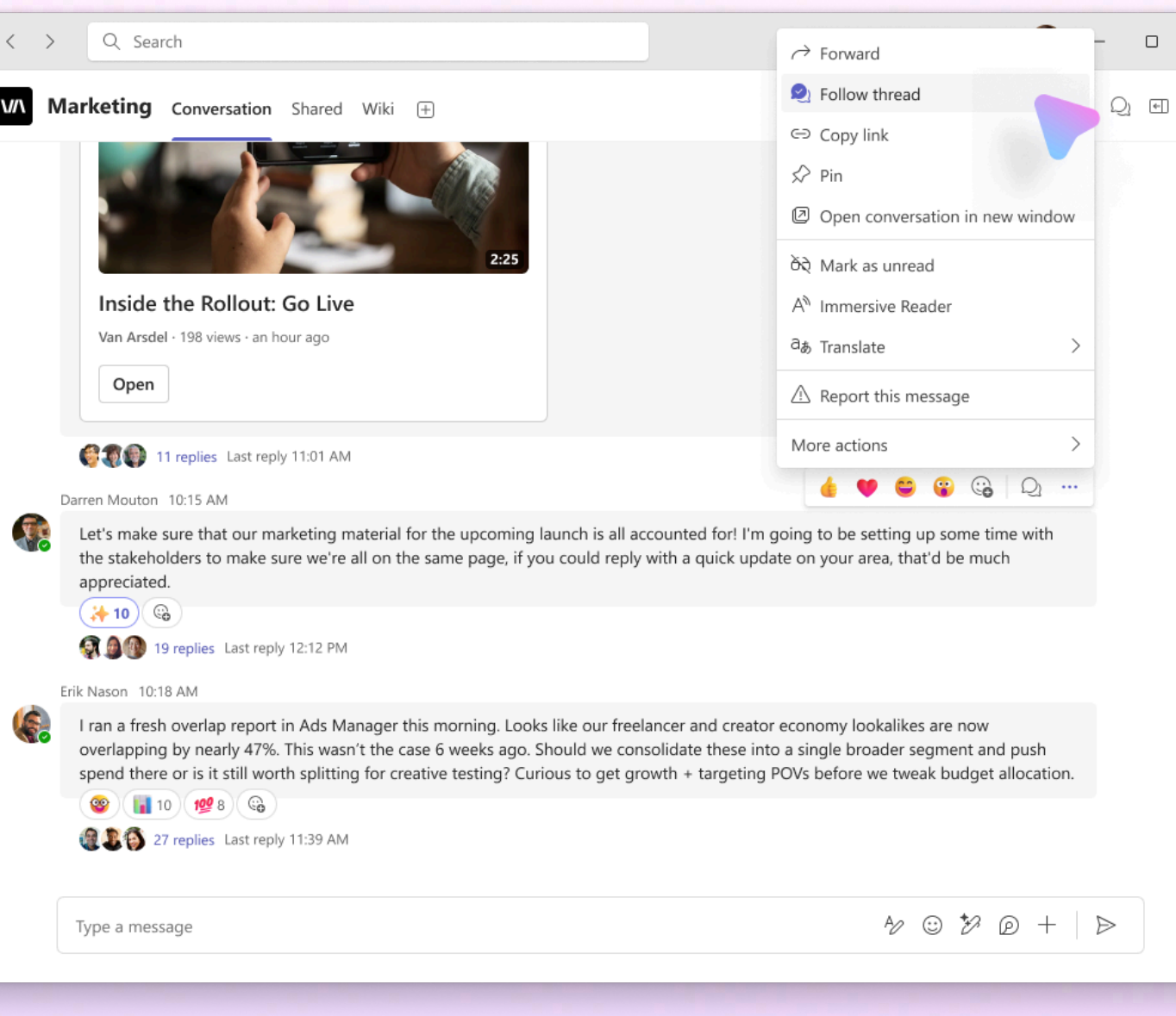
If there are any future replies on the topic, they still get redirected to the thread to keep the thread organized.

Follow a thread



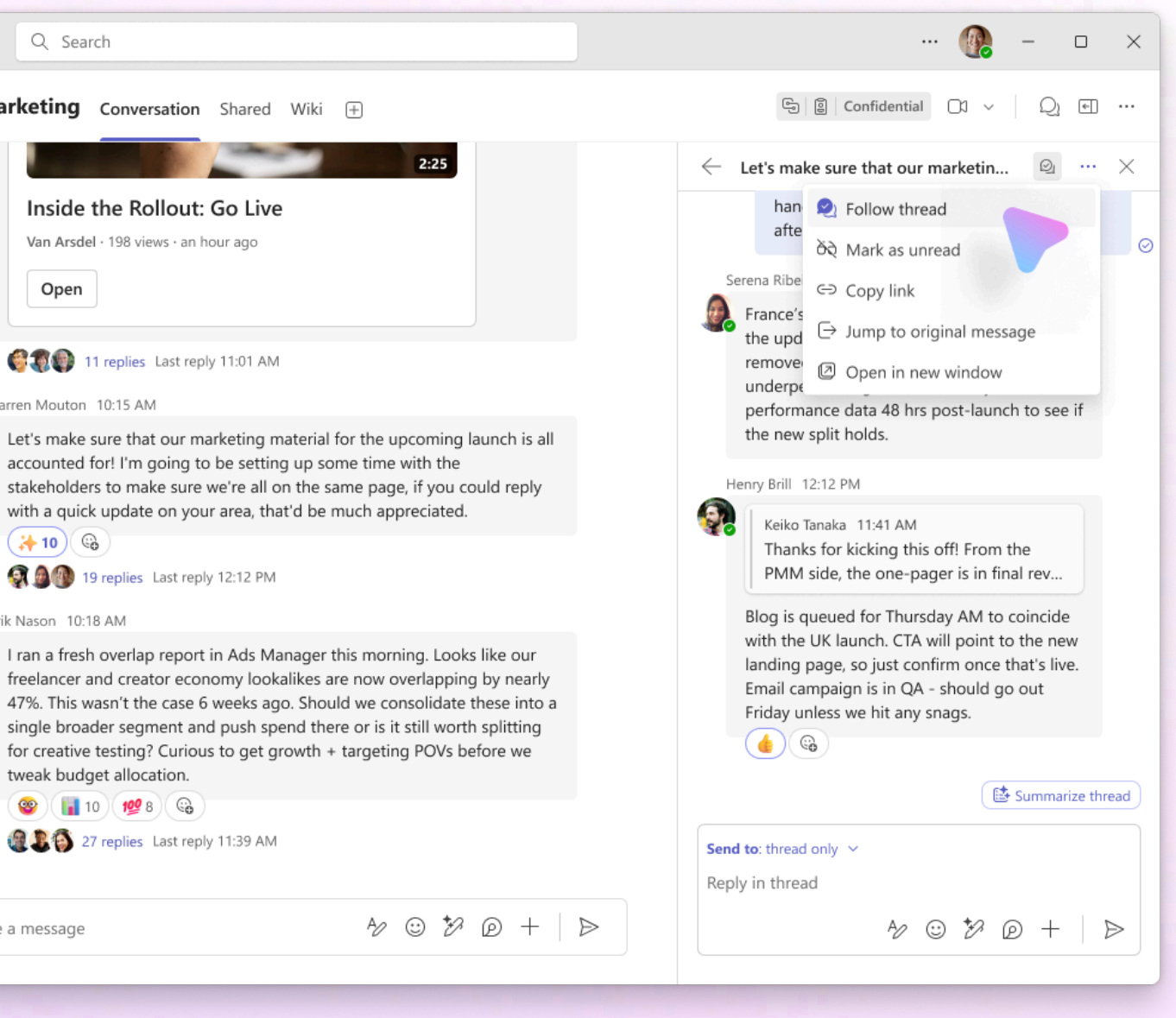
Follow on hover

When there are already replies present, hover over the reply count and select Follow.



Follow in message actions

If you anticipate a particular message will generate an interesting discussion, hover over the message, go to Message Actions, and select Follow thread.



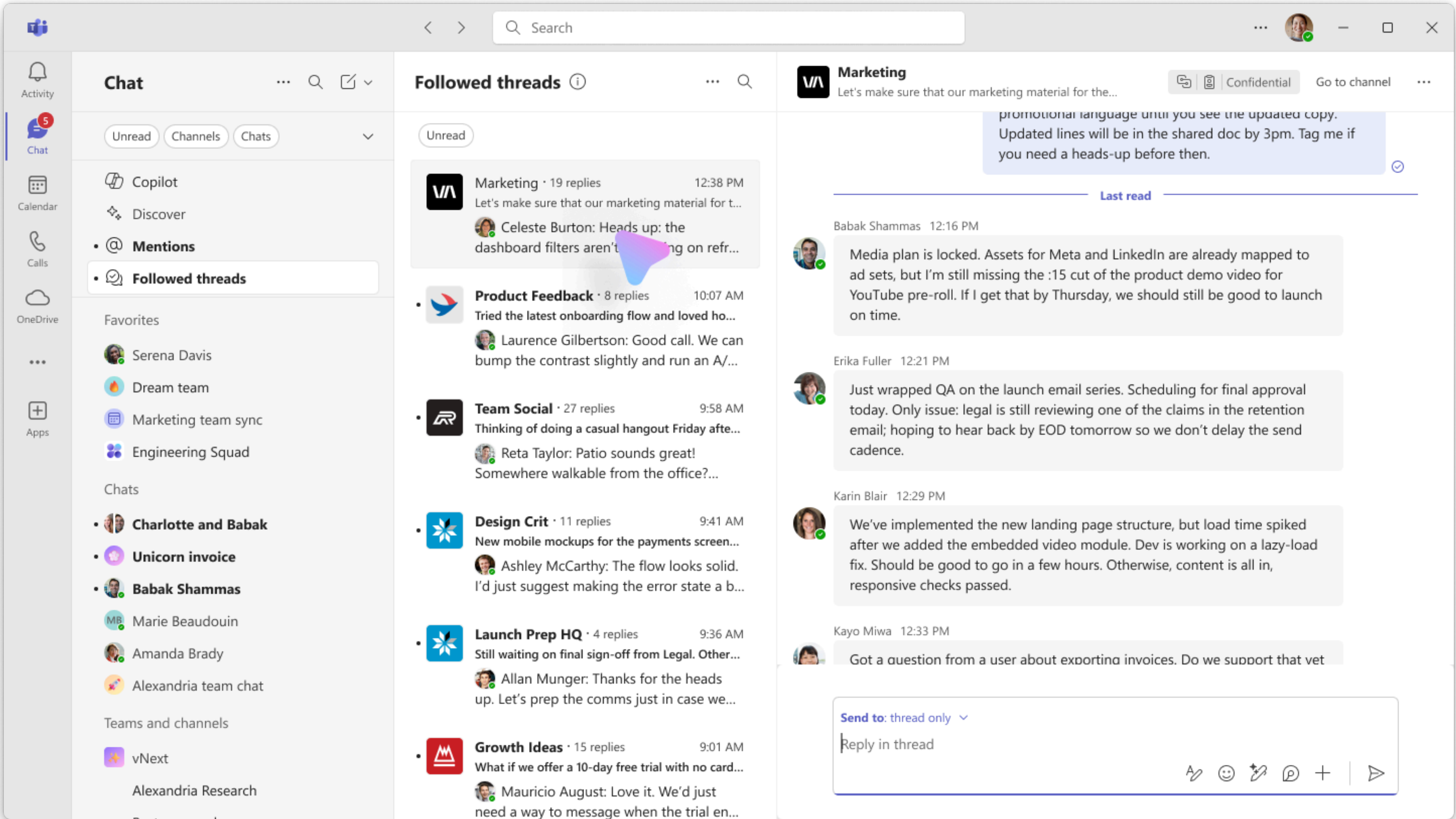
Follow in thread view

If you're reading a thread and want to stay up to date on any future replies, you can also click the ... menu and select Follow thread.

Followed threads view

Once a thread is followed, it will appear in your Followed threads quick view.

This view resembles an inbox, and you can quickly read and respond to all your threads without jumping between channels.



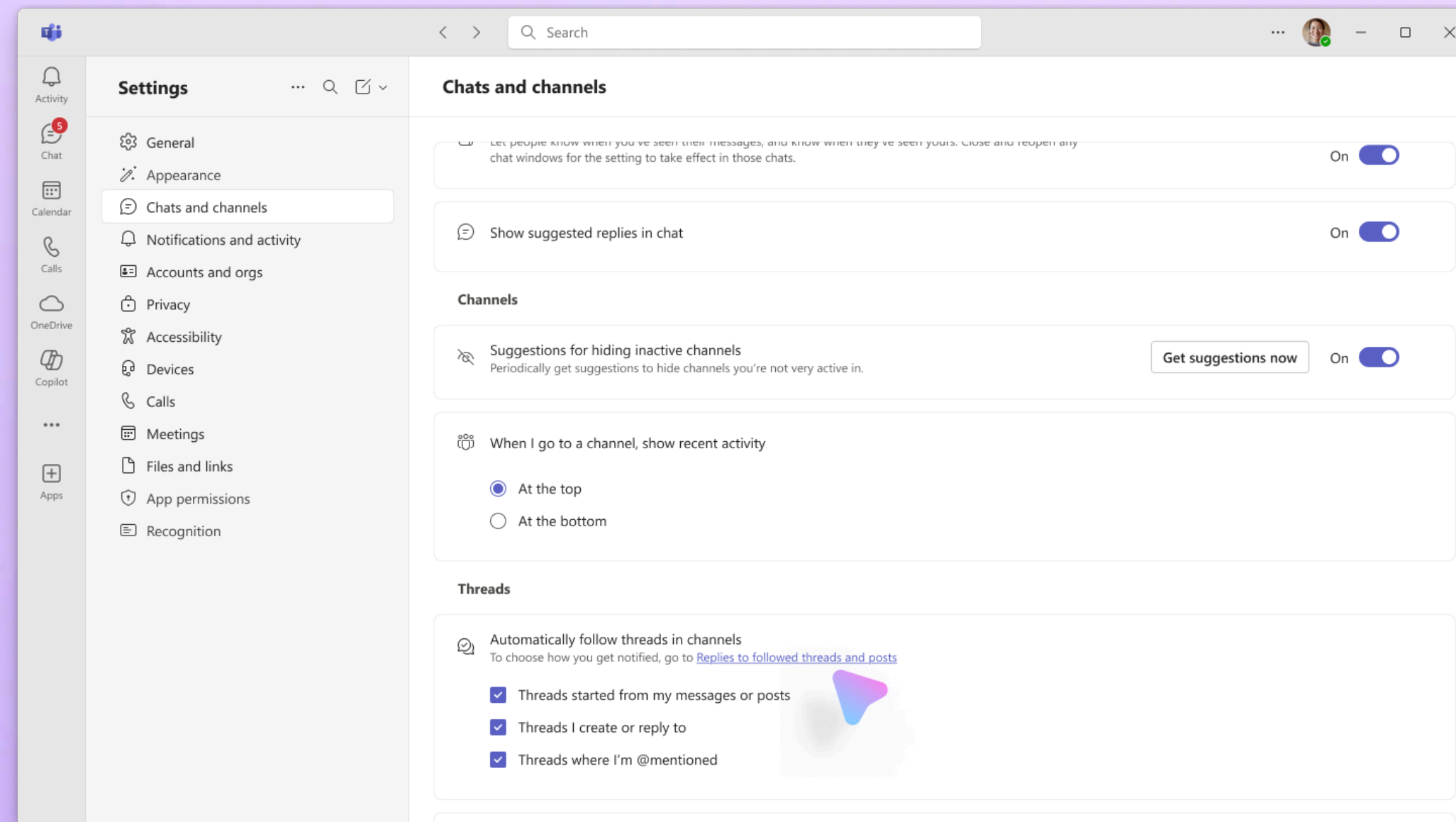
Channel settings

For a particularly important channel, you can configure the channel settings to automatically follow any new thread that gets created. These will show up in your Followed threads view.

You can also choose to be notified about any new message in Activity Feed, if you prefer to catch up through the Activity Feed.

The screenshot displays the Microsoft Teams interface. On the left is a sidebar with navigation icons for Activity, Chat (with a red notification badge showing '5'), Calendar, Calls, OneDrive, Copilot, and Apps. The main area is divided into two panes. The left pane, titled 'Chat', shows tabs for 'Unread', 'Channels', and 'Chats'. Under 'Channels', there are sections for 'Copilot', 'Discover', '@ Mentions', and 'Followed threads'. The 'Followed threads' section lists 'Favorites' (Serena Davis, Dream team, Marketing team sync) and 'Marketing' (highlighted). Below this are 'Chats' (Charlotte and Babak, Unicorn invoice, Babak Shammas) and 'Teams and channels' (Marie Beaudouin, Amanda Brady, Alexandria team chat, vNext, Alexandria Research). The right pane shows the 'Marketing' channel with tabs for 'Conversation', 'Shared', and 'Wiki'. A video player is visible at the top of the conversation pane. A 'Channel notification settings' dialog box is open in the foreground, titled 'Van Arsdell > Marketing'. It contains the following settings: 'Notify me for all new messages' with a dropdown set to 'Show in Activity and banner'; a checked checkbox for 'Include thread replies'; and a toggle for 'Follow all new threads' which is currently 'On'. Below the toggle is a note: 'Threads you participate in or are @mentioned in are auto-followed. Choose where you get notified in settings. [Go to Settings](#)'. At the bottom right of the dialog are 'Cancel' and 'Save' buttons. A colorful triangular cursor points towards the 'Follow all new threads' toggle.

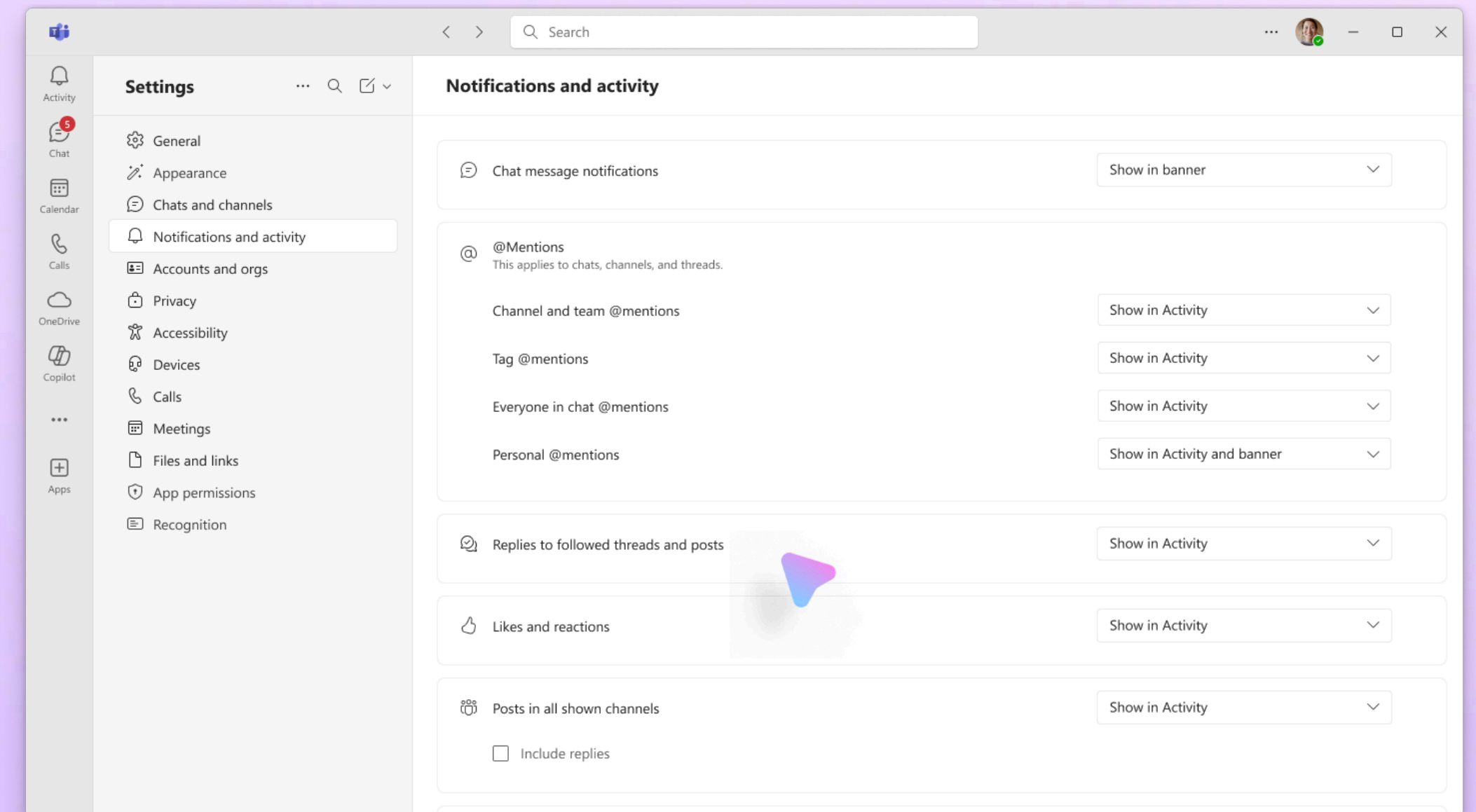
Settings for all your channels across Teams all up



Configure what is auto followed in all channels

By default, threads started from your messages, threads you reply to, and threads where you're mentioned are auto followed for you. This applies to your threads in Threads and Posts layout channels.

Threads that are auto followed for you show up in your Followed threads quick view.



Configure how you get notified

Besides the Followed Threads quick view, you can also choose to get notified in the Activity Feed to make sure you don't miss anything.

This setting will notify you in Activity Feed if a thread you followed has new replies.

Search

Marketing

Conversation

Shared

Wiki

Confidential

Open

11 replies

Last reply 11:01 AM

Darren Mouton

10:15 AM

Let's make sure that our marketing material for the upcoming launch is all accounted for! I'm going to be setting up some time with the stakeholders to make sure we're all on the same page, if you could reply with a quick update on your area, that'd be much appreciated.

10

19 replies

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10

100

8

27 replies

Last reply 11:39 AM

12:41 PM

10
AUG

Q4 Content Brainstorm

Wednesday, 11:30 AM - 12:30 PM | Conf Rm Diamond District

Van Arsdel > Marketing

Meeting details

Start a thread

1 reply

Last reply 12:47 PM

Type a message

Channel meetings are threads, too

Keep all meeting chats centrally organized in one place with channel meeting threads.

A scheduled meeting or a Meet Now will have their own thread in the channel.

Tip: Add invitees directly so the meeting appears on their Outlook calendars.

Search

Marketing

Conversation

Shared

Wiki

2:25

Inside the Rollout: Go Live

Van Arsdel · 198 views · an hour ago

Open

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10

8

27 replies

Last reply 11:39 AM

Type a message

Confidential

Open threads

Threads

Let's make sure that our marketing...

12:12 PM

Karin: We've implemented the new landing page structure, but load time spiked after we added th...

19 replies

@

I ran a fresh overlap report in Ads M...

11:39 AM

Charlotte: Huge congrats to everyone involved - the new content direction feels really strong. Grea...

27 replies

Deck and internal FAQ are done and...

11:28 AM

Mona: We're a little behind on the :15 cut Jamal mentioned. The VO took longer than expected to...

11 replies

@

I am working on creating this deck for...

11:11 AM

Colin: I worked on the segmentation model we used for the Q3 campaign across Meta and Linke...

9 replies

Media list is prepped and embargoed p...

10:18 AM

Henry: +1 to that. Also wondering if we set some baseline metrics for what counts as "top-performi...

19 replies

Bounce rate on our primary campaign L...

10:14 AM

Darren: Could be an issue with load time, headline clarity, or scroll depth. Let's start a discussion here...

8 replies

Catch up on all threads in a channel

The thread list has all the threads in a given channel. Here, unlike in the main channel view, they do reorder by recency of replies, so you can catch up on most recent threads easily.

Search

Marketing

Conversation

Shared

Wiki

2:25

Inside the Rollout: Go Live

Van Arsdel · 198 views · an hour ago

Open

11 replies

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100

8

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Type a message

+

Confidential

←

I ran a fresh overlap report in Ads...

×

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Blog is queued for Thursday AM to coincide with the UK launch. CTA will point to the new landing page, so just confirm once that's live. Email campaign is in QA - should go out Friday unless we hit any snags.

Thread summary

×

Erik Nason

flagged a 47% overlap between freelancer and creator economy lookalikes—up significantly from 6 weeks ago. The team discussed whether to consolidate these segments or continue split testing.

Key Points:

• **Darren Mouton** advocated for merging the segments, pointing to audience overlap and stronger return on ad spend when campaigns are streamlined. 1

• **Henry Bill** raised creative and operational

AI generated

Send to: thread only

▼

Reply in thread

+

Catch up on a particular thread with AI

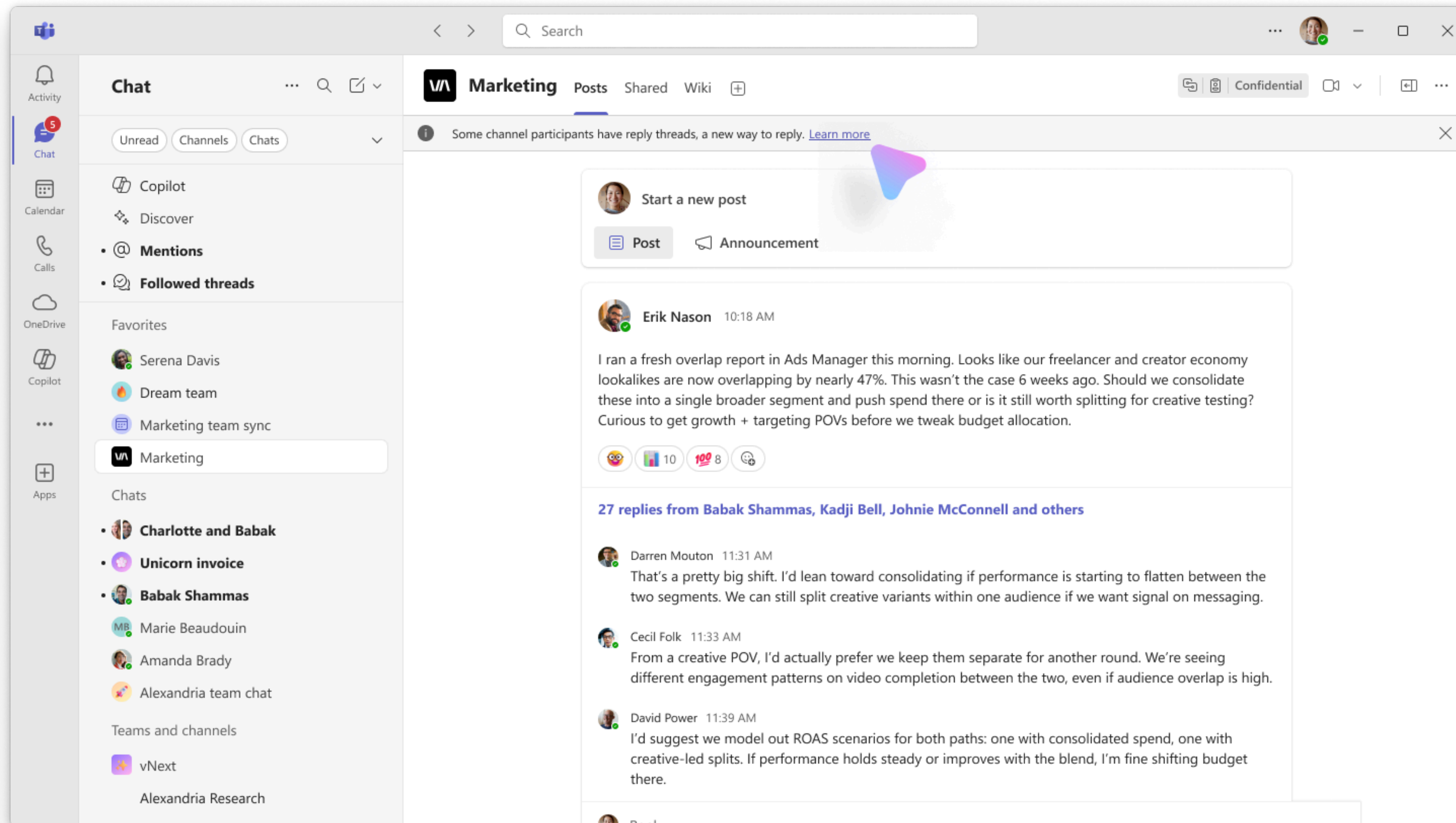
With a Copilot license, you can get an AI generated summary of a particular thread.

From the main conversation view, hover over a thread, select the ... menu for more options, and select Summarize thread.

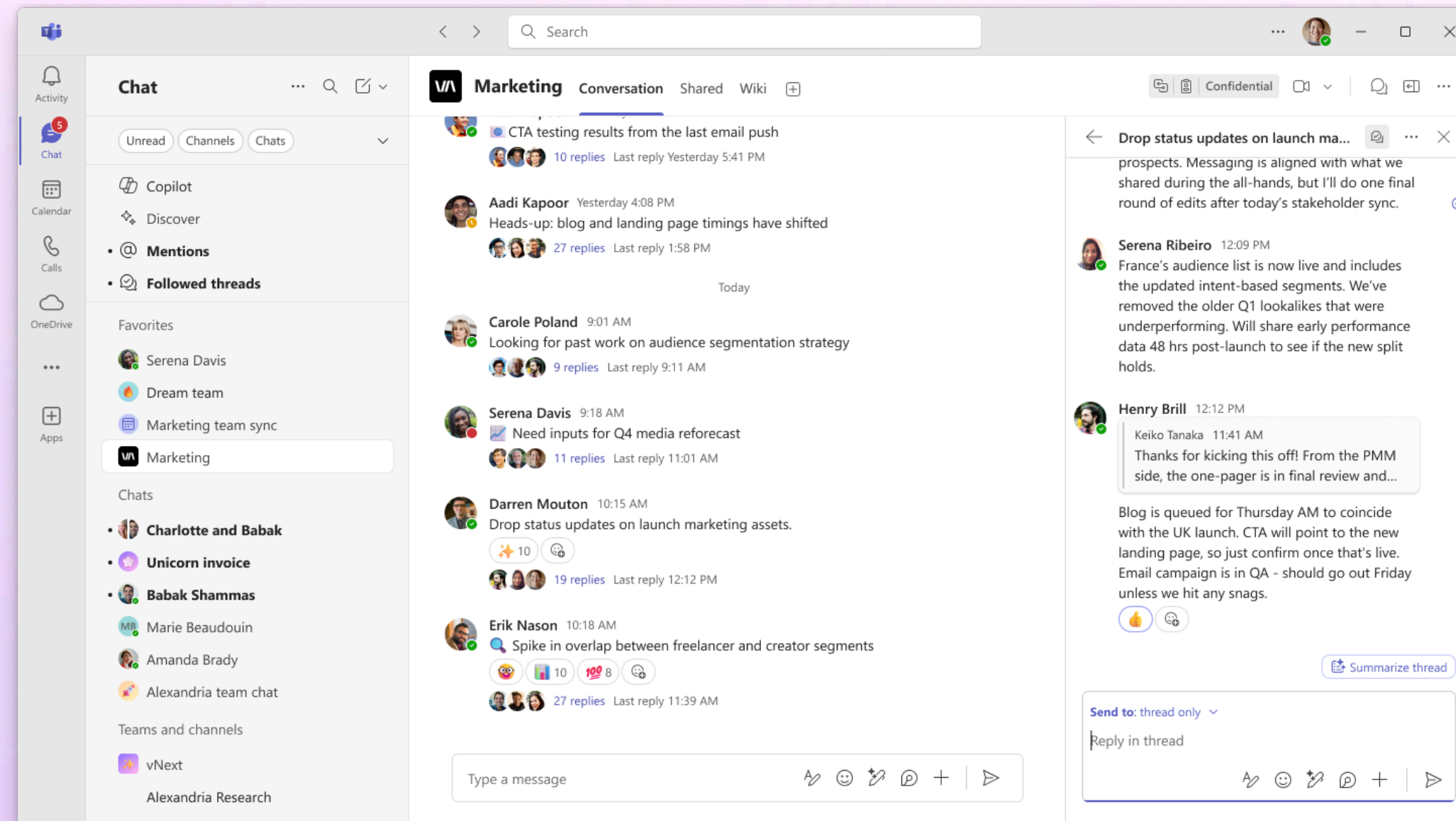
Backwards compatible

If you do not yet have threads available, you will see the channel in a view that resembles a Post layout channel. A banner will appear at the top letting you know that others are seeing the channel in a different view.

This may cause messages to be out of order, the bolding of the channel to be incorrect, or issues with notifications. In this case, we recommend switching to Post layout so that everyone has the same view.

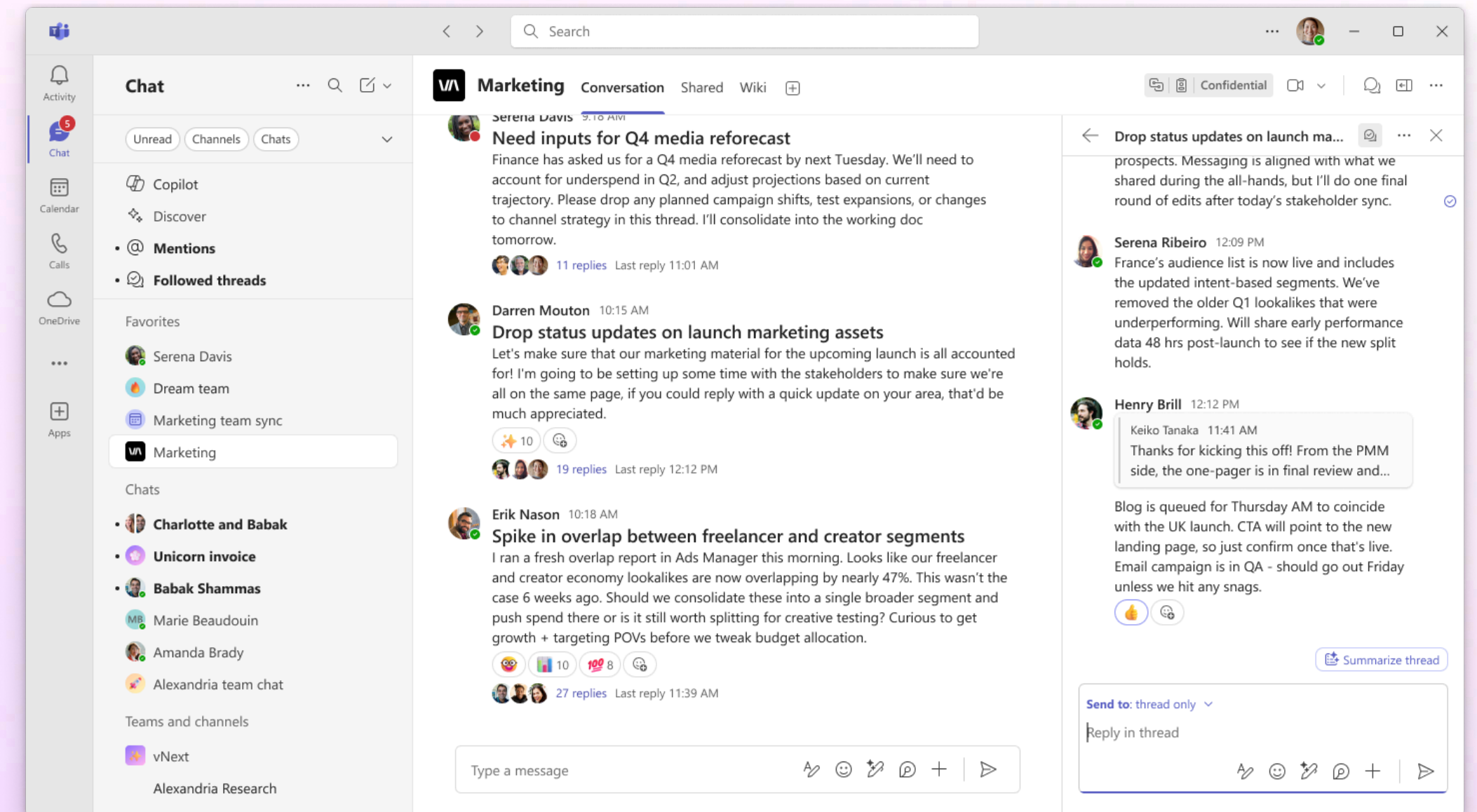


Two great ways to use threading



Short headlines, details in the replies

You can use the main message as the topic that the thread will be about, and reply with more details to start a thread. This way, the main channel view stays clear and scannable at a glance. Compact Mode (in Settings>Chats and channels>Message density) left-aligns messages for easier readability.



Using titles

You could also title your message (select Format in compose box) and include the details as part of the message body. This allows you to catch up on content without having to click into the thread unless you need the details. Align with your team on the preferred approach!

FAQ

Q: When should I use a threads vs a post layout channel?

Threads layout is a good choice when you want to keep the main conversation focused and only catch up on threads that are relevant to you. It's ideal for collaborating with your working group.

Post layout is good for when you want to be caught up on every reply, since posts rearrange by reply recency and replies are shown in the main view. It's also ideal for structured announcements.

Q: How is a threads channel different from a group chat?

Threads channels allow you to have deep dives in the thread without disturbing the main conversations. Channels also come with added benefits like centralized file storage, and everyone has the same level of access to all prior conversations.

Q: What should I do if I notice people sending replies in main channel?

Gently remind others to respond as a reply to stay organized. Something we've seen work well is reacting with a thread emoji to subtly remind someone to delete a message and re-send it as a reply in the thread.