



# Is Instagram Dying?

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Instagram, you say? Dying? There is no way. Where would all the millennials sell their shampoo and weight loss pills? Where would we look at pictures of others living the lives we can't? Where would old men slide into the DM's of 20 year old models from LA? Where would highschoolers read their fake news? Instagram is a backbone of our world so there is no way it is dying, right?

Actually, wrong. Despite being one of the most influential social media platforms in the world, there has been talk that Instagram may be taking its slow and painful decline towards irrelevance. That sounds dramatic because, as stated above, Instagram is still very popular. Infact, according to Wikipedia, it is the fifth most popular social media platform in the world. It has a whopping 1 billion active users and 400 million daily active users, so it is safe to say Instagram is definitely not irrelevant just yet. So where is the speculation coming from?

Well, the idea that instagram is on its way out is mostly founded in the platform's new found rival, Tik Tok. Although Tik Tok is just a mere toddler, being approximately 4 years old in China and only 3 years old worldwide, the kid did not come to just hangout. Tik Tok quickly surpassed the terrible twos and rose to stardom quickly being named the most downloaded iPhone app, according to Startup Talky. Tik Tok beat out Facebook, Instagram, Whatsapp, Snapchat, Youtube, etc. in downloads in only three years. Some may say Tik Tok had an unfair advantage in the race because the timing of the launch was perfectly lined up with quarantine. We were all stuck inside looking for something new to do and Tik Tok had just gained a lot of traction and earned its worldwide name. Thus, millions of people hopped aboard the Tikkie train and shot the downloads through the roof while riding out Covid.

Once Tik Tok became the most trendy platform available, Instagram did what Instagram does best, mimic. That is when Instagram added a reels section to the app. While trying to emulate Tik Toks popularity, they kind of set themselves up for destruction.

Users are starting to notice a trend, Instagram is trying to be an all purpose/everything app by adding features that copy what other successful apps have. They added IGTV which is basically the instagram YouTube, They added stories which was their version of snapchat, they have added video chat, messaging, shopping, etc. Instagram is becoming too much for people.

In addition to the overadding and mimicking, Instagram is a highlights reel. It is where we post our absolute best moments and where we follow influencers and models. It's where we see perfection which caused some of instagrams downfall. People want real. People want transparency and Instagram is just not that. Obviously, people are not getting rid of it, but they also are spending more time on other apps, such as Tik Tok where the content is a little less picturesque in most cases.

As I have already noted, Instagram isn't dead yet but they just might be losing years. Tik Tok might just be the app that starts a new trend of social media transparency and algorithms. It is also important to note that with Tik Tok being an app originated in China, it may just be out of Zuckerberg's reach. In fact, Tik Tok already beat out Facebook in the war over musically. Does this mean Facebook might end its reign as the holder of all social platforms? Only time will tell.