Twitter Thread by Annanth Aravinthan



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1/ As an $FB shareholder and avid user of TikTok I've been closely following Reels since its US launch in August 2020. The product and the videos have been slowly improving over time but it's still nowhere as good as TikTok. So I decided two look at two hypothesis as to why:

2/ First, is Reels not able to attract the creators that I find entertaining?

Second, do they have the creators but the algorithm doesn't know how to surface the content to me?

For context, most of my TikTok usage is comedy but most of my Reels is animals and cute kids ■

3/ This isn't suppose to be a highly scientific but I started skimming through videos I previously liked on TikTok and looked up the creator on IG. Here are insights from 26 of the larger creators representing 2.4B likes on TikTok.

Creator	TikTok Followers (M	TikTok Likes (M)	Posts short form on IG?
saint.jmc	2.7	124	No
battymanben	0.1	1	No
joshuawitucki	0.05	2	No
teriyakipapii	3.6	99	No
bigtre1000	0.2	4	No
flossybaby	3.5	170	No
nannymaw	2.5	59	No
zlnccx1	4.2	390	Sometimes
nuhchez	5.4	214	Sometimes
reggiefisher15	1.7	73	Sometimes
yoleendadong	15.2	551	Sometimes
devon.ate.9	1.9	70	Sometimes
traytheapostle	0.7	40	Sometimes
lonnieiiv	2.2	57	Yes
Cassie Stephens	0.9	23	Yes
lucasalopezvilet	1.3	34	Yes
ryzehendrickmusic	2.3	27	Yes
moschinodorito	0.276	14	Yes
sahibcantsingh	1.1	18	Yes
jermaine.richards	0.08	2	Yes
scottseiss	0.6	8	Yes
rod	0.9	37	Yes
artbydemarcusshav	3.8	160	Yes
mikecakez	2.4	56	Yes
lilihayes	3.5	98	Yes
dez2fly	3.3	95	Yes

4/ 50% of creators don't post on IG at all or rarely do. But more importantly, this 50% represented 74% of TikTok likes. This is driven by the fact that two large creators (yoleendadong and zlnccx1) with 941M likes, use IG as more of a fan page, not sharing content

5/ My general sense is that it's the combination of both hypothesis (only some creators are on IG and the algo isn't super sophisticated) that leads to a subpar experience on Reels. Maybe IG can fix this over time with scale, tech, and growing a new set of creators native to IG?