Twitter Thread by Shreya



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Alright a pet peeve I never knew I had is when thought leaders discuss apps that they are not users of. Most discussions I've seen on Reels/TikTok has started with "I don't actually use it but-"

So I'm writing my own unfiltered thoughts, from an actual TikTok user.

Thread:

1/ TikTok's biggest selling point is the ability to elevate creators who dont already have a large following. Historically, IG has serves to elevate influencers who already have high engagement, which stems from having an already high number of followers

https://t.co/jVJ4SQri7w

> Personal take: I\u2019m definitely going to try out Reels, but even with only 8k on my TikTok, I have TikToks that have 500k+ views so unless Reels can offer that same chance of content discovery and level of exposure, I see myself going back (also I like being sillier on tiktok tbh)
>
> — paddington stan account (@Adriyoung) August 5, 2020

2/ The culture on IG doesn't lend itself to "killing" off TikTok. Creators on IG overindex on perfecting aesthetics, having a clean grid, and the best highlights.
The culture on (alt) TikTok allows for people to be silly, unfiltered, and much more weird.
https://t.co/eUBlL2YAZK

> laughing at the idea that microsoft PMs will have to decipher this video https://t.co/utC9bKX8YB
>
> — tina (@patagucci_girl) July 31, 2020

3/ It’s a lot easier to ignore Reels by scrolling past it on the Explore page (which I barely use), and much harder to ignore my FYP on TikTok, which the very first thing I see when I open TikTok.
It makes it so much easier to consume even if I’m not a creator myself.

4/ Reels on IG can only be up to 15 secs, and while TikTok videos started out as < 15 secs, they can now be up to 60 secs long.

This allows for much more varied and detailed content, and for users to have a more tailored algorithm on their FYP.
https://t.co/wikQqLmOpr

> Hot take: Instagram Reels won\u2019t be able to touch TikTok without creating something that can compete with the algorithm of the FYP. Until then, it\u2019s just TikTok editing tools slapped onto the IG app \U0001f937\U0001f3fb\u200d\u2640\ufe0f
>
> — paddington stan account (@Adriyoung) August 5, 2020

5/ TLDR the culture of the users and creators on an app is just as important as the product decisions and engineering behind it.

TikTok doesn’t care who I am or what my background is. If I make good content, I’ll blow up.

Yes I'm acknowledging this tweet I made less than 12 hours ago .... it is what it is https://t.co/pelPk2gpmL

> Starting a new rule that you\u2019re no longer allowed to DM me to ask for my thoughts on TikTok or Reels unless you\u2019ve actually used both of the apps yourself. I am not your Gen Z whisperer thank you for listening
>
> — Shreya (@shreya_sud) August 5, 2020