

REELS TRIUMPHS OVER TIKTOK

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From the days of Musical.ly in 2016 to the switch to TikTok in 2018, millennials and Generation Z have been long-time supporters of the platform. But, after the introduction of bad updates and various legal problems, Instagram Reels has taken over as the best short-form video platform.

Instagram Reels always seemed to be behind TikTok on trends. Videos frequently got seen months after they were posted to TikTok. Most notable was the "It's corn!" trend that Instagram Reels users weren't seeing until weeks after TikTok users were beyond sick of hearing the song. However, years later, with creators beginning to simultaneously upload to both TikTok and Instagram, videos are no longer as delayed, making it easy to stay on top of trends through Instagram Reels.

Additionally, the convenience of Instagram far overshadows TikTok's sad attempts to catch up. With Instagram, viewing posts, stories and reels is all possible on one platform. Rather than switching between TikTok and Instagram for different types of posts, it's far easier to just stay on Instagram. Even though TikTok has attempted to rival the additional features offered by other apps including BeReal posts and Snapchat stories, it is not nearly as easy or desirable to use.

Another self-destructive update, TikTok Shop, has also greatly hindered the experience of the app. Now, it seems every other video has a TikTok Shop ad asking for people to buy their products. On the other hand, Instagram does not have a shop feature, minus the occasional corporate ad, making their creators seem less like salesmen.

Furthermore, because TikTok is owned by a Chinese company, ByteDance, the app has been in constant danger of a country-wide ban. Due to the relationship between the United States and Chinese governments, many politicians have relentlessly pushed to enforce restrictions on the app, making the future of TikTok uncertain. On the contrary, Instagram is owned by the American company Meta. Therefore, it has a much more stable place in American society and makes it easier to rely on Instagram Reels.

In an age of social media apps copying the ideas of others, TikTok has fallen behind. It isn't easy to rely on TikTok for reviews, news or recommendations anymore. Instagram Reels emerging victorious is a harsh but true reality.