

How the smaller social players are doing, TikTok is staying, and young creator burnout

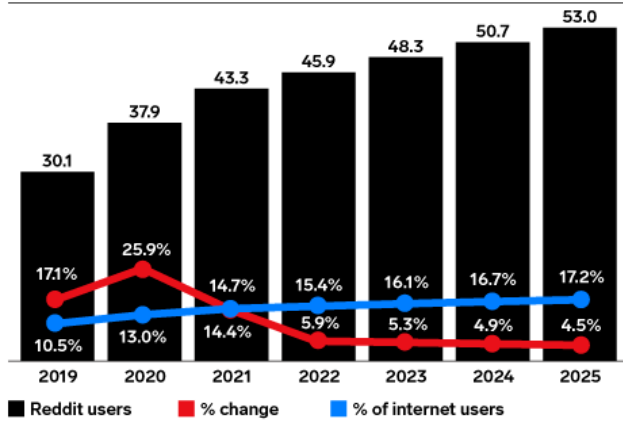
Audio

On today's episode, we discuss Twitter's post-election malaise, Reddit's growth engine, and LinkedIn's and Pinterest's pandemic pivots. We then talk about Nextdoor's ceiling, TikTok

being allowed to stay in the US, and the implications of young creator burnout. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Debra Aho Williamson.

US Logged-In Reddit Users, 2019-2025

millions, % change, and % of internet users



Note: internet users of any age who access their reddit account via any device at least once per month

Source: eMarketer, April 2021

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