

TikTok is still teens' favorite as Snapchat taps AI to win them back

Article

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In March, 37% of US teens called TikTok their favorite social media app, up from 30% the same month two years ago, according to Piper Sandler. Snapchat dropped to second place,

falling to 27% from 31% during that period. In the No. 3 spot is Instagram, which 23% of teens named their top choice.

US Teens' Favorite Social Media Platform, Spring 2021-Spring 2023

% of respondents

	Spring 2021	Fall 2021	Spring 2022	Fall 2022	Spring 2023
TikTok	30%	30%	33%	38%	37%
Snapchat	31%	35%	31%	30%	27%
Instagram	24%	22%	22%	20%	23%
Discord	5%	5%	5%	4%	3%
Facebook	2%	2%	3%	2%	3%
Twitter	3%	2%	2%	2%	2%

Note: teens with an average age of 16.2; excludes "other" responses

Source: Piper Sandler, "Taking Stock With Teens," April 4, 2023

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Beyond the chart: TikTok, Snapchat, and Instagram are still the top places for brands to reach younger Gen Z social media users.

A TikTok ban would leave a sizable opening for other social media platforms. In an effort to become the teen favorite again, Snapchat released its **My AI chatbot**, powered by OpenAI, the maker of ChatGPT, to all users and launched new **AR experiences**.

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Methodology: Data is from the April 2023 Piper Sandler report titled "Taking Stock With Teens" in partnership with DECA. 5,690 US teens with an average age of 16.2 were surveyed online during February 13-March 21, 2023.