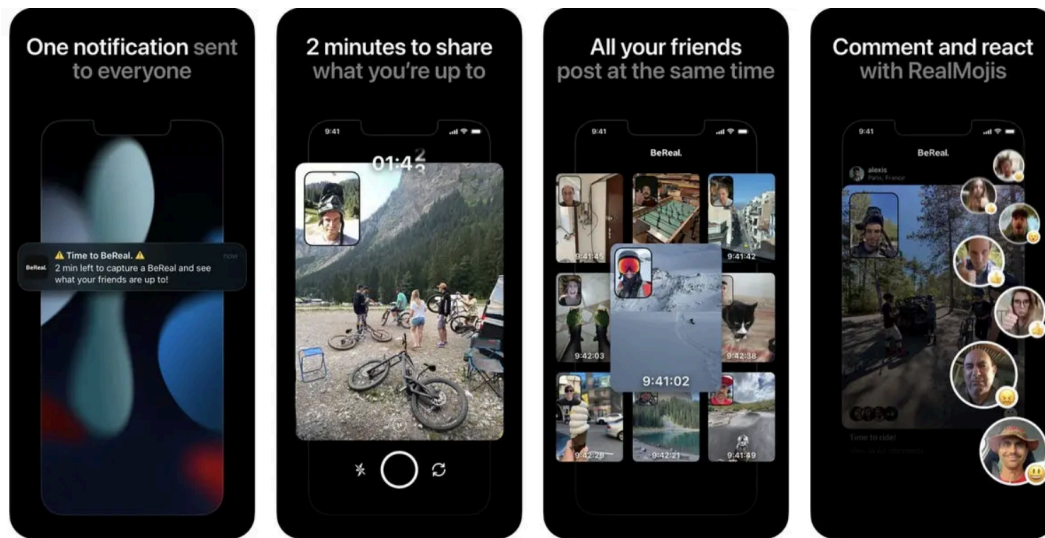


# Are you Keeping it Real with the Latest Trend?

By: Colette Petit

BEVERLY – Your favorite social media apps, such as Instagram and Snapchat, continue to dominate, however another app is giving them some fierce competition.



This Photo was taken from internetmatters.org: <https://www.internetmatters.org/hub/news-blogs/what-is-bereal-app/>

## What Is BeReal and why is it trending?

On the rise and quickly gaining traction, BeReal has become the trendiest social media platform in 2022.

According to Apptopia, BeReal took off this year with 74.5 percent of its total downloads and monthly users growing by 315 percent from January to April. Today there are over 100 million downloads with 3.3 million happening in the first quarter of 2022.

[Influencer Marketing Hub](#) reported that BeReal has 2.7 million downloads in the U.S. as of May 10th, 2022. Globally, there are 12.6 million monthly users and 2.93 million daily visits.

Once a day at a random time BeReal sends an alert that you have two minutes to take an unedited photo and post it.

When taking a photo, the app uses both your front and back camera. This allows friends to see exactly where you are, who you're with, and what you're doing.

This picture is posted to a page only your friends can see. You then get access to your friends' photos once you post. If you do not post within two minutes, you are not "being real" and your friends get notified.

When viewing friends' photos, you can react with unedited selfies rather than emojis and post comments.

During the first quarter of this year, BeReal was fourth in social networking app downloads in the U.S., UK, and France. It placed behind Instagram, Snapchat, and Pinterest and in April it ranked second in the U.S.

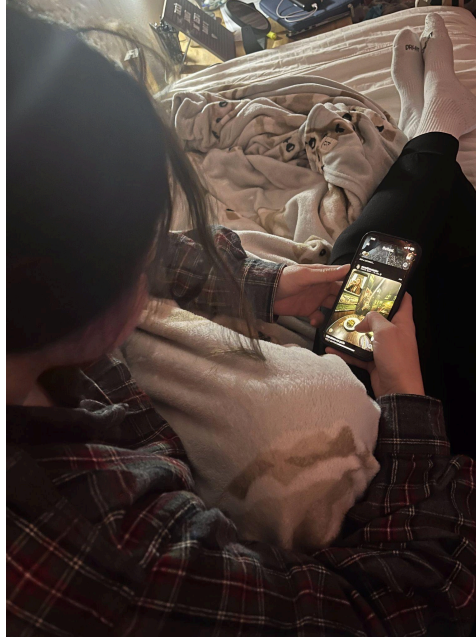
### **Where did it come from?**

The French founders of this app, Alexis Barreyat and Kévin Perreau, thought of the idea in Paris during January of 2020 as a balance between social media life and reality. BeReal was their solution to negative effects brought by social media.

Sylvie Brustin, a junior at Endicott College, says, "I like this app because it's different from others. It's more like a here and now photo and can't be edited." She continues on to say, "I only use the app about three or four times a week, but when I do, I only go on once unlike Instagram and TikTok where I go on a few times a day so I feel like it's more special."

Without advertising, BeReal grew through word of mouth. A junior at Endicott College, Charlotte Colella, explains, "I heard of BeReal through my friend Kelly. She showed me the app and then I downloaded it because I thought it was cool."

"I use BeReal almost every day and have about 15 friends that I follow," Colella continues. "I only follow my really close friends because I care more about what they're up to rather than people I know of because I simply just go to school with them or something like that. I feel like I follow more people I'm not so close with on Instagram or Facebook."



Sylvie Brustin is seen scrolling through her BeReal feed.

## **What is the purpose?**

BeReal is meant to be a platform where people can be authentic. The goal is to spread healthy social media habits with no filters and a time limit to post.

ABC News reports that “With no likes or follower counts, BeReal's emphasis on authenticity is resonating among teens.” Unlike Snapchat or Instagram, there’s no competition as to how many likes, comments, or views you get. You simply just get to see what your friends are up to at random times of the day.

“I think one benefit of BeReal is the authenticity. Without filters or any type of editing tool, you can’t be fake, you have to be real,” a non-user of this app, Ryan Mills, a junior at Endicott College said. “I don’t have the app because I don’t think I would use it. If I really wanted to know what my friends were up to at the moment, I would just Snapchat them.”

Mills goes on to say, “I will say that BeReal is promoting a good message, it just doesn’t spark my interest because I send unfiltered photos to my friends all the time on snapchat and unlike BeReal, they can send them back and we can have conversations and it’s just between us.”

Not only is BeReal a healthier platform, but many find it fun. Colella shares, “I like seeing where everyone is, all my friends. Especially my friends that go to other schools, like what are they doing at 3pm on a Thursday? It’s fun to see.”

## **Will it last?**

Although BeReal has taken off, the big question is will it last?

“I appreciate the attempt of it, however I don’t see how brands can use it and I don’t see how it can sustainably grow itself,” another non-user, Jason Kelly, a junior at Endicott College, said. “It’s a phase thing and I don’t see where it could possibly be in a year and that’s kinda why I didn’t download it.”

In comparison, Mills mentioned, “It’s a trend and this trend is soon to die or will be bought out by another social media company. I think it will be bought out by Snapchat or Facebook.”

BeReal has separated itself by promoting real content. However, the ideas on how to keep growing are limited as it’s currently at its peak. This app has gained traction rapidly, but what could be the downfalls going forward?

Kelly adds, “I don’t have BeReal because it doesn’t make sense to me as a social media app. I think it’s just a combination of Instagram and Snapchat.”

With Instagram and Snapchat being around for years and remaining highly used, BeReal needs to find a way to compete.

In opposition, Colella argues, “I like the reality of this app and how you don’t think about what you’re posting that much, it’s just in the moment and everyone you follow sees the same picture.”

Could this be enough to keep this trend afloat?