

Exploring Alternatives Amid TikTok Shifts: RedNote, Clapper, and Evolving Options on Established Platforms

Amid TikTok's uncertainty, new platforms and updates from established networks have emerged. New platforms RedNote and Clapper have gained traction in the US, along with established networks like Instagram and X who are adapting to capitalize on TikTok's challenges. These shifts offer fresh opportunities for brands to diversify their social strategy and stay ahead in the evolving digital landscape.

Emerging

X VIDEO TAB

Recently launched its Video Tab (iOS, US), offering a **full-screen, vertical feed** similar to TikTok, designed to enhance video consumption and attract creators, advertisers, and consumers amid TikTok's challenges.

INSTAGRAM UPDATES

In the last week, Instagram announced several updates including: Shifted from **square to vertical posts** in the profile grid, expanded reels length to up to 3 minutes, launched **Edits**, a **new app for creators** to streamline video creation, and introduced **Reels "Friends Lane,"** a vertical feed featuring content engaged by friends. These updates reinforce Instagram's efforts to attract creators and users exploring TikTok alternatives.

REDNOTE

A rising platform with short-form video and an engaging algorithm, positioning itself as a TikTok competitor. On January 17th, **U.S. DAU's surged to 3.4 million (+2.7M DoD)**, fueled by **"TikTok refugees"** (Similarweb data). While growth is impressive, it's still far smaller than TikTok's 170 million U.S. users. **Owned by ByteDance**, RedNote may face similar regulatory challenges.

CLAPPER

A **U.S.-based** short-form video platform launched in 2020, gaining traction amid TikTok's uncertainty with a **4x user base increase** following news of the ban (**2 million DAU's**). Positioned as a platform for more mature users with its 18+ age restriction, its broad adoption potential is unclear, and it currently **does not support paid ads**.

