

BeReal: The Social Media App Highlighting the Banality of Everyday Life

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In brief

BeReal is a social media app that prompts users once daily to share an unfiltered photo within a two-minute window, emphasizing authentic, everyday moments over curated content.

In the ever-evolving landscape of social media, a new player has emerged, capturing the attention of users worldwide. BeReal, a social media app that emphasizes the mundane aspects of daily life, has experienced a surge in popularity, with over 85 million downloads in the past year and 48 million monthly active users as of February 2024.

What is BeReal?

BeReal is a social media platform that encourages users to share unfiltered, authentic moments from their everyday lives. The app prompts users to capture and post a photo within a two-minute window each day, providing a glimpse into the lives of friends and family without the curated perfection often associated with other social media platforms.

Features and Functionality

BeReal offers a range of features that set it apart from other social media apps. Users can create personalized profiles, apply anonymity filters, and join communities based on shared interests, hobbies, or causes they support. The app's primary focus is on fostering genuine connections and building communities around authentic experiences.

Criticisms and Concerns

Despite its growing popularity, BeReal has faced criticism from some quarters. Jason Koebler, writing for Vice, argues that the app "creates a new type of social media dystopia where it looks like no one ever does anything interesting". Others have raised concerns about the app's daily two-minute posting window, suggesting that it may contribute to social media fatigue, self-exposure anxiety, and the need for constant access to a phone. Niloufar Haidari, writing for the Guardian, questions the app's premise, stating, "Pretending that 'real' life is always ugly and trivial seems like a miserabilist's way to understand the world". However, the app's impressive user base and download figures suggest that many users find value in the platform's approach to social media.

Monetization and Future Plans

BeReal has not yet prioritized working with brands or monetizing the app through advertising. In a press statement, the company stated, "There are a lot of cool things we want to build. Once we're ready to share information, you'll know". This approach has allowed BeReal to focus on user experience and community building without the pressure of generating revenue.

Potential for Publishers

Despite its unconventional approach, BeReal presents unique opportunities for publishers. Ramin Beheshti, Co-Founder and President at The News Movement, a social-first news publisher, believes that BeReal's design and functionality have the potential to encourage more controlled and focused usage while creating an unfiltered and authentic environment for audiences.

Crossword Clue: Social Media App That Highlights the Banality of Everyday Life

BeReal's impact on popular culture is evident in its appearance as a crossword clue. "Social media app that highlights the banality of everyday life" was recently featured in an American quick crossword puzzle, demonstrating the app's growing recognition and influence.

Conclusion

BeReal's rise to prominence in the social media landscape reflects a growing desire for authenticity and genuine connection in an increasingly curated digital world. While the app has faced criticism for its focus on the mundane aspects of daily life, its impressive user base and engagement levels suggest that many users find value in this approach. As BeReal continues to evolve and grow, it will be interesting to observe how the app navigates the challenges of monetization, user retention, and competition from established social media platforms. For now, BeReal remains a unique and intriguing addition to the social media ecosystem, offering users a refreshing alternative to the polished perfection often associated with other platforms.