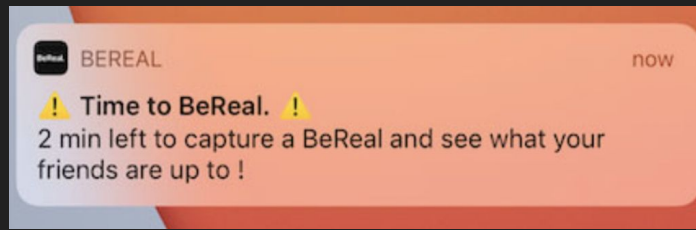# BeReal
Your friends for real.

What is Be Real?

- "Your Friends for Real"
- An opportunity to show your friends who you really are and what your life is really like
- Real, authentic- doesn't include filters or editing tools
- Becoming what other social media platforms couldn't, especially Snapchat

How does it work?

- Every day at a randomized time, every user gets a notification telling them it is "Time to Be Real"
- Users then have 2 minutes to post their "Be Real"
- When users decide to take their Be Real, either on time (within 2 minutes of the notification) or late (anytime before the Be Real the next day) it takes a photo with the front camera as well as the back camera on their phone
- The user's Be Real is then uploaded and all of their "friends" can see it on their feed and can comment or upload a RealMoji, a selfie a user can use to react to a friend's Be Real
- Once you post your Be Real, you then are able to view your friends' Be Reals on your feed and see what your friends are doing

One notification sent to everyone

2 minutes to share what you're up to

All your friends post at the same time

Comment and react with RealMojis

Who is using it?

1. **Gen Z**- mostly college students

   - College students- while at college able to still be connected to their hometown friends and over the summers able to feel connected with college friends who may live far away

2. **Millennials**
3. Would be fun for people of all ages- user friendly and easy to use despite frequent glitches

How many users?

- Be Real was released in 2020, but no one was using it until early 2022
  - Since then daily downloads have increased by **315%**
  - It grew in popularity in part by word of mouth on college campuses as well as on Tik Tok where users shared their experience with the app and urged others to download it
- **400,000** users today and is currently the fourth most downloaded social media app
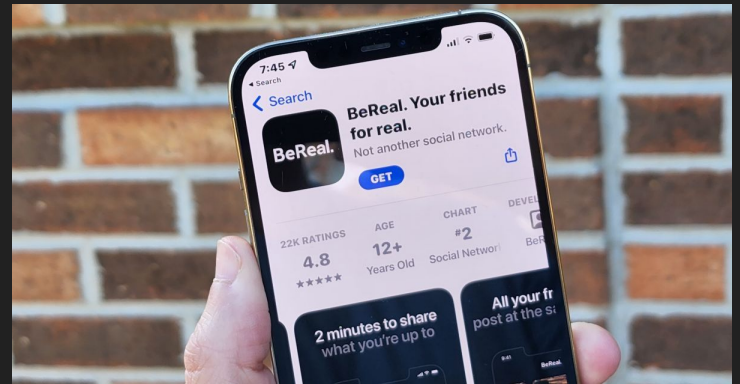
Advertising

- Be Real does not currently feature ads
- Some brands have taken notice of the app's popularity and have chosen to join it, showing behind the scenes views and running campaigns and promotions
  - Currently free advertising for brands that will continue to be successful as long as they don't undermine the app's mission
- If Be Real sticks to its original mission statement and vision for the app they will not add traditional advertisements to the platform to not contradict their promise of authenticity
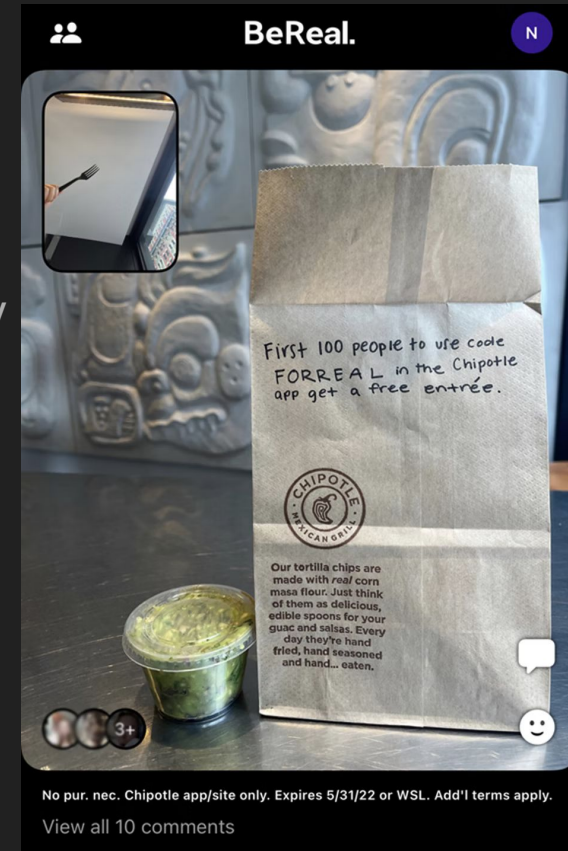
Ex: Chipotle joined the app and ran this campaign

# Be Real vs. other Social Media Platforms

Similarities

- Similar to Snapchat, Be Real notifies a user if another user **screenshots** their post
- Similar to the app 1 Second Everyday because you can access all of your Be Reals to see a **log** of your days
- Similar to Wordle in that it is only a **once a day** commitment that is not too time or thought consuming
- Includes a **map** similar to Snapchat, so you can see where in the world your friends are when they took their Be Real

Differences

- Not much to do on the app so **isn't time consuming** or too distracting like other social media apps that are generally time wasters (Tik Tok, Instagram, Facebook) where you could scroll forever
- There is **no pressure** to participate every day because there are no streaks such as on Snapchat
- Doesn't allow filters, editing, etc. unlike other social media and is **relatively unstaged**
- Be Real does not include damaging **likes or follower** counted for anyone to see such as other social media platforms

The Future of Be Real

- Some fear that because Be Real only offers one feature it will be a fad trend and people will soon get bored of it
- On the other hand, even if Be Real slips away, it has already made an impact in the way we see and use social media
  - Instagram is becoming more casual- photo dumps, unedited/unfiltered photos, real captions
- People are ready for a change and tired of having to paint a perfect picture of themselves on social media
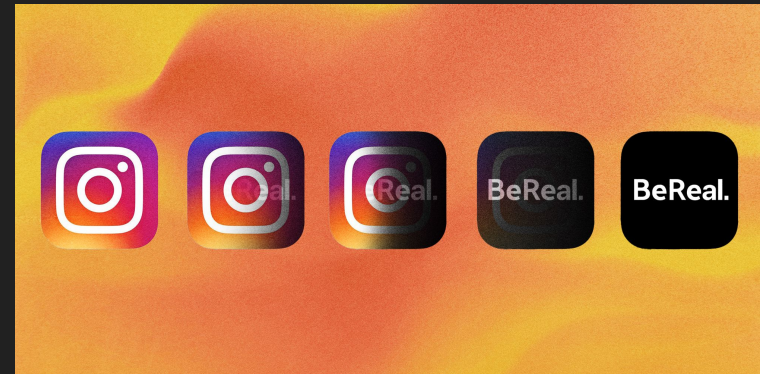
Interesting Articles to Read

- This article describes the intense pressure to post on time (within 2 minutes of the notification); however when I use this app I feel no pressure to stop exactly what I'm doing to take my Be Real and I do not see the words "posted late" as a "mark of shame" as described in this article
    - https://www.insider.com/what-is-bereal-app-how-does-it-work-2022-4#i-wasnt-a-fan-of-the-pressure-to-post-your-picture-on-time-every-day-4
- This article highlights how healthy this app is and how it is remaking social media by being authentic, truthful, and unfiltered
    - https://www.glamourmagazine.co.uk/article/be-real-app
- Example of Chipotle using Be Real:
- https://www.thedrum.com/news/2022/04/29/chipotle-gets-candid-with-the-anti-filter-social-media-app-bereal#:~:text=Brand%20fit%20matters%20in%20an,slim%20to%20none%20on%20BeReal.