**Have Social Platforms Reached "Peak Social?"**

Snapchat, Facebook and Twitter have all posted declines in active users over the last year, with Snapchat reporting a 3 million daily active user loss in the last quarter. Experts say the sharp decline could be signaling that the marketplace has reached "peak social," though Instagram and WhatsApp are still posting strong user activity.

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<https://www.cnbc.com/2018/08/08/social-media-active-users-around-the-world.html>