**Why Social Media Users Are Becoming More Private**

As social media, and Instagram in particular, become more of an "aspirational entertainment" space, dominated by carefully curated content posted by influencers and brands, non-creators are posting less and turning instead to private messaging and closed communities within the platforms to bond with friends, family and others who share niche interests

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[*https://www.businessinsider.com/social-media-dead-instagram-tiktok-bereal-replaced-group-chats-messaging-2023-8*](https://www.businessinsider.com/social-media-dead-instagram-tiktok-bereal-replaced-group-chats-messaging-2023-8)

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