

a taste of LEMON8

8

A digest of Lemon8, ByteDance's social media app that soared past Pinterest and Tinder as the leading lifestyle app in the App Store

SCAN ME APP



Scan the code to download Lemon8 and try it yourself

the sour

Cons of Lemon8 that might make you cringe

LESS HUMOR-CENTERED & no place for memes or funny videos

content is sorted into specific, **RIGID CATEGORIES:**

fashion, beauty, food, wellness & travel

more for **INFLUENCER MARKETING** than content creation

the sweet

Refreshing qualities of the trending social media app

NON-VIDEO CONTENT unlike TikTok's short, clip-heavy feed

content creators can



where they got their clothing & its price

NOW RISING IN TRAFFIC

so the app is a blank slate for new influencers & trends

8 ways to use it

Influencers have called Lemon8 the baby of Instagram and Pinterest, but what do you use it for?

 **healthy recipes**

 **makeup tips**

 **style inspo**

 **workout advice**

 **travel hacks**

 **bedroom essentials**

 **home decor ideas**

 **dupes & cheap buys**

Security concerns against creators of TikTok and Lemon8

beware of ByteDance



ByteDance Ltd. is a Chinese internet tech company that owns **TikTok** and **Lemon8**

Amid the **Biden administration's** threats to **ban TikTok** over user data **privacy concerns**, ByteDance has paid **American creators** to promote Lemon8 in among U.S. audiences

However, **Lemon8** would likely be **banned** along with TikTok for similar concerns

**according to the New York Times*

sip or spit?

96% OF STUDENTS HAVE NOT USED THE APP LEMON8

7% OF STUDENTS WOULD RECOMMEND LEMON8 TO A FRIEND

4.25 MILLION ACTIVE USERS HAVE LEMON8 IN THE U.S., COMPARED TO TIKTOK'S 1.06 BILLION

**according to Instagram polls of 192 and 97 votes and Apptopia*