



#	STRENGTHS (+)	
1	Large and engaged user base	
2	Strong brand recognition	
3	Integration with Facebook and other platforms	
4	Constant product innovation and updates	
5	Influencer marketing opportunities	
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#	WEAKNESSES (-)	
1	Dependence on advertising for revenue	
2	Limited control over content and user behavior	
3	Reliance on mobile platforms	
4	Potential for content oversaturation	
5	Limited revenue streams	
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#	OPPORTUNITIES (+)	
1	Monetization through e-commerce	
2	Expansion into video content	
3	Advertising innovations and partnerships	
4	Expansion of live streaming and IGTV	
5	Emerging markets and global user growth	
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#	THREATS (-)	
1	Privacy concerns and data security	
2	Intense competition	
3	Changing algorithms and user preferences	
4	Regulatory and legal challenges	
5	Ad-blocking technology and ad fatigue	
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