







#	STRENGTHS (+)	
1	Wide reach and global audience	
2	Effective communication and networking platform	
3	Real-time information sharing	
4	Targeted advertising capabilities	
5	User-generated content and virality	
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#	OPPORTUNITIES (+)	
1	Increasing user engagement	
2	Advertising and monetization	
3	Influencer marketing	
4	Integration with e-commerce	
5	Integration with emerging technologies	
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#	WEAKNESSES (-)	
1	Privacy concerns and data security	
2	Addiction and mental health issues	
3	Information overload	
4	Cyberbullying and harassment	
5	Lack of authenticity and trust	
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#	THREATS (-)	
1	Fake news and misinformation	
2	Regulatory scrutiny and censorship	
3	Negative user experiences and feedback	
4	Changing algorithms and platform updates	
5	Platform saturation and competition	
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