






#	STRENGTHS (+)	
1	Wide reach and global user base	
2	Effective platform for information sharing and networking	
3	Real-time engagement and trending topics	
4	Strong brand recognition and influence	
5	Effective hashtag and viral campaigns	
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#	WEAKNESSES (-)	
1	Reliance on advertising revenue	
2	Dependence on user-generated content	
3	Frequent incidence of misinformation and fake accounts	
4	Declining user growth in some markets	
5	Limited revenue diversification compared to competitors	
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#	OPPORTUNITIES (+)	
1	Growing demand for real-time news and updates	
2	Integration with live video and streaming	
3	Expansion of advertising and monetization options	
4	Integration with e-commerce and shopping features	
5	Integration with emerging technologies	
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#	THREATS (-)	
1	Intense competition from other social media platforms	
2	User privacy concerns and data security	
3	Regulatory scrutiny and censorship	
4	Platform abuse and harassment	
5	Changing algorithms and platform updates	
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