

## Instagram aims to boost engagement with BeReal clone, Candid

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*Instagram's new "instant photo" feature, Candid. Image credit: Meta*

By LUXURY DAILY NEWS SERVICE

Social media app Instagram is embracing new trends within the digital space, going live with its latest feature, Candid.

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As audiences point to similarities between the function and French social media app-turned-Gen Z phenomenon BeReal ([see story](#)), which was recently launched in 2020, Candid is an addition that nudges users to post a dual-facing picture of themselves once prompted, at one particular moment in time. After a months-long testing period, an initial version of the tool, live as of this morning, will see continued rollout across global regions.

### Connecting for real

The purpose of Instagram's latest tool is to help users feel closer to the people they care about, said parent company Meta, in a statement.

As its name suggests, the platform will now allow its members to capture candid shots, accessing Candid from the Stories interface, revealed by swiping right. Users can also expect to find the feature by way of the multi-author story at the top of their feed, and Instagram will begin sending daily notification reminders after first-time use, drawing another parallel with its French competitor.

Users of the app will be able to turn off the notifications manually, as Candid will become a core function within the default mode of Instagram.

For privacy reasons, the Candid photo shared will only be made available to friends who also use the feature.

The brand is also testing the Candid feature on its starter social platform, Facebook.

[View this post on Instagram](#)

A post shared by Adam Mosseri (@mosseri)

The news comes with a wave of other Instagram updates, as Meta works to compete with social media peers throughout the market.

This year, BeReal was awarded the title of App of the Year for iOS offerings. It is unclear where the app will stand after this rollout.

Twitter is another brand that Instagram appears to be taking inspiration from, per the introduction of its text-based Notes extension – comprised of short posts of up to 60 characters that remain up for 24 hours, users can head to the top of their direct message inbox to explore.

Notes resemble Stories at face. As the brand has observed a higher rate of interaction within direct messages than in the comment sections of public feeds, Meta is bulking up that facet of its app.

"Most people use feeds to discover content and use messaging for deeper connections," said Mark Zuckerberg, CEO of Meta, in a statement.

This declaration marks a noticeable move away from the focus on the actual feed, a strategy that has dominated the platform's approach in the past.

The desire that users are currently exhibiting for further connection is what Meta will draw on to increase its own engagement, as other platforms remain in flux ([see story](#)).

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