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**Overview & Trends of Social Media App Development**

With the wide-ranging use of smart devices, millions of people are active on all kinds of social media platforms every day. It has put a significant impact on our lives. As the industry always aims to heighten communication among people by offering them multiple platforms. After witnessing the increasing demand for these apps, various companies are already starting their **social media app development** process according to the new **social media trends**.

Now, the app is not only restricted to informal communication, but it becomes a jet platform for domestic vendors and businesses to increase their business and earn the right amount of profits.

**Here we discuss the new trends for Social Media App development-**

**Instant Messaging App:** - WhatsApp and Facebook have set a phenomenal benchmark in the social media app industry. The growing popularity of these apps attracts the attention of the people and fascinates them to use the instant messaging app. With these messaging app, once can easily chat or communicate with their loved ones. The apps also comprise of video and voice calling features which are like a cherry on the ice. These exclusive features are well enough to grab the attention of users towards your app.

**Media Sharing App:** - WhatsApp and Hike have introduced a different new feature of media sharing in their app, which attracts several users towards their app. In media sharing applications, users can share audio, video, images, documents and even their current or locations to their friends and family. They can share and download files from anywhere across the world. These kinds of platforms have now become users first choice.

**Discussion Forums:** - From a business prospect, discussion forums have become very prevalent among entrepreneurs. On this platform, they are open to discuss their opinions on product or services, can share new ideas, and talk about any trending knowledge of the business domain.

**VR and AR:** - VR and AR technologies are already prevalent in the social media market. Have you remembered the game POKEMON GO? Which almost attract every game player, that game consists of AR technology in which players use to visit multiple locations physically to catch that Pokémon. So, effectively these technologies are used to offer completely different virtual experiences to the users.

**Live Streaming App:** - Live streaming application has come as a storm in the social media app market. It is the newest trends in the industry, and it becomes more popular because people now shift their focus to online channels. The days are not far away when this live streaming will become an essential feature in every social media app.

**E-commerce Marketplace-**Companies are always looking for such social media platforms on which they can promote their business. These are generally used for buying, selling and advertising of products. They still require an app which helps them to attract potential customers towards their business. So, if your app offers such features, then it may help you to get more users, and you can earn good revenues.

**Wrapping up-**

**Social media apps** developed with new trends and features always helps you to make high profits. It offers many other business advantages too, as it can give you a higher return on investment with a conventional development process and best promotional strategy.