

Let The Social Media Wars Begin

June 26, 2022



Video-sharing social media app Tiktok

Our top 3 scoops this week

1. TikTok's money machine is after the Facebook throne

Tiktok, the social media app centered around 1-3 minute-long videos, has been cementing its traction over the past few months. In fact, the app is on track to triple its revenue to \$12 billion this year, giving Meta Platforms (formerly Facebook) a run for their money. Tiktok's growing popularity has also made it a key component of companies' advertising budgets. Certainly, other social media giants need to take notes. [Will Meta be able to improve its growth runway before it's too late?](#)

2. Vape pioneer Juul just got smoked by the FDA

The FDA has ordered Juul Labs to pull its e-cigarette products off the US market. The news sent tobacco group Altria which holds a 35% stake in the company deep into the bear market. The decision marks yet another move by the FDA to control the e-cigarette industry's sprawling market, which has grown as tobacco companies scramble to introduce low-risk products. [As talks on nicotine restrictions rage on, will investors have to forfeit their dividend expectations?](#)

3. Revlon Gets Memeified

Stocks are crashing as the Fed's interest rate hike takes a toll on investors. But Revlon has come out on the other side, stronger than ever. Shares of the cosmetics company soared from about \$1 per share to \$8 per share just days after filing for bankruptcy. Gains were driven by investors on Reddit, ignoring market fundamentals in favor of making a quick profit. [Is Revlon the new Gamestop?](#)

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What this means for your portfolio

If you're looking to invest in the bear market

Here's a piece from [The New York Times](#) on how you can make the most of the market decline.

If you're thinking of investing in ESG stocks

Here's a piece from [Investopedia](#) that provides some great insight into sustainable investing.

If you're worried about the Reddit crowd

[A Wealth of Common Sense](#) provides some key takeaways from the past two years that offers some solace.

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Weekly Poll

Who will win the social media race?

- [Tiktok](#)
- [Instagram](#)
- [Facebook](#)
- [Snapchat](#)

Click a response to see the poll results.



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