

#TikTokRefugees

has been trending all over social media.
What is it?



 CNA

US 'TikTok refugees' flee to Chinese app
Xiaohongshu

1 day ago

 Al Jazeera

TikTok users in US flock to
'China's Instagram' ahead of
ban

2 hours ago



 Reuters

China's RedNote: what you
need to know about the app
TikTok users are flocking to

1 hour ago

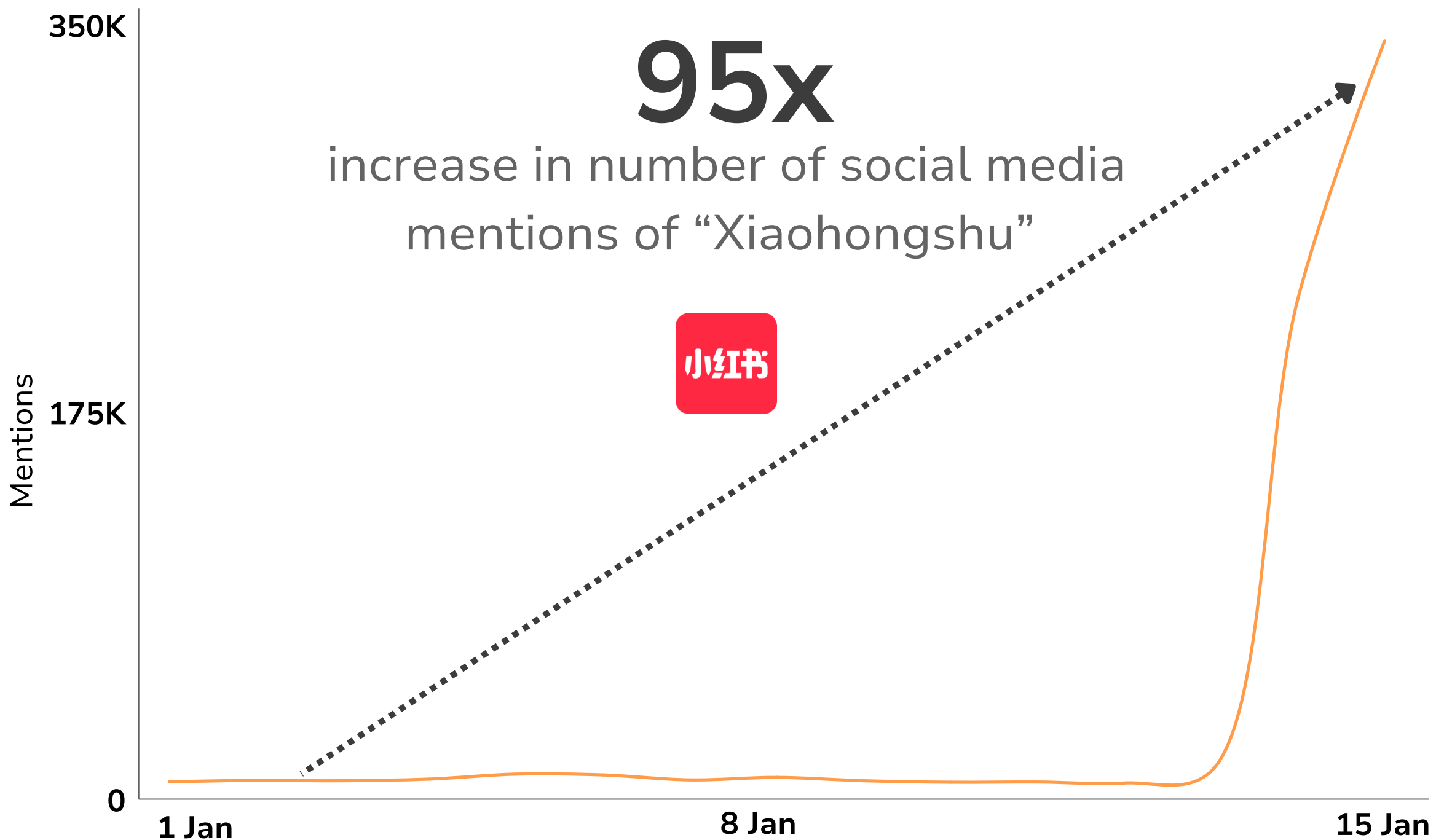


CARMA



In light of the potential TikTok ban in the US, the Chinese social media platform Xiaohongshu (RedNote) began to earn significant media attention from 14 January.

The media narrative focused on the migration away from TikTok (with users calling themselves ‘TikTok Refugees’) and Xiaohongshu becoming the #1 downloaded app in multiple markets.





Essential stats to know

700K+

Sign-ups on Xiaohongshu
in 2 days

**Reuters*

73M+

Views on videos tagged with
#TikTokRefugees in a day

**ChinaDaily*



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This trend highlights the unpredictability of audiences and social media engagement.

The dynamic nature of social media demands businesses to adapt and evolve with consumer habits and platform shifts.

To stay ahead, businesses need agile communication strategies rooted in ongoing research and analysis.

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Sabrina Azmi

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**Xiaohongshu
(RedNote)**