

# What Are American-Owned Alternative Apps to TikTok?

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As [TikTok](#) faces [a potential shutdown](#) in the United States on January 19 because of security concerns over its Chinese ownership, many users are exploring American-owned alternatives to fill the void in the social media landscape.

While TikTok's dominance has been unmatched in the realm of short-form video content, [these alternatives](#) offer similar features, along with being domestically owned and operated.

## Three American Alternatives to TikTok

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### Instagram Reels

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Owned by [Facebook](#) parent company [Meta](#), [Instagram](#) Reels has emerged as one of the most prominent American alternatives to TikTok. The platform allows users to create and share short-form videos, often with the same music and effects features that made TikTok popular. Many content creators already cross-post their TikTok videos to Reels, meaning it won't require much change.

### YouTube Shorts

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YouTube, a subsidiary of [Google](#), introduced YouTube Shorts to directly compete with TikTok. Although it hasn't yet matched TikTok's popularity, Shorts leverages YouTube's vast ecosystem of creators and viewers.

### Triller

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Triller, developed by Triller Inc., has carved out a niche by focusing on music and dance content. The Delaware-based company has shareholders around the world, and its platform has been promoting itself as a TikTok alternative online, particularly with the potential ban.

Triller has also launched tools to transfer existing TikTok content and even hired former TikTok executives to enhance its user experience.

*Newsweek* reached out to Meta, Google and Triller via email for comment.



A photo illustration shows a smartphone screen displaying multiple social media apps. As a potential TikTok ban looms, users may turn to three U.S.-owned alternatives to the video-sharing app. Anna Barclay/Getty Images

## Adapting to a Post-TikTok World

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Yaron Litwin, digital safety expert at Canopy, told *Newsweek*: "Social media users anticipate the TikTok ban and are preparing for a world without TikTok. Many of them will pursue the closest alternative, even if it's not exactly the same experience."

While the three U.S.-owned alternatives are ready to become replacements for TikTok, another app has recently surged in popularity: RedNote, known as Xiaohongshu in China. Often referred to as the "little red book," RedNote blends short-form videos, livestreaming and e-commerce.

But experts warn that RedNote may face the same security concerns as TikTok because it is also owned by a Chinese company.

Usha Haley, a professor of management at Wichita State University, told *Newsweek*: "RedNote, like TikTok, is subject to Chinese jurisdiction and data laws, raising questions about the potential access the Chinese government might have to users' personal information."

While TikTok's potential ban has stirred debates about data security and foreign ownership, the search for alternatives highlights the willingness of social media users to react to change.

"Children and teenagers using these platforms may actually be suffering an addiction to them," Litwin said. "If they cannot get their fix from TikTok, they will pursue the closest alternative."

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