Many use social media and messaging apps to interact and communicate with friends. These apps are often preferred over traditional voice calls and SMS. The reason for using one app over another often depends on what is popular among their social circle.

**Gen Z has dedicated apps for different types of interactions:**

- **Snapchat** is used to text, share funny things, and be present with friends in a very real way.
- **Instagram** is used to stay connected not only with friends, but also celebrities and influencers.
- **Discord, Facebook Messenger, and Reddit** are used to communicate with specific groups and communities.
- **GroupMe and WhatsApp** are used for collaboration, such as school group projects.

Some use apps that put all platforms in a single window, to help make switching between them faster.

With all of the variety and choices, a single messaging solution is still up for grabs.

Findings from virtual focus groups among Gen Z, conducted by KS&R.