

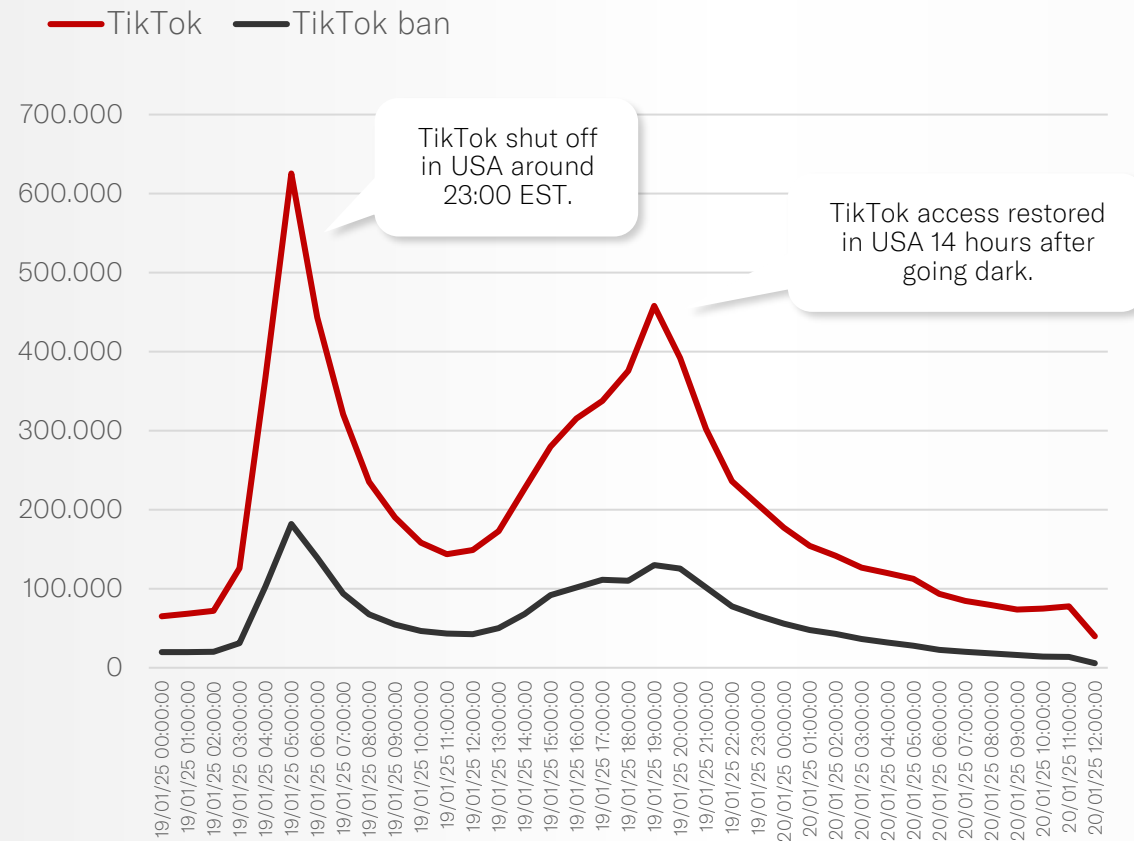
01/20/2025

US Supreme Court Rules to Ban TikTok

Period monitored: 1 January to 20 January 2025

How did the conversation around the TikTok ban unfold?

Hourly trend of global social media posts | January 19-20 (07:00 EST), 2025



Mentions peaked around midnight on Saturday when TikTok access was switched off in the USA, before resurging some 14 hours later when the app was reinstated on Sunday afternoon.

Notable themes in the response included:

- Pop culture commentators observed surging popularity of the app [Xiaohongshu / RedNote](#), an alternative platform originating in China.
- Politicians on the left and on the right criticized the ban, arguing that it represents an attack [free speech](#).
- Political pundits highlighted [hypocrisy among MAGA supporters](#) who celebrated the reversal despite earlier calling for a ban.
- Democrats, including [AOC](#), amplified the narrative that Trump purposefully called for a TikTok ban only to [“take credit”](#) for reinstating the app later.
- Democrats also noted that the TikTok CEO, Shou Zi Chew, is [attending Trump's inauguration](#), prompting responses from TikTok Policy handles accusing critics of undermining [freedom of speech](#).

How did key opinion leaders respond to the news?



Elon Musk

"I have been against a TikTok ban for a long time, because it goes against freedom of speech. That said, the current situation where TikTok is allowed to operate in America, but X is not allowed to operate in China is unbalanced. Something needs to change."

501 K

Engagement



Rand Paul

"I don't like being told what I can think or what I can say. The courts may think there's an exemption to the First Amendment; I don't. I joined TikTok today as a form of civil disobedience. To the 170 million Americans who use TikTok: don't give up, don't give in. Resist."

15 K

Engagement



Bernie Sanders

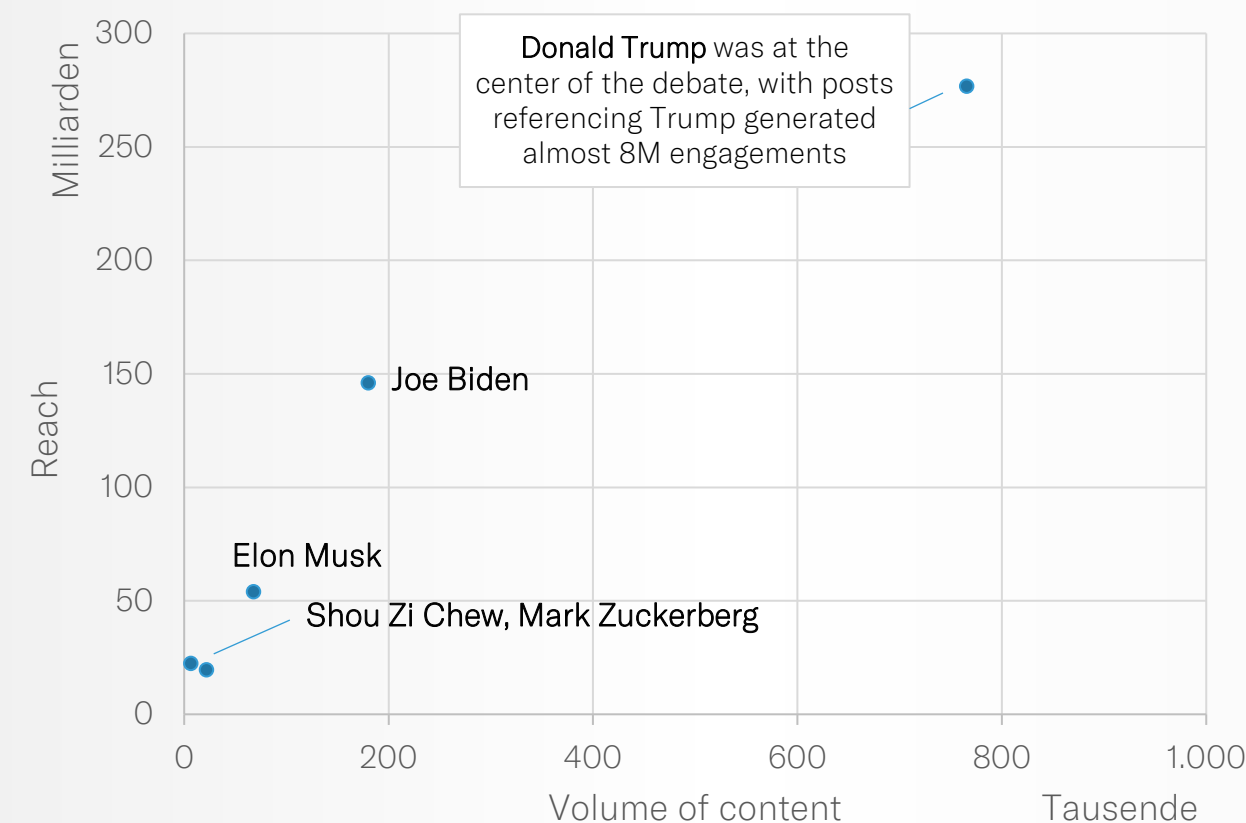
"SCOTUS is wrong. Last year, I voted against the TikTok ban because I feared Congress getting into the business of shutting down media platforms in violation of the 1st Amendment. If implemented, this ban would impact 170 million Americans who use TikTok for news & entertainment."

30 K

Engagement

How prominent were key opinion leaders in the discussion?

Volume vs reach | TikTok ban & key opinion leaders | January 1 - 20 (10:00 GMT), 2025



Methodology

This report focuses on developments surrounding the lead-up to switch-off and subsequent reversal of the ban on the TikTok social media platform in the USA.

- Data source: 21.8m global social media posts mentioning TikTok (and its temporary ban in the USA)
 - Platforms monitored: Twitter, YouTube, Facebook (where content was publicly accessible), Reddit
 - Geographies monitored: global (no filters)
 - Searches created in: English-language
 - Languages monitored: all (no filters)
- Study period: 1 January to 20 January 2025
- Methodology: UNICEPTA's analyst team assessed the volume, reach and engagement (user reactions; likes, comments, shares) of social media posts to understand where and how the public's attention was directed
- Limitations: this report utilizes English-language searches, therefore may be somewhat Anglo-centric in its approach to data. Additionally, owing to accessibility and availability of data, we acknowledge that the data is sourced from particular social media platforms and therefore additional views may exist within the social media platforms not monitored for this piece.

Let's talk



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Sensing What's Next