

## Twitter Thread by [Adam O'Kane](#) ■



**Adam O'Kane** ■

[@adamokane](#)



■ Over the past 2-3 years, I screenshotted a ton of random tweets about social/product that made me think

Here they are, in chronological order, w highlights from [@nikitabier](#), [@BrianNorgard](#), [@rsg](#), [@Mazzeo](#), [@prestonattebery](#), + many more

(sry for weird twtr cropping + threading)

literally have a folder of dozens of my fav screenshotted tweets on consumer social product stuff...and [@nikitabier](#) is well represented

— Adam O'Kane \U0001f4ad ([@adamokane](#)) [February 13, 2021](#)

h/t [@Mazzeo](#)



**Matt Mazzeo** ✓

@Mazzeo



AIM  
Early Twitter  
Path  
Meerkat  
Early Snap

In their moment, they made the internet feel like summer camp. Hanging with old friends. Making new ones. Intimate. Fun. Carefree.

Few survived. The ones that did lost that magic. If you're working on something that captures it: DM me

12:38 PM · Aug 8, 2018 from [Menlo Park, CA](#)

h/t [@Mazzeo](#)



**Matt Mazzeo** ✓

@Mazzeo



Someone asked how to recognize that "summer camp magic". Early on it's just gut... but I ask myself:

1. How fast do I laugh/smile?
2. Do I contribute without fear?
3. Does it feel natural?
4. Does it improve a friendship?
5. Do I want to tell friends?
6. Can I explain it easily?

2:05 PM · Aug 8, 2018 from [Menlo Park, CA](#)

h/t [@Mazzeo](#)



**Matt Mazzeo** ✓ @Mazzeo · Aug 8

Replying to [@Mazzeo](#)

Things that kill the magic:

1. Assholes, bullies and trolls
2. Newbies feeling lost, ignored or scared to contribute
3. Veterans stop making new friends/exploring
4. The fun was mostly novelty, and fades just as fast
5. We get more excited by likes/fame than creating/talking



h/t [@Mazzeo](#)



**Matt Mazzeo**  @Mazzeo · Aug 9

Yep! Also, is it a behavior that predated the product or exists in an analog form... something we are already drawn to or accustomed to



h/t [@BrianNorgard](#)



**Norgard**  [@BrianNorgard](#)

Can I draw a straight line through your product?

It's my fundamental question

Messy products fracture attention, create indigestion & provide no hooks

A product that holds the line balances value prop, arc, work-flow & benefit into a symphony

You know it when you see it

2:39 PM · Sep 6, 2018

h/t [@BrianNorgard](#)



**Norgard** ✓  
@BrianNorgard



Replying to @pwnklr

The line:

1. You know what a product is
2. You know what a product does
3. You know how to explain the product
4. You know how to use the product
5. You understand where the product wedges into your life

This is the line.

5:11 PM · Sep 6, 2018

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h/t [@jmi](#)



**Jeff Morris Jr.**

@jmmj

Following



My brother's a freshman at USC. He's why I'm long **\$SNAP**.

1. Freshman don't ask for numbers. They ask for Snap codes.
2. Texting is more direct & risky. Students prefer Snap cause it's not a big deal.
3. Snap is flirty. Wouldn't flirt on FB. Not as creepy as Instagram DM'ing.

11:55 AM - 29 Sep 2018

h/t [@ianbroyles](#)



**Ian Broyles** @ianbroyles · Dec 6



Instagram but you can only be friends with people you've seen in the last month. Renew by hanging out



4



17



126



h/t [@matthieurouif](#)



h/t [@BrianNorgard](#)



h/t [@BrianNorgard](#)



h/t [@nikitabier](#)



**Nikita Bier**  
@nikitabier

Replying to @rrhoover

If you're a consumer product + you have sub-100K users, community building & user acq. are the same thing—and a more apt name is: seeding.

Furthermore, having a reproducible seeding process is the best way to reach PMF:

Take enough shots at bat & you'll eventually hit a home run

5:04 PM · Jan 5, 2019 · Twitter Web Client

4 Retweets 55 Likes



**Ryan Hoover** @rrhoover · 14h

Replying to @nikitabier

Well said



**Nikita Bier** @nikitabier · 17h

Replying to @nikitabier and @rrhoover

This brings me to my "thing that I believe that no one else does." The catalyst for success in consumer is not a unique insight about a customer. That's actually the result of something more important, which is the team's ability to seed (i.e., their product dev't process).



**Alek Matthiessen** @AlekMatthiessen · 14h

What's your favorite resource on the product dev. process?



h/t @ [DanielSinclair](#)



**Daniel Sinclair** @\_DanielSinclair · 30m

While Beme Panels was a funnel, it likely wasn't all that engaging on its own — it never reached mobile home screens. Like other Q&A apps, the lifespan was fairly short. This is why bundled, owned-format video platforms like Snapchat have great potential: they're sticky.



h/t [@schlaf](#)



h/t [@naval](#)



h/t [@TurnerNovak](#)



**Turner Novak**  
@TurnerNovak



As Spiegel says, Snapchat's messaging network is its competitive advantage. It won't make money, but it allowed Snap to add ancillary monetizable features (Discover, AR, Bitmoji, Snap Map, 3rd party ad network, Live TV, etc) that couldn't exist on their own.

12:20 AM · Oct 7, 2018 · [Twitter Web Client](#)

1 Retweet 9 Likes



**Turner Novak** @TurnerNovak · Oct 7, 2018  
Replying to @TurnerNovak



This is why "Snaps Created per Day" is Snap's key metric. It shows 1) the strength of the messaging network and 2) camera usage. It continued increasing after Instagram launched stories, but ticked down post-redesign.

(h/t @RichBTIG for chart) [twitter.com/RichBTIG/statu...](https://twitter.com/RichBTIG/status...)

h/t @nikitabier



**Nikita Bier**

@nikitabier

Following



When building consumer products, never be afraid to focus on delivering value for a precise age group—at the sacrifice of other ages. The needs of a 21 year old are vastly different from a 28 year old.

Observers will think you're dumb for leaving money on the table—let them.

10:06 PM - 17 Apr 2019

h/t [@BrianNorgard](#)



**Norgard** @BrianNorgard · 1h

Reasons your product will fail:

1. Too complex
2. Can't easily be described
3. Didn't iterate fast enough
4. Bland
5. Failed to launch into a community
6. Doesn't save time/money
7. Poor design
8. Does too much
9. Didn't take a feature risk
10. Listened to wrong the customers

14

84

456



h/t [@nikitabier](#)



**Nikita Bier**  
@nikitabier



Building a winning social network doesn't mean building a better product. Fundamentally, social will always be text messaging & posting photos.

You win is by innovating on seeding, marketing & growth—in such a way that it overcomes the network effects of the incumbent product.

10:39 PM · May 2, 2019 · [Twitter for iPhone](#)

h/t [@nikitabier](#)



**Nikita Bier** @nikitabier · May 3



Maybe my point should be re-calibrated to:

The people on the app—and their collective perception of it—is more important than the app's unique method of interaction



h/t [@juliey4](#)



**Julie Young**

@juliey4



The next social media behemoth will be a game where you do something together but no one wins

Girls will play it bc it gives them an excuse to talk/hang

things I did w my friends in middle school: bake, look at yearbooks, play sims, make up dance routines

(Games w no winner)



**Esther Crawford | squadapp.io** 🧑🧑 @EstherCrawford · May 15

5/ I asked, "What'd you like doing on your phone?":

Winner: @youtube (was in top 3 for every single kid!)

Most mentioned game: @roblox

Clear difference between boys & girls (beyond YouTube) emerged.

Girls:

- Messaging apps
- Camera & Photos
- TikTok
- IG/ Snap

Boys:

- Games

h/t [@BrianNorgard](#)



**Norgard** ✓

@BrianNorgard



**Never ask someone, do you like my product?**

**Variants of questions to ask...**

- Can you explain this product to me?**
- What is the one thing this product does well?**
- Would you tell a friend?**
- How does this product make you feel?**
- Where would this product fit into your daily routine?**

4:09 PM · Jul 9, 2019 · [Twitter for iPhone](#)

h/t [@BrianNorgard](#) & [@nikitabier](#)



**Norgard**   
@BrianNorgard



To master anything, you must see through the eyes of a child.

3:25 PM · Aug 7, 2019 · [Twitter Web App](#)

**75** Retweets **390** Likes



**Nikita Bier** @nikitabier · Aug 7  
Replying to @BrianNorgard



My only successful product ideas have been by having a 'conversation' with my teenage self



11



h/t [@JeffChang30](#)



**Jeff Chang**   
@JeffChang30



After getting your first 100 users,

Don't only focus on getting your next 100

Figure out how to make the product so good that most of the first 100 will stay for 5 years

11:45 AM · Aug 7, 2019 · [Twitter for iPhone](#)

**73** Retweets **423** Likes

h/t [@danielrakh](#)



h/t [@neilvoss](#)

**Neil Voss**  
@neilvoss

Rewind to the 90s. Replace "augmented reality lenses" with "web sites". Consider how big this is going to get.

**Kaya Yurieff** ✓ @kyurieff · Aug 13

I spoke with Snapchat creators who are earning \$\$ from making augmented reality lenses for brands. They're also selling merch and opening Etsy shops. One 18 year old has racked up over 17 BILLION views on the custom lenses she's created: [cnn.com/2019/08/13/tec...](https://cnn.com/2019/08/13/tec...)

[Show this thread](#)

12:52 AM · Aug 14, 2019 · [Twitter for iPhone](#)

h/t [@scottbelsky](#)



**Scott Belsky** ✓

@scottbelsky

people come to a product for what they expect, but they only rave about what they didn't expect. gotta prioritize AND execute both the expected (hard) and the unexpected (even harder)...

9:46 AM · Aug 30, 2019 · [Twitter for iPhone](#)

h/t [@dtrinh](#)



**Danny Trinh** ✓

@dtrinh

The future of social will feel aggressively personal. Totally normal to the new generation and off-putting to the previous one.

(Remember when using your real name & face online instead of a username & avatar was oversharing?)



**Matt Mazzeo** ✓ @Mazzeo · Sep 16

100

love me some spontaneous FaceTime [melmagazine.com/en-us/story/te...](http://melmagazine.com/en-us/story/te...)

8:05 PM · Sep 16, 2019 · [Twitter Web App](#)

h/t [@rsg](#)



**Bobby Goodlatte**

@rsg



Replying to [@rsg](#) and [@andrewchen](#)

Just within consumer social, for me:  
Proximity-based social (via BLE)  
Shared photo spaces (e.g. Color)  
Avatar-based social/streaming  
Event discovery  
More social, less "ring of fire" Groupon  
New "formats" (e.g. the next stories)  
New mechanics (e.g. photo tagging)  
...and a lot more

3:58 PM · Oct 6, 2019 · [Twitter Web App](#)

h/t [@nikitabier](#)



**Nikita Bier**  
@nikitabier

After launching a zero-to-one product, don't declare it a failure until your push notification approval rate is higher than 50%. Anything lower is likely distorting your data and preventing network effects from forming.

12:55 PM · Oct 10, 2019 · [Twitter for iPhone](#)

28 Likes



**Joe Philleo** @PhilleoJoe · 1h

Replying to @nikitabier

What do you mean by "push notification approval rate"?

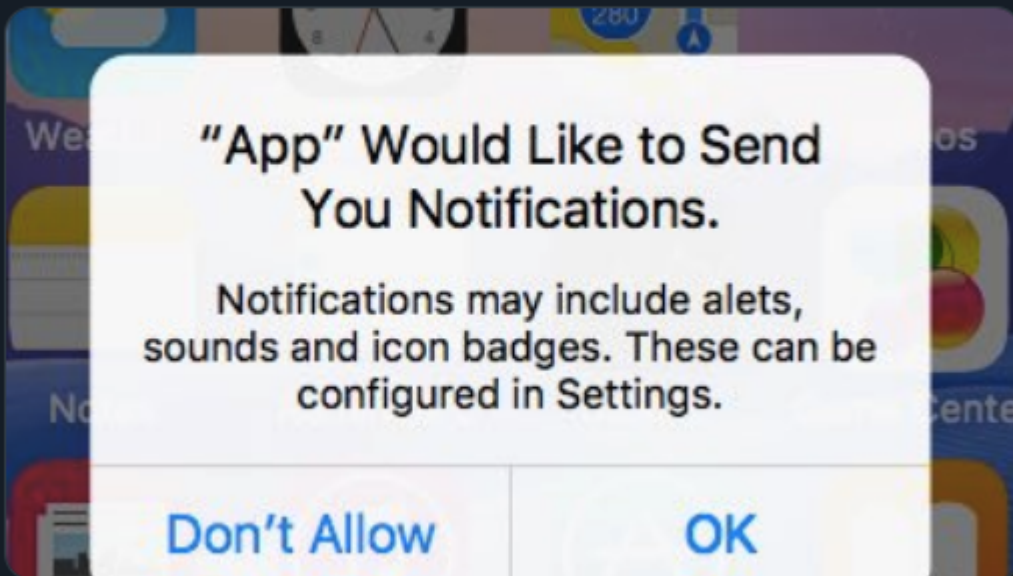
1



1



**Nikita Bier** @nikitabier · 55m



1



h/t [@jamesbeshara](#)



**James Beshara** ✓  
@jamesbeshara

Prediction – We're going to witness a springtime of useful, beneficial social applications over the next 5 years as smart entrepreneurs unbundle Facebook and the demand-side grows (eg, Marco Polo, IRL, Cake, Telepath, Hello).

Any other apps doing this smartly come to mind?

6:37 PM · Oct 20, 2019 · [Twitter Web App](#)

h/t [@jmi](#)



**Jeff Morris Jr.**  
@jmi

For people building in consumer, look at concepts from the past that were too early:

1. Path (intimate social networks)
2. Highlight (location + serendipity)
3. Turntable fm (social spaces w/ group utility)

Customers loved these products. Follow those leads.  
(cc [@saarsaar](#))

10:17 PM · Oct 31, 2019 · [Twitter Web App](#)

h/t [@eugenewei](#)



Eugene Wei

@eugenewei



If you're building new social apps, the "ok boomer" meme is great news. Adversarial relations between generations increase the decay rate on social capital of the incumbents.

"ok boomer" sentiment is symptomatic of a loose hinge where new networks can insert a wedge.

8:12 PM · Nov 8, 2019 · [Twitter Web App](#)

h/t [@basche42](#)



**Ben Basche**  
@basche42



Glad you asked

It's all one thing

The mic is part of the camera

The optical camera is part of the camera

The gyroscope

The accelerometer

When you press and scan on Snap, it is the whole camera that is watching / listening. Shazam is one early example



**ST** @seyitaylor · Nov 21

Replying to @basche42

Bigger than the microphone?

11:09 AM · Nov 21, 2019 · [Twitter for iPhone](#)

h/t [@hamburger](#)



Ellis Hamburger ✓

@hamburger

so fascinated by the feeling of ambient togetherness/awareness/safety social maps facilitate. like, it's just nice to know your friends are still out there existing! well articulated here:

[theatlantic.com/technology/arc...](https://theatlantic.com/technology/arc...) cc @genmon @arainert @dens @an21m @dtrinh



**The Most Useful App is Find My Friends**

In defense of location sharing, the best way to make life into a movie

[theatlantic.com](https://theatlantic.com)

5:44 PM · Nov 21, 2019 · [Twitter Web App](#)

h/t [@genmon](#)



**Matt Webb** ✓

@genmon



Replying to [@hamburger](#) [@rainert](#) and 3 others

That's really nice. But still... the initial creepiness. Makes me want to try an intimacy gradient design. Like only your city is revealed, but if you're actively messaging someone then the resolution increases to street view

12:55 AM · Nov 22, 2019 · [Twitter for iPhone](#)

h/t [@HipCityReg](#)



 @HipCityReg



Korean photo apps are wild. My skin isn't this good and I'm not using a filter. This is the default camera.

Cultural reflection -> Product Decisions



12:49 PM · Nov 28, 2019 · [Twitter for iPhone](#)

h/t [@BrianNorgard](#)



A screenshot of a Twitter post from a verified user named Norgard (@BrianNorgard) dated December 30, 2019. The post features a circular profile picture of a woman and a list of ten pre-launch questions. The engagement metrics at the bottom show 16 replies, 205 retweets, and 1.2K likes. The interface is dark-themed.

**Norgard** ✓ @BrianNorgard · Dec 30, 2019

10 questions pre-launch:

- Who is it for
- Are you shipping often
- Who are you listening to
- Are you taking care of your team
- What is the wedge
- Is there an apex experience
- Are you extending an innate human behavior
- Does your story line up
- Can you simplify
- Are you dogfooding

16 205 1.2K

h/t [@gregisenberg](#)



**Greg Isenberg** ✓  
@gregisenberg



The playbook for building a successful vertical network startup:

1. Find minimum viable audience (MVA)
2. Create a tool that that MVA is obsessed with
3. Build social network specifically designed for this vertical

Come for the tool, stay for the VERTICAL network

10:04 AM · Jan 12, 2020 · [Twitter Web App](#)

**28** Retweets **105** Likes



**Greg Isenberg** ✓ @gregisenberg · 1h



Replying to [@gregisenberg](#)

Some examples of this:

- Angelist (\$)
- Discord (voice communication)
- Hodinkee (watch marketplace/media )





**Paari**  
@paarikan



Anyone making a platform for user-generated content needs to leave room for their users to be more clever than they are.

1:59 AM · Jan 10, 2020 · [Twitter Web App](#)

h/t Paari



**Paari**  
@paarikan



Creating a social product requires an often uncomfortable honesty about your own vanity, shame, and secret hopes.

4:46 PM · Jan 12, 2020 · [Twitter for iPhone](#)

h/t [@rsg](#)



**Bobby Goodlatte**

@rsg



The genius of Instagram V1's filters was in how they solved the "ghost town" problem.

Filters were a useful single-player experience even w/ 0 friends.

If building a new social network—I'd paradoxically focus less on network design—more on crafting a novel 1-player experience.

1:38 PM · Jan 12, 2020 · [Twitter for iPhone](#)

h/t [@libovness](#)



**Jonathan Libov**

@libovness



A theory in progress: The second biggest heuristic behind bundler/unbundler is casualizer/formalizer

Formalizers:

LinkedIn

Tinder

Facebook

GitHub

Airbnb

Casualizers:

Slack

Snapchat

Reddit

YouTube

Soundcloud

9:59 PM · Jan 15, 2020 · [Tweetbot for iOS](#)

h/t [@ibringtraffic](#)



**Andy Johns** @ibringtraffic · Jan 15

The "white-hot coal" approach advises the opposite: intentionally constrain growth until PMF is clear and the only thing holding it back is more oxygen i.e. public launch. Quora and Instagram spent 1-2 years iterating on the product + hand-selecting the first 1k - 5k users...

5

28

205



**Andy Johns** @ibringtraffic · Jan 15

Taking this slow but steady approach gives you time to understand WHY it works, and for WHO it works, before opening up adoption. It requires an uncomfortable level of patience. In return, you gain the insights necessary to make quality decisions when scaling it from 1 to N...

2

20

162



**Andy Johns** @ibringtraffic · Jan 15

Marketplaces commonly make this mistake when launching in more cities before they establish repeatable playbooks for supply and demand acquisition. Social products make this mistake by opening up for broad adoption before understanding the core engagement mechanic/loop...

4

9

105



h/t [@startuployalist](#)



**Bushra Farooqui**  
@startuployalist

“The map is a medium that not only stores and transmits information but also embodies a particular mode of seeing and thinking...The more frequently and intensively people used maps, the more their minds came to understand reality in the maps' terms.”

virga.

The historical advances in cartography didn't simply mirror the development of the human mind. They helped propel and guide the very intellectual advances that they documented. The map is a medium that not only stores and transmits information but also embodies a particular mode of seeing and thinking. As mapmaking progressed, the spread of maps also disseminated the mapmaker's distinctive way of perceiving and making sense of the world. The more frequently and intensively people used maps, the more their minds came to understand reality in the maps' terms. The influence of maps went far beyond their practical employment in establishing property boundaries and charting routes. “The use of a reduced, substitute space for that of reality,” explains the cartographic historian Arthur Robinson, “is an impressive act in itself.” But what's even more impressive is how the map “advanced the evolution of abstract thinking” throughout society. “The combination of the reduction of reality and the construct of an analogical space is an attainment in abstract thinking of a very high order indeed,” writes Robinson, “for it enables one to discover structures that would remain unknown if not mapped.”<sup>3</sup> The technology of the map gave to man a new and more comprehending mind, better able to understand the unseen forces that shape his surroundings and his existence.

11:03 PM · Jul 6, 2019 · Twitter for iPhone

h/t @juliey4



**Julie Young** @juliey4 · Feb 24

you know what is still killing me? why is there no tik tok for recipes? pausing + dragging cursor + tabbing open the info section to read the ingredients . what a nightmare



h/t [@gregisenberg](#)



**Greg Isenberg** ✓  
@gregisenberg

The future of social isn't:

Pure synchronous - ie: HQ Trivia, Slack

Pure asynchronous - ie: Reddit threaded comments, email

It's asynchron-ish

Whoever marries async and sync has a great shot at building a top 5 social app

6:07 PM · Feb 26, 2020 · [Twitter Web App](#)

h/t [@imj](#)



**Jeff Morris Jr.**

@jmj



To compete with category leaders in consumer social or dating:

1. You must be radically different - so people give a shit to download.

2. Familiar enough that people stay - teaching new user behaviors is hard.

Almost impossible to do both at once, which is why this is so hard.

6:54 PM · Feb 26, 2020 · [Twitter for iPhone](#)

h/t [@BrianNorgard](#)



**Norgard** ✓  
@BrianNorgard



Top consumer features of past 20 years:

- AOL IM away message
- BTC 21 million supply
- YouTube embeds
- IG filters
- MySpace Top 8
- Twitter 140
- Tinder swipe
- Zillow Zestimate
- Uber map view
- Google I'm Feeling Lucky
- Winamp visualizations
- Gmail Smart Replies
- Friendster graph

9:57 AM · Sep 29, 2018 · [Twitter for iPhone](#)

**314** Retweets **1.3K** Likes



**Norgard** ✓ @BrianNorgard · Sep 29, 2018



Replying to [@BrianNorgard](#)

What did I miss? Please add to the list



30



8



**Norgard** ✓ @BrianNorgard · Sep 29, 2018



I can't believe I forgot Snap Stories and filters



3



2



41



h/t Paari



**Paari**  
@paarikan



I find it tough to listen to people talking about social apps who are like "this UI would be neat" or "here's my grand theory of communication." There is such a clear sense of loneliness and isolation in the general population. How is that not where all conversations start from?

11:18 PM · Apr 15, 2020 · [Twitter for iPhone](#)

h/t [@nikitabier](#)



**Nikita Bier**  
@nikitabier



If you're building a consumer social app and you're not embarrassed to tell people what you're working on, you're prioritizing your ego above your app succeeding.

12:56 PM · May 22, 2020 · [Twitter Web App](#)

h/t [@rohit\\_jindal29](#)



**Rohit Jindal** @rohit\_jindal29 · May 20  
12/



The most prolific modern products are genetically similar to things that existed in the analog era. Technology continues to accelerate at an astounding rate but core human behavior does not. It's the small innovations on the edges of new technologies that creates the magic.



h/t [@rohit\\_jindal29](#)



**Rohit Jindal** @rohit\_jindal29 · May 20

33/

One of the toughest aspects of building a new product is you have to predict correctly a massive change in a critical technological, cultural or behavioral vector.

That goes way beyond the ability to build something.



h/t [@blakeir](#)



**Blake Robbins** ✓

@blakeir

I'm (obviously) excited about this for a lot of different reasons, but I'm mainly excited because this is one of the first real case studies of "what software can you build for creators and celebrities who already have mass-market distribution?"

11:18 AM · Jun 22, 2020 · [Twitter Web App](#)

h/t [@nikitabier](#)



**Nikita Bier** @nikitabier · Jun 26

This is my go-to order.

# Suggested Friends

1/ By number of shared phone numbers, then alphabetical

2/ Friend of friends

3/ From your school

# People You Should Invite

By number of app users who have the person in their contacts, then alphabetical



h/t [@benrbn/@nikitabier](#)



**Nikita Bier**

@nikitabier

Replying to [@BrianNorgard](#)

I took a page from [@benrbn](#) and always aim for 4 words or less.

Tweet live video

See who likes you

1:07 PM · Jul 19, 2020 · [Twitter for iPhone](#)

h/t [@nikitabier](#)



**Nikita Bier**  
@nikitabier

Replying to [@zebulgar](#)

Every consumer social founder who has had viral growth has regretted not putting up a geofence to control user acquisition.

However, in the moment, it always feels blasphemous.

10:22 AM · Sep 18, 2020 · Twitter for iPhone

h/t [@2irl4u](#)



**armand**  
@2irl4u

If you're building a social app that looks like the incumbents... start over.

12:41 PM · Sep 22, 2020 · Twitter for iPhone

h/t [@simonsarris/@kylebrussell](#)



**Simon Sarris**

@simonsarris

This is probably the most underrated advice of the app era. Kind of amazing how few companies heed it.

Smartphones especially made it somewhat harder to be a creator and only a few companies have really unlocked something there. But everyone wants to make stuff, help them do it!



**Kyle Russell**  @kylebrussell · Sep 23

The Instagram/TikTok/Playbyte model: provide both accessible tools for creation + straightforward, one-click distribution

Without GarageBand-style tools, SoundCloud got stuck in the Flickr/YouTube model/TAM twitter.com/HipCityReg/sta...

h/t [@nikitabier](#)



**Nikita Bier**

@nikitabier

If you're building a social app and the power balance isn't weighted toward women, you are building an app for men.

2:26 PM · Sep 28, 2020 · Twitter for iPhone

h/t [@prestonattebery](#)



**Preston** ✨ @prestonattebery · Oct 6  
just tried a new social app. it was cool



**Preston** ✨  
@prestonattebery

Replying to @prestonattebery

it had:

- one screen
- one feature
- was built in a few weeks



9:03 PM · Oct 6, 2020 · Twitter for iPhone

h/t @WillManidis



**Will Manidis**  
@WillManidis

founder of \$6m social app: "it's all about shortening the unilateral connection between embodied ego and id"

founder of \$2b social app: "idk we stole that feature and just optimized the App Store keywords and brrrrr, sorry going to lose connection rough seas today"

6:41 PM · Oct 17, 2020 · Twitter for iPhone

h/t @prestonattebery



Preston ✨  
@prestonattebery

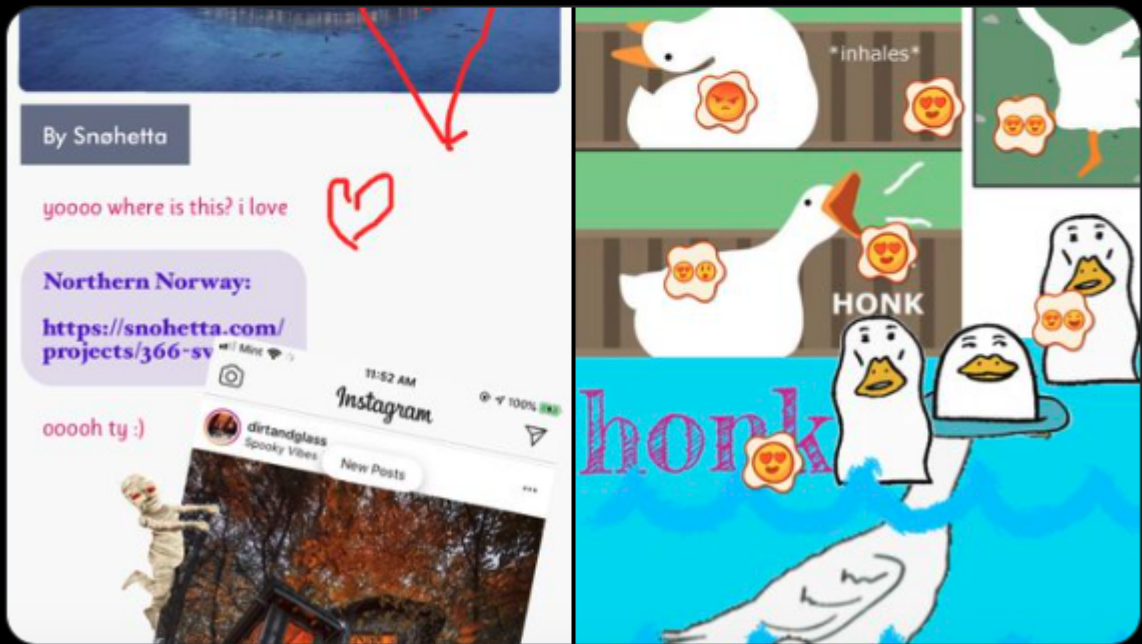


Someone will win the "collage" wars

E.gg and @muzechat in the running

I think the winner will have...

- fullscreen feed, like TikTok
- remix-able content
- no scroll



h/t @prestonattebery



**Preston** ✨  
@prestonattebery



founders want their app to be everything  
but users just want a useful little thing

1:51 PM · Nov 13, 2020 · Twitter Web App

4 Retweets 40 Likes



**Preston** ✨ @prestonattebery · 23h



Replying to @prestonattebery

this is why beta apps start out with notifications, DMs, explore pages, multiple feeds...

a toolset that is broadly useful but not useful for any one thing in particular



h/t [@garrytan](#)



**Garry Tan** ✓  
@garrytan



First time founders love throwing themselves at consumer social. I think that is great, but there's 1 metric they must use as a true North Star:

Weekly cohort retention at 30 and 90 days. If it can't ever be > 20% the product can never work.

Save yourself years of your life!

9:59 AM · Nov 15, 2020 · Twitter for iPhone

h/t [@nikitabier](#)



**Nikita Bier**  
@nikitabier



Social app founders spend months tweaking features, hoping there will be the one decision that makes their app blow up.

In reality, 99% of an app's value is the people on it. Perhaps they should spend that time innovating on marketing, the friendfinder, and the invite system.

9:45 AM · Nov 18, 2020 · Twitter Web App

h/t [@TurnerNovak](#)



**Turner Novak**  
@TurnerNovak



Someone should make Dropbox for memes:

- unlimited meme storage in the cloud
- keyboard app, can share saved memes in any other app
- can add to the iOS dock and save memes from anywhere
- freemium model, eventually add more features + users can store more than memes

11:30 AM · Jan 25, 2020 · Twitter for iPhone

h/t [@spinubzilla](#)



**sunflower**  
@spinubzilla



one day you logged out of AIM and you never logged in again

1:42 PM · Dec 12, 2020 · Twitter for iPhone

h/t [@jacksondahl](#)



...and that's it! Have a bunch of screenshots from articles re. social/product, may post another time

Takeaways from this: I should pay [@nikitabier](#) and the rest of you for your tweets. Can't believe this website is free!

also: hopefully this is obvious, but this isn't a comprehensive list of everything that's resonated with me on here...the word "random" in the intro tweet was intentional. Plenty of stuff others have said that I think about all the time