Fake Brand Accounts Are Also a Problem for Twitter's Emerging Rivals

As users consider life without Musk's version of Twitter and move to find other micro-messaging platforms such as Mastodon and Hive Social, brands will likely follow.

The potential threat

While neither of these two emerging platforms, which both reached 2 million users in recent weeks, appear to be advertising destinations now, some major brands such as Adidas, Volkswagen and Red Bull appear to have already claimed domain names for potential future use.

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