

Instagram might finally release an iPad app



Meta is developing a version of Instagram for iPad, according to *The Information*. Currently, running Instagram on an iPad is just a blown-up version of the iPhone app, so an official Instagram app from Meta would be a very welcome change.

Why would Meta do this now, after ignoring Apple's tablet for over a decade? According to *The Information*, the uncertain legal status of TikTok amid the divest-or-ban law and Trump's tariffs might be the push required.

The company has publicly resisted building an iPad Instagram app before. In February 2022 (more than three years ago!) Instagram boss Adam Mosseri replied to a post from Marques Brownlee about Meta still not having an Instagram app for iPad to explain why.

“We get this one a lot,” Mosseri said. “It’s still just not a big enough group of people to be a priority. Hoping to get to it at some point, but right now we’re very heads down on other things.”

In 2023, Mosseri said something similar. “Not working on it right now,” he said. “I think it’s a good thing to do at some point. But we have only so many people working at Instagram, so we’ve got to pick the most important things to do to improve Instagram at any given moment. And right now, it’s not quite making the cut.”

Using the Instagram app in Stage Manager on supported iPads is a decent experience, and the web app has improved in recent years. But a native version that takes full advantage of the large display is long overdue.

Meta didn’t immediately reply to a request for comment.

<https://www.theverge.com/news/645625/instagram-ipad-app-tiktok>