

As of my last knowledge update in January 2022, I don't have specific information on the current problems Snapchat might be facing.

**Regulatory Challenges:** Changes in regulations related to data protection and online content can pose challenges for social media companies.

**Competition:** The social media landscape is highly competitive, and platforms need to continuously innovate to retain and attract users.

**Monetization Strategies:** Finding effective ways to generate revenue without alienating users is a common challenge for social media platforms.

**Technical Issues:** Any technical glitches, server outages, or other technical problems can impact user experience and trust in the platform.

**User Engagement:** Maintaining and increasing user engagement is crucial