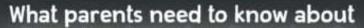
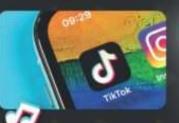


TikTok is a video-sharing social media app which lets people create, view and download looping 15-second clips. Typically, these are videos of users lip-syncing and dancing to popular songs or soundbites (often for comic purposes), enhanced with filters, effects and text. Designed with young people in mind, TikTok skyrocketed in popularity in 2019 and has featured near the top of download charts ever since. It naw has around 800 million active users worldwide.









AGE-INAPPROPRIATE CONTENT

Most videos appearing on a child's feed are light-hearted and amusing. However, some clips have been reported for featuring drug and accord obuse, thernes of suicide and self-harm, or young trens acting in a sexually suggestive way. The sheet volume of uploads is impossible to moderate entirely – so it is possible for a child to be exposed to explicit and age—inappropriate content.

EXPLICIT SONGS

TikTok primarily revolves around videos of users lip-syncing and dancing to music. Inevitably, some featured songs will contain explicit or suggestive lyrics. Given the app's young user-base, there is a risk that children may view older users' videos and want to imitate any explicit language or suggestive actions.

TIKTOK FAME

The app has created its own celebrities: Charli D'Arnello and Li Nies X, for example, were cotapulted to fame by exposure on Tik Tok — leading to many more teens attempting to go virol and become "Tik Tok famous". While most aspiring stars haping to be "the reext big thing" will find it difficult, setbacks may in turn prompt them to go to even more drastic lengths to get noticed.



HAZARDOUS VISIBILITY

Connecting with others is simple on TikTok - including commenting on and reacting to users' videos, following their profile and downloading their content. The majority of these interactions are harmless, but - becard its abundance of ten users. — TikTok has experienced problems with predators contacting young people.



ADDICTIVE NATURE

Like all social media, TikTak is designed to be addictive. It can be hugely entertaining – but that also makes it hard to put down. As well as the purchy nature of the short video format, the app's ability to keep you intrigued about what's corning next mean it's easy for a 6-minute visit to turn into a 45-minute stay.

IN-APP PURCHASES

There's an in-app option to purchase TicTok coins, which are then converted into digital rewards for sending to content a reature that a user likes. Prices range from 99p to an eye-watering £99 bundle. Buying coins is now restricted to over-tils - but TikTok doesn't require users to verify their age on sign up, so a young person could easily occess this feature if they were determined to.





Advice for







TALK ABOUT ONLINE CONTENT

Assuming your child is above tik Tok's age limit, talk is them about what they've viewed on the app. Ask their apinion on what's opprapriate and what isn't typiain why they shouldn't give out personal details or uplood videos which reveal internation like their school or home address. In the long rur, teaching them to think critically about what they see on Tik Tok could help them to become social-media savyy.

MAINTAIN PRIVACY SETTINGS

LEARN ABOUT REPORTING AND BLOCKING

ENABLE FAMILY SAFETY MODE

USE RESTRICTED MODE

In the app's 'Digital Wellbeing' section, you can lilter out inappropriate content (specific content creators or hashtags, for instance) using 'Restricted Mode'. This can then be locked with a PN. You should note, though, that the algorithm moderating content sent totally dependable – so it's wise to stay aware of what your child is watching.

MODERATE SCREEN TIME

As entertaining as Till Tak is, you can help your child to manage their time on it in the 'Digital Wellbeing' section. Under 'Screen Time Management', you can limit the daily permitted time on the app (in increments ranging from 40 minutes to two hours). This preference can also be locked behind a PIN. That way, your child can get their regular dose of Tilk Tok without wasting the whole day.

Meet our expert

Parvon Kaur is a social media expert and digital media consultant who is passionate about improving digital literacy for parents and children. She has extensive experience in the social media arens and is the founder of Kids N Clicks: a web reasons that helps parents and children thrive in a digital world.











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