'funny and memorable moments' via short video clips – typically about 15 seconds long. Videos can be 'spiced up' with special effect filters, stickers, music and sound clips. Currently one of the world's most popular apps, TikTok was formerly known as Musical.ly, before it was rebranded by the Chinese company ByteDance that acquired it in November 2017. If your child had previously had a Musical Iy account, all of their videos and personal settings will have automatically been moved to TikTok. In early 2019, TikTok was hit with a record \$5.7m (£4.2m) fine in the US over child data privacy concerns for its record keeping while under the Musical.ly brand.



What parents need to know about



PREDATORS

By default, users accounts are automatically set to public when they first create an account. TikTok encourages users to share creative expression through their videos, but if posted publicly, anyone in the world can see your child's homemade content. There have also been concerns the Chinese government could access data or sway public opinion through the app. If your child's profile is open, strangers can use the app to comment on your child's videos. While this isn't always sinister, it gives potential predators the ability to contact your child through the platform.

IN-APP PURCHASES

As with many apps, there's a paid element to TikTok. Users can buy virtual coins to be exchanged for virtual gifts – for example, if they like a specific video, your child can use coins to purchase emojis to show approval. These can be expensive and easily purchased – there is the option to buy 10,000 coins for £99.99 with a one-click buy button.

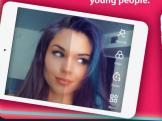
INAPPROPRIATE CONTENT

TikTok lets users lip-sync to their favourite songs and produce their own music videos. Some of the music choices contain swear words or sexual themes. So not only can children be exposed to potentially inappropriate content but they can broadcast themselves miming or singing these lyrics. In addition to this, some of the outfits and dance moves in videos can be overtly sexual and provocative. There have also been reports of some users sharing concerning content, such as videos that promote anorexia, porn, self-harm and violence.



BEING INFLUENCED

More than one third of children aged 6-17 consider 'social media stars' to be among their top role models. There are millions of creators on TikTok, showcasing their 'talents, moments and knowledge', from singing to dancing to stunts and comedy skits, which receive thousands of likes and comments from around the world, quickly turning people into 'stars'. There is the danger that children may develop unrealistic expectations of how they should look and behave on the app in order to become the next 'star'. They may have order to become the next 'star'. They may have feelings of inadequacy and low self-esteem or become swayed by certain opinions. On TikTok, there are always 'trending challenges' and hashtags that users can copy or build upon. Sometimes these challenges can pose risks to young people.







Top Tips for Parents 🕽 🗘







DISCUSS THE PITFALLS OF OVERSHARING

Encourage your child to always think before they do, say, like or post anything online. Explain that their 'digital footprint' shapes their online reputation and the way that other people see them. Something they may find funny and entertaining now may impact them in the future. Talk about how to deal with peer pressure and how doing something they think will impress others could affect them. Remind them that they do not have to do anything they are not comfortable with. To ensure that there's no way of anyone tracking your child's location or identity, make it clear to them that they should never film a video in their school uniform or near a landmark that gives away where they live.

HANDLING CRITICISM

While it's fantastic to see your child being creative and expressive and bonding with people with similar interests, they need to be aware that not everyone will be supportive online. Comments can be negative or even cruel. Make sure your child knows how to comment respectfully and handle negative feedback. In the app's Privacy and Safety settings, your child can decide who can react to their videos, who can comment, and who can send them private chat messages. We suggest altering these settings so only their friends can interact with their posts.

REPORT INAPPROPRIATE CONTENT

USE A PRIVATE ACCOUNT

SIGNING UP WITH THE CORRECT AGE

USETHE'DIGITAL WELLBEING'SETTING

DISCUSS IN-APP PURCHASES

To lower the risk of your child making accidental in-app purchases, teach them exactly what in-app purchases are and the risks of making them without permission. Tell them that they are not essential to enjoy the app and that if they want to make a purchase, they should always ask you beforehand. In the app's 'Digital Wellbeing' feature, there is the option to disable the function of purchasing