

# ALL ABOUT TikTok

TikTok is a video sharing social media platform used to create and share short form videos that allows users to express themselves through singing, dancing, comedy, and lip-synching. It exploded in popularity during the COVID-19 pandemic and has only continued its rise since.

64% of young people in the UK visited TikTok in September 2021.



Over 2.5 billion installs on global devices.



1 billion global daily users by early 2022.

58% of children aged 3-15 use TikTok (alongside other social media).



## THE FYP

TikTok wants users to see the content they want to see – which is where the 'For You Page' comes in. The platform uses algorithms to figure out a completely unique feed for every individual user.



## RISKS



**PUBLIC VIEWS** - For users registered as 16 and over, their profile is 'public' by default and their videos can be viewed and downloaded by anyone.



**INAPPROPRIATE CONTENT** - Some videos include suggestive language, mature situations, and sexualised content without warning.



**SCREENTIME OVERLOAD** - The continuous scrolling design of the app makes it harder for users to look away from their screens, and is likely to increase screentime.



**PAID ADS** - Many brands and companies have taken to TikTok to try and boost product exposure with paid adverts that mix into normal content.



**INFLUENCERS** - Young people may be 'influenced' by popular creators on TikTok, and could spend time or money following someone or trying to become an influencer.



**IN-APP PURCHASES** - Users can make in-app purchases to get 'coins', which can buy virtual gifts to send to influencers on the platform.



## WATCH OUT FOR... #TikTokChallenges



Hardly a day passes without a new TikTok Challenge popping up. A 'challenge' is a type of video that is widely shared and copied by others. Many of these can be fun and engaging, incorporating things like dances, songs, and filters.

There are some, however, that can be riskier and potentially harmful - which can make them even more tempting to try! These can include dangerous stunts, mean pranks, or reacting to upsetting content.

## ALERT

TikTok says users must be 13+ to use the app, but our research shows that it is extremely popular with younger children.



## HOW IT WORKS



### SHARE

Upload short videos for other users to view, comment, and like.



### EDIT

Change or alter videos to include popular filters or themes.



### STITCH

Use snippets of existing videos to create a new video or trend.

Use this sound

### COLLAB

Add popular music or audio (including from other users) to videos.



### DUET

Create a video that is posted directly alongside another user's video.



### MESSAGE

Users aged 16+ can send private messages to one another.

## TOP TIPS



**KEEP PRIVATE.** Ensure your young person's privacy settings are appropriate for their age. Remember – a private profile gives the most control!



**TALK IT OUT.** 'Digital life' should be as much a part of everyday conversation as every other aspect of a young person's life.



**DISCUSS TOGETHER.** Find out what videos and influencers they view, what they like, what they dislike – and why!



**BE HONEST.** Talk about how social media content is often a far from accurate depiction of real life, especially for influencers.



**STAY SAFE.** Some TikTok challenges could be potentially harmful to young people. Remind them that their safety is #1 always!



**GIVE SPACE.** Give them room to voice any concerns they might have around harmful or inappropriate content they come across.



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