

THE GOOD, THE BAD, AND THE UGLY OF TIKTOK

The Good: TikTok's Intended Use

- TikTok is a social media app that is used to share lip-syncing, dance & comedy video
- Teenagers and adults use it for many entertaining uses such as:
 - Dance trends
 - "Meme" or comedy videos
 - Life hacks from college students or general life hacks
 - Cooking videos
 - Some political advocacy
- Some popular companies are using the app to help build their brands
 - Chipotle
 - Makes funny comedy videos, including using the "GuacDance"
 - Targets a younger audience, a lot of millennials
 - NBA
 - They have 9.7 million followers
 - They bring popular "influencers" to games to dance with mascots
 - Attempting to target more of a youth market

Useful Info

- Kid only mode
 - Was helpful for restricting mature content but kids are tech savvy and can still get around
- Addiction
 - Many apps on an iPhone are addicting and Tik Tok is no exception
 - Tik tok has taken many steps to remove the threat of addiction by adding a feature that forces kids to take a break from the app every 90 minutes
- Threats a child could encounter with a public profile
 - Cyberbullying
 - While a profile is public people the child might not know can send nasty messages or post hateful comments to their videos
 - Inappropriate suggestions
 - Along with cyberbullying people could message a child telling/threatening them to do sexual behaviors or self harm
 - Adult content
 - People could send links or content of things you wouldn't want your child to be exposed too
- TikTok's website
 - Be aware that if your child has access to Google, they have access to watching TikTok because their website gives all the perks the app does without even needing an account

The Bad: Not Intended for Children

- There are a good amount of TikToks out there with mild smoking or drinking references
 - These are obviously not great things for a younger child to see
- Many inappropriate jokes are made on TikTok
 - Jokes about mental health
 - Sexuality/Race/Gender
- Many mature themes
 - There is a lot of revealing content or dancing that can be found on TikTok, which a young child could be exposed too
 - A majority of TikToks most likely contain swear words in them as well
- Child predators messaging through direct message
 - TikTok has a messaging feature where accounts can message each other, allowing for child predators to message unsuspecting children; we recommend to disable messaging for your younger child's account
- Our age recommendation is 14 years or older

Reading into the Guidelines

- TikTok has a variety of rules in place in their community guidelines garnered towards keeping children safer on the app
- TikTok does not allow any direct references to drugs whatsoever
 - No consuming, selling, or just putting them in a good light will most likely not be tolerated
- All hate speech is banned on TikTok, so many accounts will be banned for posting as such
- Any references to non-consensual sexual action is prohibited
- They will not prohibit ANY sexual exploitation of a minor
 - No posting a minor nude, no depicting a sexual act, no sexual language, NOTHING sexual involving minors will be tolerated
- Sometimes though, a video will slip through the cracks, whether it barely breaks the guidelines or is just bordering, and will gain numbers of views and likes, causing for a good chance a young child could see something they shouldn't
- Being aware of what your child is watching on TikTok is a great way to make sure that they do not see anything they shouldn't.

AppObit LLC Aliya Beck. "Is TikTok Safe For Kids? TikTok Safety Guide For Parents." Family Orbit Blog, 10 Feb. 2020. www.familyorbit.com/blog/is-tiktok-safe-for-kids/.

"Community Guidelines." Community Guidelines. www.tiktok.com/community-guidelines?lang=en.

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