

What Parents Need to Know about TikTok

At National Online Safety, we believe in empowering parents, carers and trusted adults with the information to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one of many apps which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

What Parents & Carers Need to Know about TIKTOK

AGE RESTRICTION 13+
(certain features are restricted to over-18s only)

TikTok is a free social media platform that lets users create, share and watch short videos ranging anywhere from 15 seconds to 10 minutes in duration. The app gained notoriety for its viral dances, trends and celebrity cameos and can be a creative, fun platform for teens to enjoy. Now available in 75 languages, it has more than a billion active users worldwide (as of spring 2022) and is most popular with the under-18 age bracket. In fact, a 2022 Ofcom report found TikTok to be the most-used social media platform for posting content, particularly among young people aged 12 to 17.

WHAT ARE THE RISKS?

AGE-INAPPROPRIATE CONTENT

While TikTok's "Following" feed only displays videos from users someone follows, "For You" is a stream of clips based on their previously watched content. Most videos on a child's "For You" feed will therefore be light-hearted and amusing, but it could potentially surface something unsuitable. TikTok's guidelines prohibit the sharing of illegal or inappropriate content, but the sheer volume of uploads mean they aren't manually monitored and vetted.

18 CONSIDERED

DAINGEROUS CHALLENGES

Due to TikTok's immense popularity, some young people have unfortunately been influenced by videos challenging them to perform harmful, criminal or even deadly acts. One extreme example was the "blackout" trend, which encouraged users to hold their breath until they passed out from a lack of oxygen. It led to two fatalities and lawsuits against TikTok over the tragic deaths of their children.

CONTACT WITH STRANGERS

With around 3.1 billion users globally, the potential for contact from strangers on TikTok is high – especially as accounts created by over-18s (or youngsters using a false date of birth) are set to public by default. This not only means that someone's profile is visible to everyone else on the app, it also lets their videos be suggested to others and enables anyone to comment on them or download them.

IN-APP SPENDING

TikTok is free, but users have the option to buy TikTok coins, which can be used to purchase emojis in the app. These emojis are then sent as rewards (retaining their monetary value) to other users for videos they've created. Coin bundles range from £9.99 to an eye-watering £99. TikTok's policy is that they can't be bought by under-18s, but it's possible to bypass this with a fake birthday.

ADDICTIVE NATURE

Like all social networking platforms, TikTok can be addictive: figures show that young people are investing increasing amounts of time in it. In the UK, children with TikTok spend an average of 102 minutes per day on the app, versus 52 minutes on YouTube. This compulsive repeated use can interfere with their sleep patterns – leading to irritability – and distract them from other activities.

TIKTOK NOW

Introduced in June 2022, the "TikTok Now" feature lets users post a daily video or photo at the exact same time as their friends. Users receive a synchronised notification at a random time of day, giving them three minutes to take a video or real-time photo. This addition can not only be a distraction to young people but could lead to them inadvertently sharing private content such as their location.

Advice for Parents & Carers

ENABLE FAMILY PAIRING

Family Pairing allows parents to link their TikTok account with their child's and control their settings remotely. Parents can, for example, turn on Restricted Mode (reducing the chances of a child seeing inappropriate content), set screen time limits, and manage their child's ability to send messages (and to whom). Children can't alter these settings without parental approval.

MAKE ACCOUNTS PRIVATE

Although under-18s will have their TikTok account set to private by default, bypassing this setting is relatively easy. However, parents have the ability to manually set their child's account to private – meaning that their videos won't be visible to strangers and they won't be able to exchange messages with people who aren't on their friends list.

LIMIT IN-APP SPENDING

If your child is using an iPhone or Android device to access TikTok, you can alter the settings to prevent them from making in-app purchases. We'd recommend that you enable this feature, as it's quite easy for a young person – without realising what they're doing – to spend a significant amount of real money buying TikTok coins so they can unlock more features of the app.

DISCUSS THE DANGERS

If your child wants to use TikTok and you're happy for them to do so, it's crucial to talk about the potential risks in this type of app. For example, ensure they understand not to share any identifying personal information – and that they realise they could be exposed to inappropriate content. Thinking critically about what they see on TikTok can help children become generally more social media savvy.

READ THE SIGNS

If you're concerned that your child might be spending too much time on TikTok, or that they've been emotionally affected by something inappropriate or upsetting that they've seen, it's important to know how to spot the possible signs. Increased irritability and a lack of concentration are potential red flags, as are failing to complete homework or regularly not eating meals.

Meet Our Expert

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Around an eighth of the world's population use TikTok. Consider the scale of that reach, and that the app's demographic is heavily skewed towards younger people – with almost half (41%) of those users aged 16–24. TikTok itself advises a minimum age of 13 to access the platform (with certain features for over-18s only), but reports suggest that some children as young as 10 use it.

Given the youthfulness of its user-base, TikTok has faced numerous age-related challenges such as inappropriate content in videos, in-app purchasing and children being contacted by strangers on the platform. Updated for 2022, this week's #WakeUpWednesday guide tells trusted adults everything they need to know to help young people stay safe on TikTok. The euthanasia debate, centring around people with either a terminal illness or an agonising incurable condition, is a complex one that's been rumbling on for years. Of late, however, it's gained a new dimension on TikTok, with some content creators gaining popularity for suggesting that assisted suicide should be available to those experiencing severe mental health issues.

Some of this material, often referred to as MAID (medical assistance in dying), has accrued millions of views and – more worryingly – hundreds of thousands of likes, along with many supportive comments. It's not the first time the platform has faced a dilemma over legal but potentially damaging content; this #WakeUpWednesday, check out our updated guide to TikTok.

Please [click here](#) to download the guide.