

SAFETY AT HOME

Fierce Freedom Online Safety Series – App Usage

Snapchat

Why is it popular?

- **210 Million** Active Users
- New feature “**here for you**” directs users to mental health resources
- Way for teens to share fun, light moments without the risk of having them go public
- News feature allows users to be informed about current news updates regarding coronavirus etc



What do I need to know?

- It's not true that Snapchats go away forever
- Screenshotting
- Kids may be less hesitant to send risqué images
- “Snap map” geolocation allows user to be tracked by other users
- Iffy content in news section that often contain sexual content

Instagram

Why is it popular?

- 1 Billion Instagram Users
- Allows users to snap, edit, and share photos and 15-second videos, either publicly or within a private network of followers
- It also lets you apply fun filters and effects to your photos, making them look high-quality and artistic



What do I need to know?

- Private message feature gives ability for explicit content to be sent and received privately
- Sexually risqué photos can be easily accessible with “discover” feature
- Public photos & profile are default – giving anyone access to your child’s photos and messages

TikTok

Why is it so popular?

- Allows you to watch, create, and share videos. Merged w/ app musical.ly
- **1.5 Billion** Downloads of App & **500 Million Active Users** (most Downloaded app of 2019)
- Young demographic **41%** of users are **16-24** years old



What do I need to know?

- 2019 settled with FTC for child privacy violations due to all the children under 13 on the site
- In last 18 months, **adult users grew 5.5x**
- Features sexual content, swearing and creepy comments

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The Pros of Using Social Media

- It provides connection and can help maintain friendships
- Gives a sense of belonging
- Let's them do good and become aware of global issues
- Allows them to express themselves

Secret/Vault Apps

- These Apps encourage secrecy – and allow users to hide explicit content
- ‘Anonymous’ apps can still be used for bullying and spreading sexual content
- Examples: *Secret Calculator, Private Photo Vault, Gallery Lock, KeepSafe*

Important Reminders

- Kids want LIKES and FOLLOWS.
- Apps can work together to help a predator glean information.
- Thinking a screen means safety IS itself a huge vulnerability.
- Make sure privacy settings are on for ALL apps.
- You can ask your kids to show you the app and why they enjoy it. Connect with them!
- Utilize online monitoring software, i.e. *Bark, Disney Circle, Qustodio, Famisafe*

Some material referenced from the following:

<https://www.common sense media.org/blog/5-reasons-you-dont-need-to-worry-about-kids-and-social-media>

<https://www.common sense media.org/blog/16-apps-and-websites-kids-are-heading-to-after-facebook>

<https://www.oberlo.com/blog/tiktok-statistics>