

TikTok Playbook

➔ 🔍 💬 for teachers



Developed with



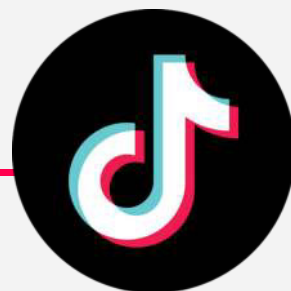
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TikTok & young people

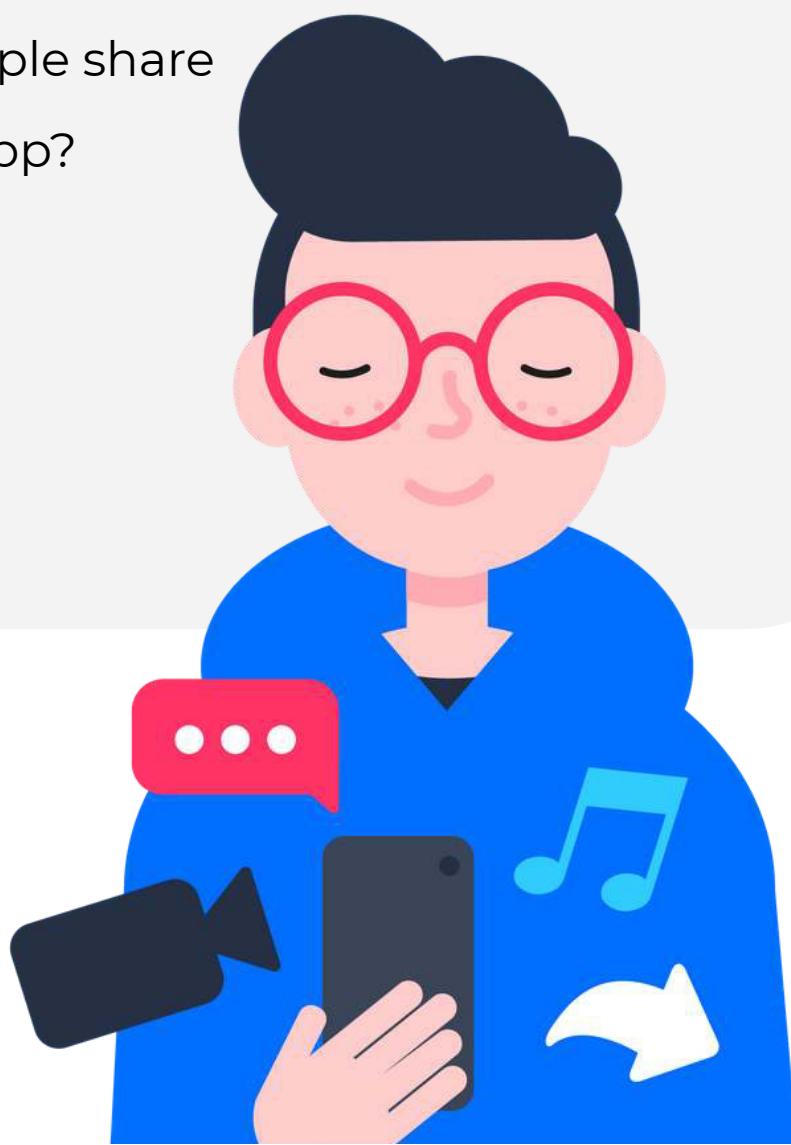
#Discover



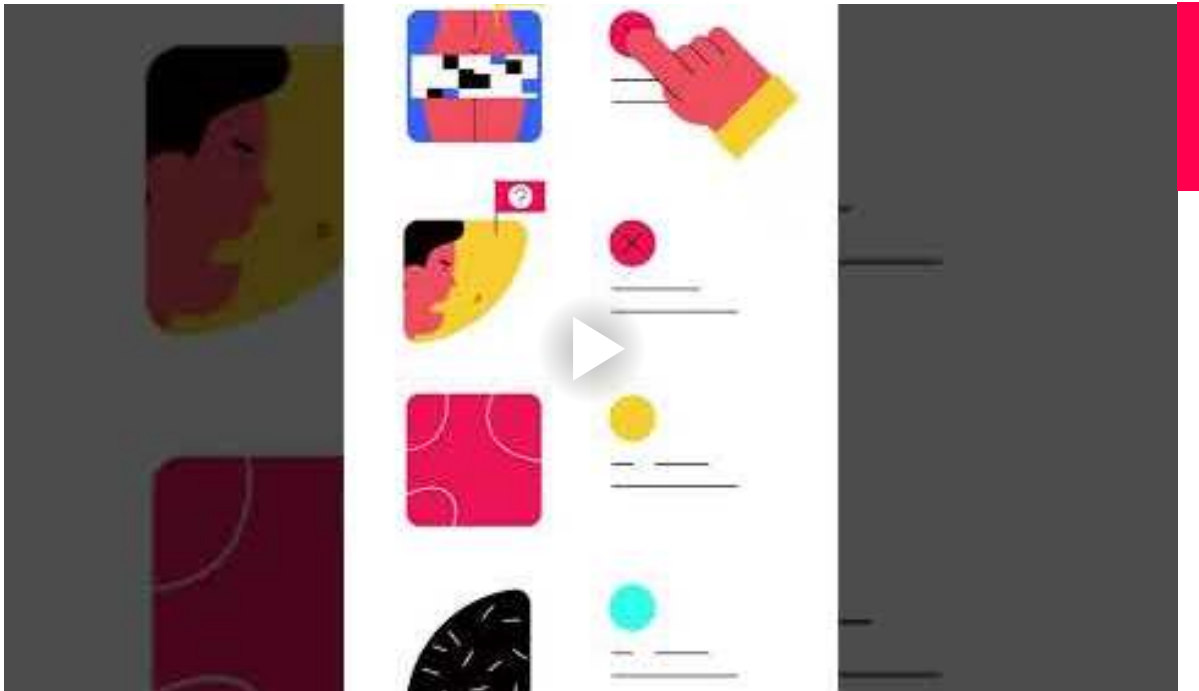
- What is TikTok?
- Why is TikTok so popular with young people?
- What do young people share and watch on the app?
- Positives
- Concerns



Click or Scan to
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What is TikTok?



TikTok is an entertainment platform that lets you create, share and watch short-form videos. The platform is popular because of its range of creative, entertainment and educational content. While viral dances, lip-syncing and DIY tutorials drove its initial popularity, it is now recognised as a valuable place to learn new skills - with content under **#BookTok** and **#LearnOnTikTok** receiving hundreds of billions of views.

All users have to go through an age gate to open an account. The minimum age to create a TikTok account is 13.

Currently, the app is available in 75 languages with over 1 billion users (Jan 2021).



Why is TikTok so popular with young people?

It's entertaining



One of the main reasons TikTok is popular with young people is because it is entertaining, and the short length of videos makes content easy to watch. There is a huge variety of content on the platform, which means there is something for all types of interests.

Some examples include #BookTok, #GuitarTok, #MagicTok and #FoodTok. The algorithm is also designed to provide you with more of the content you like. For example, if you like and comment on videos of book reviews, you are likely to see more videos related to books and reading in your feed. At the same time, the algorithm is deliberately designed to broaden your horizons, so even if you enjoy book content, you will occasionally see something different in your feed, such as cooking or animal videos, to surface new interests.

While the content is fun to watch, it also allows young people to develop their skills and passion and contributes to their development.

It facilitates self-expression and creativity



TikTok features special effects creators that young people can have fun with and use to make their videos more unique. For example, a user could make his or

her voice sound like an animal, decorate your video with stickers or use a song from TikTok's music library.

Creating content on TikTok is also a way for young people to express themselves authentically. Whether it's through drawing, drama sketches, comedy or video diaries, the platform offers an outlet for self-expression and human connection.

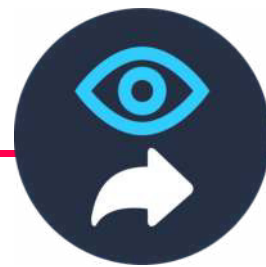
It celebrates community



TikTok also fosters a sense of community. It helps young people engage with other users who share the same passions, and these positive connections can lead to more creative inspiration and feelings of support and validation.

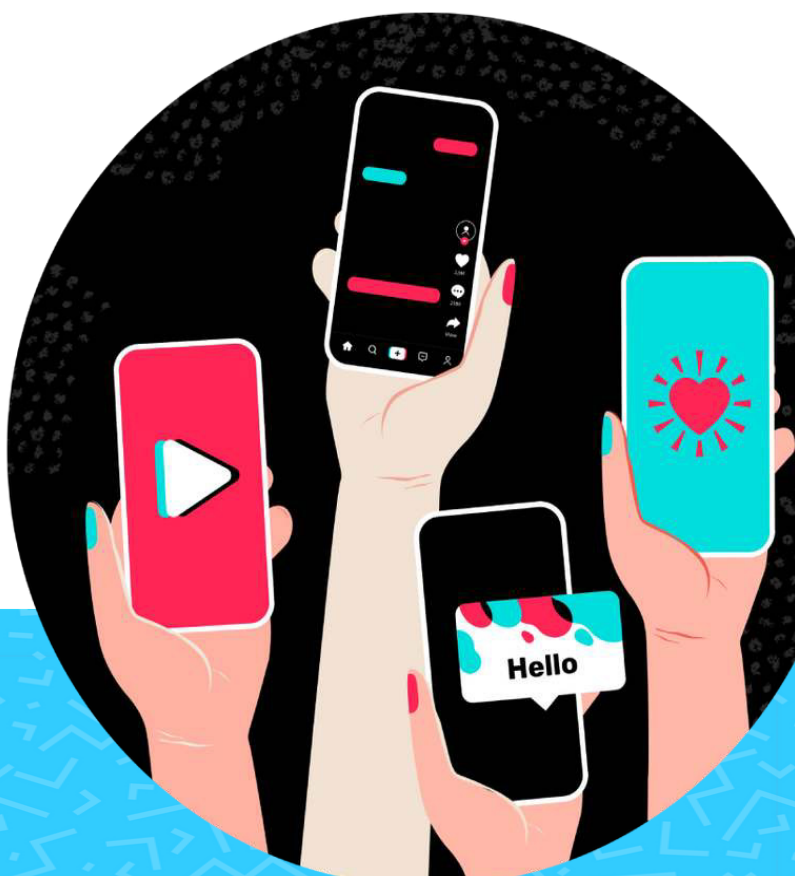
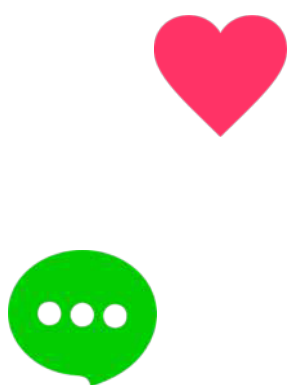
The platform is popular with older audiences as well. It is common for whole families to use TikTok together, and educational content has grown significantly since 2020. As a result, TikTok worked with hundreds of experts and institutions to create educational content for the platform, such as English Heritage and mathematician Rachel Riley, and the videos tagged with #LearnOnTikTok has a combined 266 billion views. Users can learn anything from interesting medical facts to how to speak different languages.

What young people share and watch on the app?



The most popular types of content shared and watched by young people are comedy sketches, music-based content, beauty videos, video diaries and gaming or e-sports. These types of videos are commonly shared by some of the most popular TikTok creators in the UK, such as [@jessicabakes_x](#) and [@chewkz](#).

However, each person's TikTok feed is tailored according to their interests. For example, if you like and comment on a lot of gaming and comedy content, TikTok will recommend more of these videos in your feed. If you don't interact with a certain type of content or indicate that you are not interested, you will see less of these in your feed. But the algorithm also tries to diversify your interests and will regularly share different types of content to see if you're interested.



Positives - How can video-sharing apps like TikTok benefit young people?



It's a platform for creativity

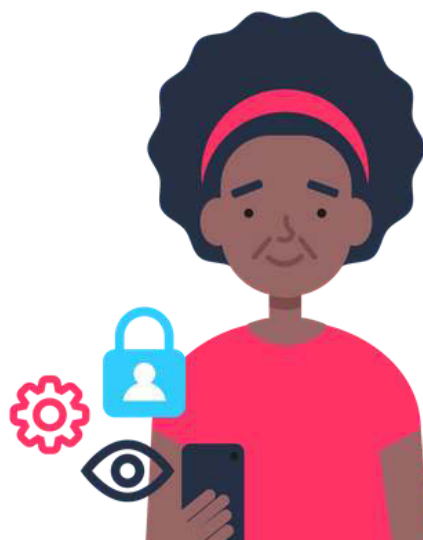
One of the main benefits of TikTok is that it gives young people a creative outlet to express who they are and how they feel. The app has also provided a space to fulfil a social need by giving young people a space to share their ideas, watch other people's experiences and connect with their peers.

Celebrates diversity

Diversity is strongly celebrated on TikTok, and young people can also benefit from feeling like they belong to a community. They can follow creators they relate to, based on a range of things such as culture, religion, hobbies and interests.

Allows users to learn & grow

Another benefit is that there is a huge amount of educational content on TikTok. There are billions of videos tagged with #EduTok, and TikTok has created its own #LearnOnTikTok program by collaborating with over 800 educators, experts and non-profits.



Encourages positive change

Additionally, TikTok has several initiatives to support young people and create a positive impact in real-world communities:

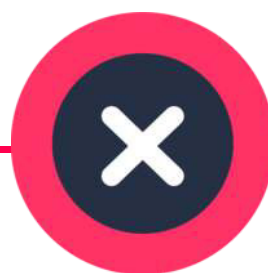
- The Well-Being Guide provides advice on how to share mental health stories safely and how to support distressed community members
- The #BetterMeBetterInternet challenge encourages positive online habits
- TikTok for good helps organisations supporting worthy causes grow and activate their audience on the platform

The role of social media in young people's development

As teens grow, it's important for them to develop cognitive-emotional development (i.e., critical thinking skills) and psychosocial development (i.e., social approval/self-scrutiny). Platforms like TikTok can help young people obtain these skills by allowing them to create content, thereby developing a deeper understanding of how content is made online.

Furthermore, these platforms give young people the opportunity to maintain relationships and express themselves. This gives them the space to share what they are passionate about and to get involved in communities that reflect who they are.

Concerns - What are young people concerned about when using video-sharing apps ?



Seeing inappropriate content

Young people have expressed concerns about seeing inappropriate or sensitive content online. They are also becoming increasingly aware that repeatedly seeing potentially inappropriate content can have a significant impact on their wellbeing. TikTok has strict rules, which safeguard its community, and a global moderation team to protect its users.

Recognising online hoaxes

Many young people have also said they want more information about understanding risk to support their critical thinking, particularly when it comes to online challenges and hoaxes.

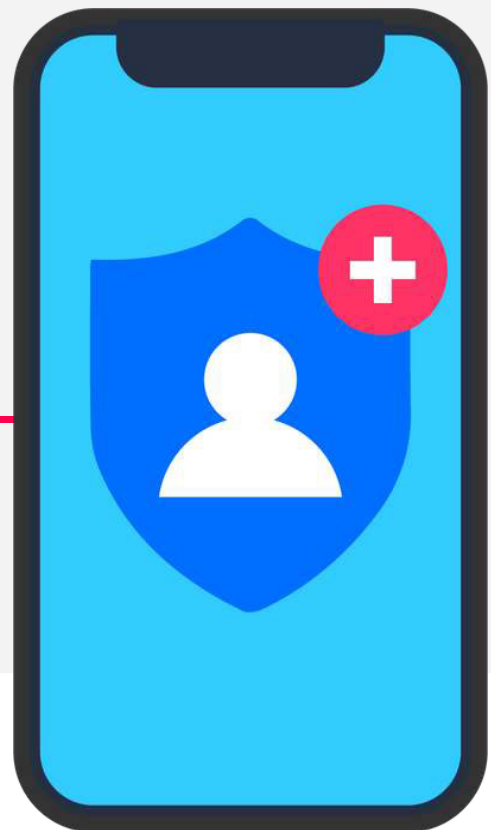
Impact of negative comments

Young people's self-confidence can also be impacted when other users leave negative comments on their videos, or when they compare themselves to other creators.

Enhanced privacy & control options

- TikTok safety tools to manage privacy
- Additional safeguards for younger teens

 **#Privacy**

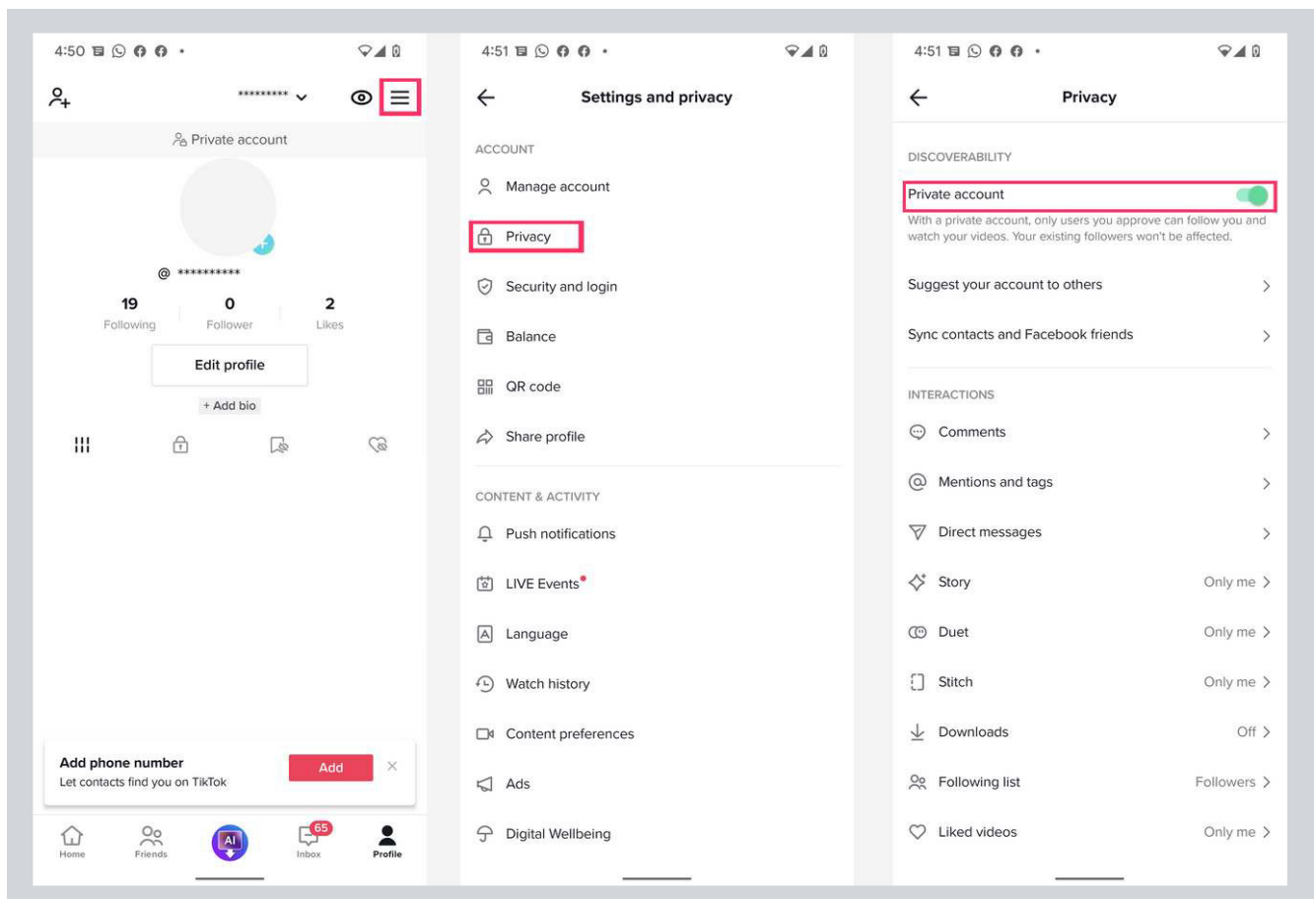


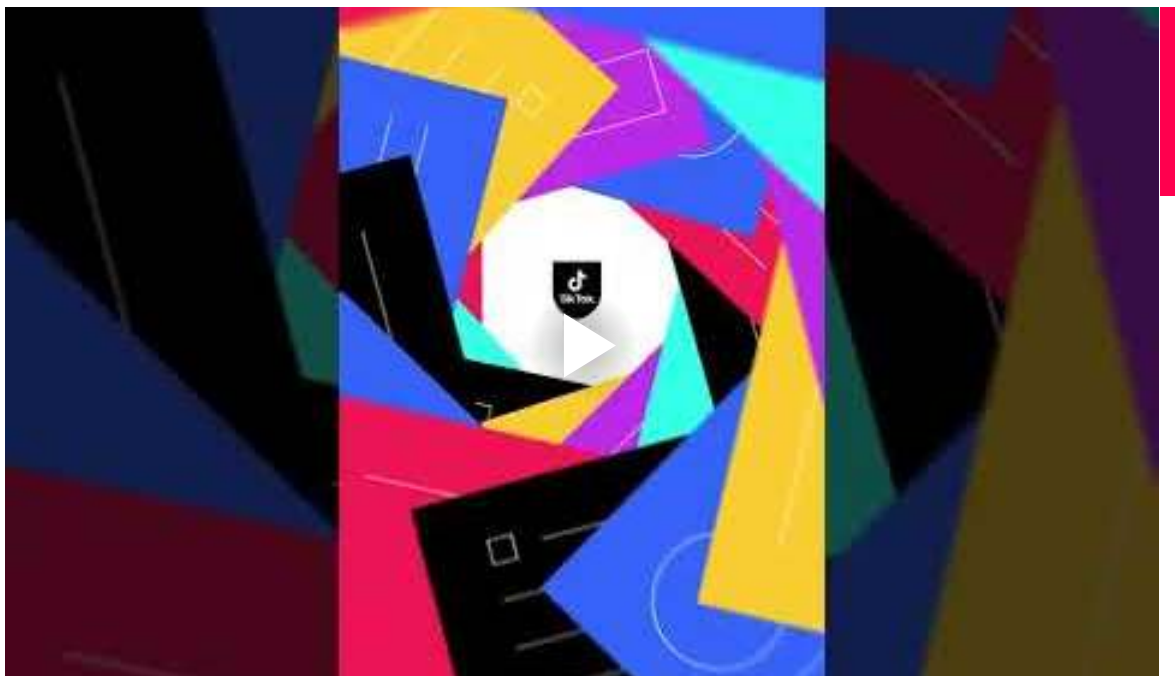
From hiding personal content to monitoring comments from others, TikTok offers a range of ways to manage privacy on the platform. For teens, it provides default privacy settings that offer more protection.

TikTok safety tools to manage privacy

Aside from the inbuilt safety features, there are a lot of extra tools that give users control over their privacy on TikTok. To access your privacy settings in the app:

- 1 tap your profile in the bottom right corner
- 2 tap the three-line icon in the top right corner
- 3 tap Settings and privacy
- 4 tap Privacy





Private accounts



You can choose to set your entire account to private, which means only the people you approve can follow you, watch your content and see your 'following' and 'follower' lists. Please note that even with a private account, other users will still be able to see your profile photo, username and bio. You can make your account private by turning on the Private account control at the top of your privacy settings. Users under the age of 16 will have a private account by default when they sign up to TikTok.

Video downloads



If you have a public account, other users may be able to download the videos you post onto their device. You can turn this off in the Downloads section of your Privacy settings. This setting is permanently turned off for users under 16 years.

Comments



The Comments section has a range of different controls for managing the comments on your videos. You can choose to turn off comments completely by selecting 'No one'. The other options for who you can allow to comment on your videos are:

- everyone (if your account is public)
- followers (if your account is private)
- friends (followers that you follow back)

Users under 16 are only able to allow their friends to comment on their videos or turn them off.

If you allow comments on your videos, there are filters you can apply to stop certain comments from appearing unless you approve them. You can:

- filter all comments
- filter spam and offensive comments
- filter keywords of your choice

Duets



Duets allow users to post a video side-by-side with a video shared by another user. If your account is public, other users may be able to use your content in a Duet. However, this is permanently turned off for users under the age of 16. In the Duet section of your Privacy settings, you can limit the people allowed to Duet with you to:

- everyone
- friends (followers that you follow back)
- only me

Stitch



The Stitch tool allows you to use part of someone else's video within your video. Like Duets, this feature is not available to users under the age of 16. If you have a public account, you can limit who is able to Stitch your videos to:

- everyone
- friends (followers that you follow back)
- only me

Direct messages



Direct messaging allows other users to send you a private message on TikTok and is limited to those aged 16 or older. Only users that you follow, that also follow you back can send you a direct message. You can choose to not receive direct messages by selecting 'No one' in the Direct Messages section.

Reporting a problem



If you receive a message or comment, or see content that goes against TikTok's [Community Guidelines](#), you can [report it privately to TikTok](#). They will then review the report and take appropriate action which may include removing content, suspending or banning the account and reporting the activity to legal authorities.

Suggested accounts



TikTok suggests accounts to help you find and follow people you might know. Your account may also be suggested to others. You can stop this by tapping 'Suggest your account to others' and turning off the controls.

The controls include:

- suggest your account to your phone contacts
- suggest your account to your Facebook friends
- suggest your account to people who have mutual connections with you
- suggest your account to people who open or send links to you

Blocking users



You can block an account from interacting with you again or seeing your videos by:

- 1 going to the person's profile
- 2 tapping the three-dot icon in the top right
- 3 tapping Block and following the steps in the app

You can learn more about TikTok's Privacy settings in their [Safety Centre](#). Their [Youth Portal](#) also offers in-app tools and educational content specifically designed to help young people have the best possible experience on the app.

Additional safeguards for younger teens

Within the TikTok Safety Centre is a **Parents and Caregivers Guide** that contains information on common safety concerns and tips from teens on the kind of support they want.

Making use of Family Pairing



A feature designed to keep younger users safe is Family Pairing, which can be found in the 'Settings and privacy' section of the app. This tool allows a parent or carer to link their own TikTok account to their teen's account. Once linked, the adult can help guide their teen's experience on the platform.

This includes:

- limiting their screen time
- limiting content that isn't suitable for teens
- turning off direct messaging
- setting their account to private

Using TikTok's Digital Wellbeing Tool



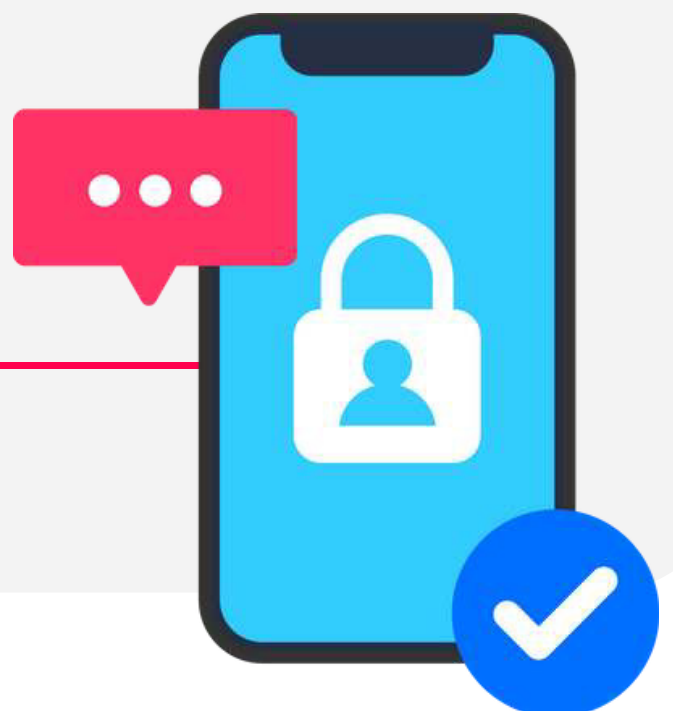
Even without Family Pairing, parents or carers can help manage their teen's experience through TikTok's Digital Wellbeing tool. Some of the settings in this tool include screen time management and limiting unsuitable content. This feature is accessed through the 'Settings and privacy' section of their teen's app. The adult can set these restrictions which are then protected by a passcode.

Safety by design

What inbuilt features on TikTok keep young users safe?

- Accounts under 16 are private by default
- Restriction of public comments
- Duet and Stitch settings are limited to users 16 and over
- Restrictions on video downloads
- Suggesting younger user's accounts to others
- Restricting messaging and live streams
- No notifications after 9pm
- Upholding community guidelines

 **#Safety**



What inbuilt features on TikTok keep young users safe?

TikTok understands that the young people who use the platform are still learning and growing. As a result, they think carefully about what additional support young users need to use TikTok safely and design their platform accordingly.

TikTok has designed several features to ensure young people starting their digital journey are best protected on the platform.

These features seek to prioritise age-appropriate experiences on the TikTok platform.

So, what are these default features and how do they support younger users?

Accounts under 16 are private by default



Private accounts require a user to approve who can see their videos, giving them a level of control about what they share.

Making informed choices about what they share and with whom can provide a moment of reflection on their own privacy online.

Restriction of public comments



Only 'Friends' can comment on videos created by users aged 13-15-years-old

To promote a safer experience for users on the platform, users under 16 cannot choose the 'Everyone' setting to allow all TikTok users to comment on their videos. They can only select 'Friends' or 'No One' for their account.

Duet and Stitch settings are limited to users 16 and over



These settings allow users to repost another user's video on their profile while giving the original user recognition.

Only users aged 16 and over can use these features.

For users aged 16-17, the default setting for Duet and Stitch is set to Friends. This means they can only use their friends' content to create these videos.

What do these settings do?



The Duet setting on TikTok allows users to have their video playing alongside someone else's. The Stitch setting allows a user to incorporate up to 5 seconds of someone's video into their own.

Restrictions on video downloads



Video downloads for under-16s

Videos created by 13-15 year-olds cannot be downloaded. For users aged 16-17, the option to download videos is turned off by default, unless the user manually switches this feature on.

Suggesting younger user's accounts to others



If a younger user under 16 has their phone number saved on their TikTok account, the setting which suggests other TikTok users to follow their account is switched off by default.

This means that they have more control over who can see their account.



Restricting messaging and LIVE streams



Direct messaging switched off for under-16s

Direct messaging on TikTok is only available to registered account holders aged 16 and older. This ensures that younger users cannot communicate privately and cannot be contacted by people who don't know them.

For teen users aged 16-17, their Direct Messaging setting is set to 'No One' by default. Existing accounts that have never used DMs before receive a prompt asking them to review and confirm their privacy settings for the next time they use this feature.

As standard for all users, videos and images cannot be sent via DMs.

LIVE streaming feature for under-16s

Only over 16s have access to the LIVE streaming feature and only users aged 18 and over can purchase and receive virtual gifts. This ensures that younger users can better manage what they share.

No notifications after 9pm



Accounts aged 13-15 do not receive push notifications after 9pm and accounts aged 16-17 have push notifications disabled after 10pm.

Upholding community guidelines



In addition to default standards, TikTok shares quarterly Community Guidelines Enforcement Reports to show what actions the platform is taking to uphold its Community Guidelines.

The Community Guidelines Enforcement Reports offer insights on things like the volume of suspected underage account removals made and the volume and nature of videos removed from the platform. They also highlight how TikTok respond to law enforcement requests for information, government requests for content removals and intellectual property removal requests.

The reports are hosted in the [Transparency Centre](#) - a one-stop shop to learn about how TikTok moderates and recommends content, develops products and safeguards people's information.

Problem resolution & safeguarding

#Safeguarding

What are the safeguarding issues online?

- Online challenges
- Online hate and racism
- Sexism
- Body image and self-esteem
- Scams
- Misinformation
- Cyberbullying and grooming
- How to help keep TikTok positive



What are the safeguarding issues online?

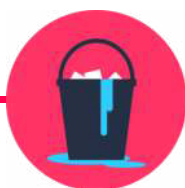
Sharing and interacting with others online allows young people to manage relationships, express themselves and develop their online identity. However, it's important to talk to them about the potential risks to help them manage their online experience.

In this chapter, you'll find advice on some of the issues that young people may face online and what support can be found on the TikTok platform to help them.

- Online challenges
- Online hate
- Sexism
- Body image/self-esteem
- Scams
- Misinformation
- Cyberbullying and grooming
- How to keep things positive on Tiktok

Online challenges

What you need to know



Online challenges have grown in popularity in recent years alongside the growth of social media. They typically involve a person filming themselves taking part in a task and then sharing it more widely to get others to repeat it.

They can be easy to do and often involve things that you can find around the house.

Online challenges are generally harmless and have been used to raise money for good causes or to highlight important issues. However, some identified as risky promote potentially harmful behaviours that can put young people at risk.

TikTok commissioned a [global research](#) project on online challenges and hoaxes. The survey had 5,400 teen responders and revealed that there was a high awareness of online challenges (73% of teens) however, only 21 % of them were actually taking part in them. In terms of dangerous challenges, 2% said they had participated in risky and dangerous challenges and 0.3% said they had participated in really dangerous challenges.

While most young people may only watch them for entertainment purposes online, some young people may be motivated to do potentially harmful challenges to gain popularity, disregarding the possible consequences.

Why might young people be attracted to risky or dangerous online challenges?

- Experts suggest that adolescence is a period that has always been associated with heightened risk-taking
- They may be driven by the need to grow their popularity with friends and get more attention online
- It could simply be that 'everyone is doing it' so there is pressure to join in to belong
- They may believe the risks do not apply to them

Hoaxes



Hoaxes often have similar characteristics, and in previous cases, false warnings have circulated suggesting that younger teens were being encouraged to take part in "games" which resulted in self-harm. TikTok's research into these types of challenges with young people suggests that over a third of teens exposed to these hoaxes had experienced a negative impact. Of those, 63% said the negative impact was on their mental health.



Tips to support young people and deal with the issue

- Talk to young people about how to differentiate between challenges that are harmful or a hoax versus those that are done for good causes.
- Discuss how peer pressure can lead young people to make decisions that could put them at risk.
- Make sure young people know where to go if they have questions and concerns about the issue at school.
- Encourage them to seek support from a trusted adult if they are concerned about something they have seen online. They should also be shown how to report it and block it on the platform.
- Share advice and guidance with parents and carers to help them have informed discussion about online challenges with their children - visit Internet Matters for [support](#).
- Be aware of online challenges that are growing in popularity to be able respond to potential risks.
- If there is a warning about an online challenge done for good causes or harmless, make sure the information is correct before sharing it with parents and young people. Checking with a reliable source like the Professional Online Safety Helpline can help.

- Try not to name the dangerous challenge as it may encourage young people to search for it rather than reduce the risk.
- Have a plan to deal with issues that may arise. For example, creating draft letters or email templates for parents/carers, staff and pupils to respond quickly. This would be led by your school's designated safeguarding lead.

Where to go for support

Advice and resources

Professional Online Safety Helpline

Free service for professionals and volunteers working with children and young people.

Harmful online challenges and online hoaxes guidance - Gov.uk

Advice for schools and colleges to support their approach to harmful online challenges and online hoaxes.

Classroom resources

Peer pressure lesson plan - 'Crossing the Line PSHE toolkit'

A practical online safety PSHE toolkit with films and lesson plans to explore online issues with pupils aged 11-14 years old.

Support on TikTok

Enforcing community guidelines

Like many social media platforms, TikTok's Community Guidelines ban dangerous challenges on the platform. Therefore, if reports are made, they are investigated to understand the extent of the problem.

Giving advice

There is also advice for parents, teens and educators on how to deal with online challenges in the TikTok Safety Centre, where they detail what to do when you see an online challenge. [🔗](#)

Research with young people

In 2021, TikTok launched a global project about dangerous challenges to better understand young people's engagement with potentially harmful challenges and hoaxes. Here is what the research showed. [🔗](#)

Read the report and learn more [🔗](#)

In-app guide to support users

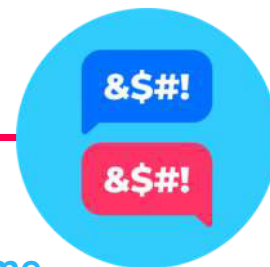
If users try to search for content that has been identified as a potentially harmful challenge and/or hoax, they will be directed to an in-app guide that will encourage them to follow a 4-step process for engaging with an online challenge: it asks them to stop for a moment, think about what they've seen, decide how the content made them feel and how they want to act on those feelings. [🔗](#)

Suicide and self-harm support guide

To protect users from seeing sensitive content that may encourage self-harm, TikTok doesn't allow users to share content depicting them partaking in, or encouraging others to partake in, dangerous activities that may lead to serious injury or death. Also, self-harm related content is not shown when searching related terms. If a challenge is deemed harmful it will be banned from the platform.

TikTok works with emotional health experts to continually improve our policies and approach. If a user needs support as they may be at risk of harming themselves, the TikTok team may also alert local emergency services. [🔗](#)

Online hate



What you need to know

Hate speech is any communication or expression which encourages or promotes hatred, discrimination or violence against any person or group because of their race, religion, disability, sexual orientation, gender or gender identity.

Impact on young people

Seeing online hate can have a serious impact on young people's wellbeing. In some cases, it can normalise discrimination and hateful attitudes towards certain groups. It can also encourage hate crimes offline.

What the law says about hate crime

The law says that hate crime, committed online or offline, is illegal. However, not all offensive content is illegal in the UK. For content that does not meet the threshold of a hate crime, the police must record it as a hate incident.

How young people come across it online

- Within the comments section of platforms
- Being shared by anonymous accounts
- In the format of memes

Tips to support young people and deal with the issue

- Inform young people about what online hate is and what impact it can have online and in the real world
- Make use of free classroom resources available to support discussions around the topic
- Encourage young people to report online hate when they see it and challenge it when appropriate. For example, if it's a friend that they know or with the support of a trusted adult
- Ensure young people are aware of who they can go to for support if they have seen it or are experiencing it
- Share advice with parents and carers to encourage them to have conversations with young people - visit Internet Matters 'Tackling Online Hate and trolling [guide](#)'.

Where to go for support

Organisations to report incidents

Report harmful content

National reporting service, available to anyone over the age of 13 to report any harmful material they may have seen. [Link](#)

Professional Online Safety Helpline

Advice for schools and colleges to support their approach to harmful online challenges and online hoaxes. [Link](#)

Classroom resources

The SELMA Toolkit

An interactive set of tools and materials to support young people to understand what hate speech is. [Link](#)

Educate Against Hate

This website gives teachers, parents and school leaders practical advice and information on protecting children from extremism. [Link](#)

Going Too Far

Created by LGfL and the Department for Education, Going Too Far is a new resource for teachers to help students understand extremism. [Link](#)

Support on TikTok

Reporting on the platform

TikTok encourages users to report accounts or content that may be in violation of its Community Guidelines.

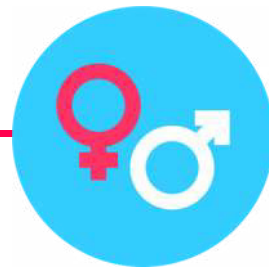
Training moderators

While hate speech can be nuanced and contextual, making it harder to moderate at times, TikTok regularly trains its moderators on how to differentiate between, for instance, reappropriation and slurs or satire and bullying.

Encouraging positive behaviour

As well as removing violative content, TikTok also encourages users to consider the impact of their words.

Sexism



What you need to know

What is it?

Sexism is prejudice or discrimination based on a person's sex or gender. As such, it can also be categorised as a type of hate speech. It can lead to a wide range of harmful behaviours, from acts of violence to subtle comments that reinforce stereotypes.

Source

All expressions of sexism are harmful and have a negative impact on young people and society as a whole. It affects women and girls disproportionately, but sexism also affects people of other marginalized genders.

How big is the issue?

The recent Ofsted [review](#) of sexual abuse in schools and colleges found that around 9 in 10 girls had been called names and sent unwanted explicit pictures or videos 'a lot' or 'sometimes'. Inspectors were also told that boys talk about whose 'nudes' they have and share them among themselves like a 'collection game', typically on platforms like WhatsApp or Snapchat.

The Ripple Effect: Covid-19 and the Epidemic of Online Abuse [report](#)

found that gender was the most often cited reason for online abuse, with 48% of respondents reportedly suffering from gender-based online violence.

According to the Cybersurvey [report](#), experience of cyberbullying is extremely high for vulnerable groups, in particular those who prefer not to state their gender.

Research published by Girlguiding in 2019 showed that 43% of girls admitted to holding back their opinions on social media for fear of being criticised, thereby creating a situation where diversity is threatened.

What students say about sexism in schools

- Only a quarter (23%) think their school sufficiently supports them to tackle sexism
- Half (50%) of female secondary school students say they would like more opportunities to discuss sexism in school
- Over half (54%) of female students and a third of male students (34%) say they have witnessed someone using sexist language at school

More support for teachers needed to tackle the issues

- Over half (64%) of secondary school teachers are unsure or not aware of the existence of any policies and practices in their school related to preventing sexism
- Over half (58%) of primary and secondary school teachers have never received any training to recognise and tackle sexism

Source

What is the impact on young people?

Seeing and receiving offensive comments can impact young people's mental health or, in some cases, push them to opt out of expressing themselves and their opinions for fear of being attacked. At times, they may also remove themselves altogether from the platforms where they may have experienced such issues.

Tips to resolve the issue

Talk about the impact of gender stereotypes online to help young people to:

- Recognise the influence that pressure around gender stereotypes can have on what they post online
- Identify expectations placed on them to look a certain way or like certain content in online spaces
- Understand the difference between banter and bullying (focusing on language / jokes about appearance and sexual preference)
- Value the importance of listening to and appreciating different genders as a matter of decency and humanity to develop empathy

Give young people coping strategies to deal with the issue such as:

- Developing their critical thinking to encourage them to question the images and content they see that might perpetuate gender stereotypes that foster online misogyny and sexism
- Challenging damaging stereotypes they come across
- Knowing how to use platforms' report and block functions to address online conflict
- Knowing the different types of reporting reasons and which is appropriate for purpose (i.e., is the sexist comment or content considered "hate speech" or "harassment or bullying"?)
- Understanding how to recognise conflict and take actions as an upstander to support others online
- Understanding that they play an important role in standing up for those who may be affected by sexist comments, which may sometimes include reporting on someone else's behalf
- Being aware of who to approach for support to resolve online conflicts
- Clearly explaining the best way to report sexism off-platform, including the appropriate staff to talk to (such as the safeguarding leads); ensuring they understand these might be the same processes for reporting bullying

- Make use of [The Online Together Project interactive tool](#) created to help young people tackle gender stereotypes to support classroom discussions
- Ofsted recommends taking a whole-school approach to address these issues, creating a culture where sexual harassment is not tolerated

Where to go for support

Advice and supporting resources

Council of Europe - Campaign Sexism: See it. Name it. Stop it!

Resources created by the Council for Europe to support countries to inform people about sexism and what can be done to combat it. [Link](#)

The Online Together Project

Interactive tool to help all young people, their parents and carers to develop critical thinking skills and encourage a positive and inclusive culture online. [Link](#)

Classroom resources

MediaSmart - Exposing Gender Stereotypes – Lesson

Lesson plan to encourage students to develop their own critical intelligence with regards to culturally inherited stereotypes and to the images presented in the media. [Link](#)

Childnet - Speak up (13- 17)

Practical, scenario-based teaching resources to address the issue of online sexual harassment with 13-17 year olds. [🔗](#)

Organisations to report incidents to

[Report harmful content](#) [🔗](#)

[Professional Online Safety Helpline](#) [🔗](#)

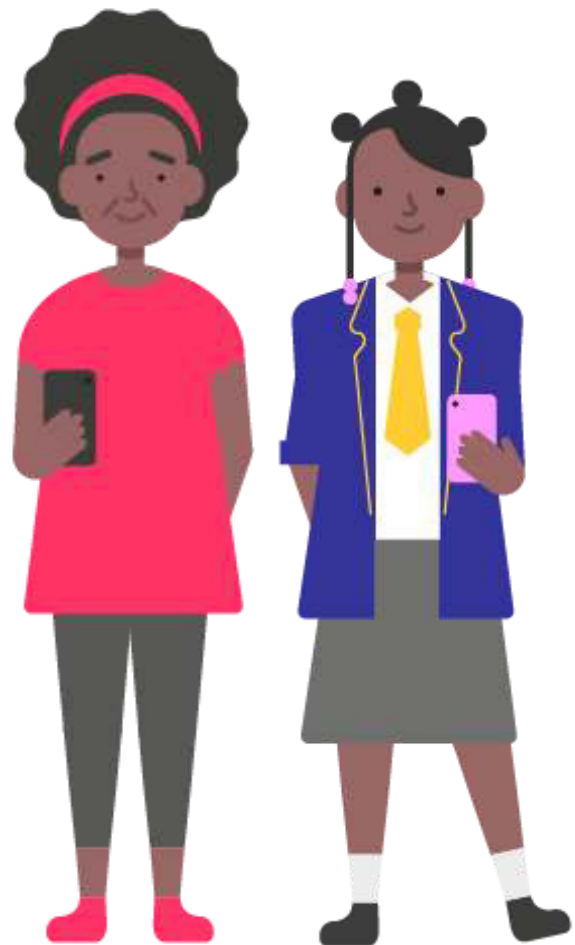
Support on TikTok

Enforcing community guidelines

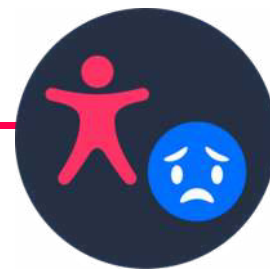
As part of their community guidelines, TikTok bans content that includes deadnaming, misgendering or misogyny as well as content that supports or promotes conversion therapy programs.

Fostering inclusivity

The platform also allows users to add their pronouns to encourage respectful and inclusive dialogue on TikTok.



Body image and self-esteem



What you need to know

What is it?

Through connected technology, young people are engaging more closely and more frequently with their own image than ever before.

Whether it's taking multiple photos or using filters to adapt their look, the sheer amount of time children spend looking at pictures of themselves online can fuel negative body image.

The common practice of friends and strangers 'liking' images can lead to young people becoming overly reliant on this type of feedback for self-esteem.

Images online can reflect unrealistic beauty standards and recommendation algorithms can result in young people's social feeds spiralling towards more extreme content (like content promoting behaviour associated with anorexia and bulimia).

Body image and self-esteem are intimately linked and can significantly affect mental health and development; in some cases, poor body image and self-esteem can lead to depression.

Tips to resolve the issue

- Have honest discussions about body image to reduce any stigma and shame associated with this topic, giving young people opportunities to voice their concerns
- Encourage young people to reflect on their online activities and think critically about what they see. Help them ask questions like "is this how someone really looks," "why is this image being used" and "how are these images making me feel?"
- Share advice with parents to encourage them to have impactful conversations about their teen's body image - Visit [Internet Matters Tips to Promote Positive Body Image Guide](#)
- Consider incorporating conversations about body image into any curriculum looking at 'changes to the adolescent body' - See training resources from [GOV.UK - Teacher training: changing adolescent body](#)
- Focus on aspects of the new RSE curriculum that could relate to social media use and, specifically, to issues of body image including mental wellbeing, internet safety and harms, online relationships, being safe, social media anxiety, media literacy and personal safety and responsibility.

Where to go for support

Classroom resources

Public Health England - Body Image in a digital world lesson plan pack for KS3 and KS4 

PSHE Association guidance to schools on teaching about body image within PSHE (KS1 – 4) 

Dove KS3 self-esteem resources for single or five sessions 

Support on TikTok

Improved ad policies on weight loss and dieting products

TikTok's ad policies ban ads for fasting apps and weight loss supplements and restricts ads that promote harmful or negative body image.

Educate against hate

Website gives teachers, parents and school leaders practical advice and information on protecting children from extremism.

In-app controls

To support users who might be struggling with weight stigma or an eating disorder, TikTok offers in-app controls to manage your TikTok experience which include:

- **Reporting:** If you come across ads or content that promote harmful behaviours or imagery, you can report it by long-pressing on the video, selecting "report" and choosing "self-harm"
- **Not interested:** If you come across content that might be triggering or upsetting to you, long-press on the video, select "not interested" and choose to hide future videos from the creator or hide videos that use the same sound
- **Comment filters:** There are two ways to filter comments you don't want to see. In the Privacy section of the app settings, select "comment filters." The first option automatically hides offensive comments the systems detect on your videos; the second option lets you create a custom list of keywords so that comments that have those words will be hidden automatically too
- **Blocking:** If you're experiencing unkind behaviour from a member of our community, you can block and report them directly from their profile so that they can't find or engage with your content

Support guide

You'll also find a [support guide](#) on eating disorders to support users on the platform.

Scams



What you need to know

Online scams on the rise

According to reports, during lockdown there was a 66% increase in the number of online scams. This was partly because scammers took the opportunity to exploit the large number of new users using digital services for banking, shopping and booking appointments.

With young people spending more time socialising online, this trend has increased their exposure to online scams and puts them at risk of being lured into giving away their money or personal data.

Why are teens more at risk?

Young people are at a greater risk of becoming victims of scams because they are typically more trusting than older adults. They may not have the skills to spot potential scams and may be duped by the promise of free gifts or encouraged by an influencer.



Here is a list of common types of online scams to be aware of:

Phishing, smishing and vishing

This usually involves criminals getting sensitive information by sending urgent emails to direct people to a site that they recognise. On social media, phishing posts may appear on a friend's profile to give them more authenticity. Another way criminals may obtain this information is via text known as smishing or call which is called vishing.

Clickbait

An image or text designed to grab our attention and encourage us to click on a link or to engage with a piece of content such as a video or short article. The content will very often be sensational ("you're not going to believe this!") or present an offer ("last chance!" "only 3 left!"). Clickbait will promise something which is very unlikely to materialise.

Identity theft

Many of us post a lot of information on social media. This can be taken by others and used to steal our identity. Names, addresses and dates of birth are often easy to find – even if you don't share your DOB, posts on your birthday from family and friends will make it easy to figure out.

Get-rich-quick

This clearly falls into the ‘if it looks too good to be true, then it probably is’ category. If it was really that easy, then surely everyone would be doing it?

Catfishing

This involves someone pretending to be someone else online in order to get money or personal information from an individual. These types of scams are usually targeted at those looking for a romantic relationship.

Purchasing scams

These are fake adverts on auction sites or social media that use genuine images of items to persuade you to buy something. The website may look real but is in fact a cloned site that is set up to take payment and personal details without the intention of sending out the purchased item.

Quizzes and competitions

Quizzes and surveys often ask users to answer a few questions with the promise of being included in a draw to win tickets or merchandise. Once the questions are answered, the sites request personal information in order to be able to “send the prize” but are in fact gathering your data with fraudulent intent.

Tips to resolve the issue

- Inform young people about how to spot potential scams online such as looking for grammatical errors, checking the source of the ad and questioning offers that are too good to be true
- Talk about the risks of posting personal information and pictures online and giving out personal details
- Share advice with parents to encourage them to have impactful conversations about their teen's body image - Visit Internet Matters Tips to Promote Positive Body Image Guide
- Ensure young people are aware of how to report scams on the platforms they use
- Direct them to organisations like Action Fraud and Citizens Advice if they need more support
- Share Internet Matters Social Media Scams guide with parents to encourage them to discuss the topic with young people 

Where to go for support

Advice and resources

Action Fraud [🔗](#)

Take Five to stop fraud [🔗](#)

Citizen Advice [🔗](#)

Classroom resources

CIFA - Anti-Fraud Lesson Plans [🔗](#)

Barclays - Financial fraud, scams and identity theft lesson plan [🔗](#)

NatWest MoneySense Scam Busters - Interactive activity [🔗](#)

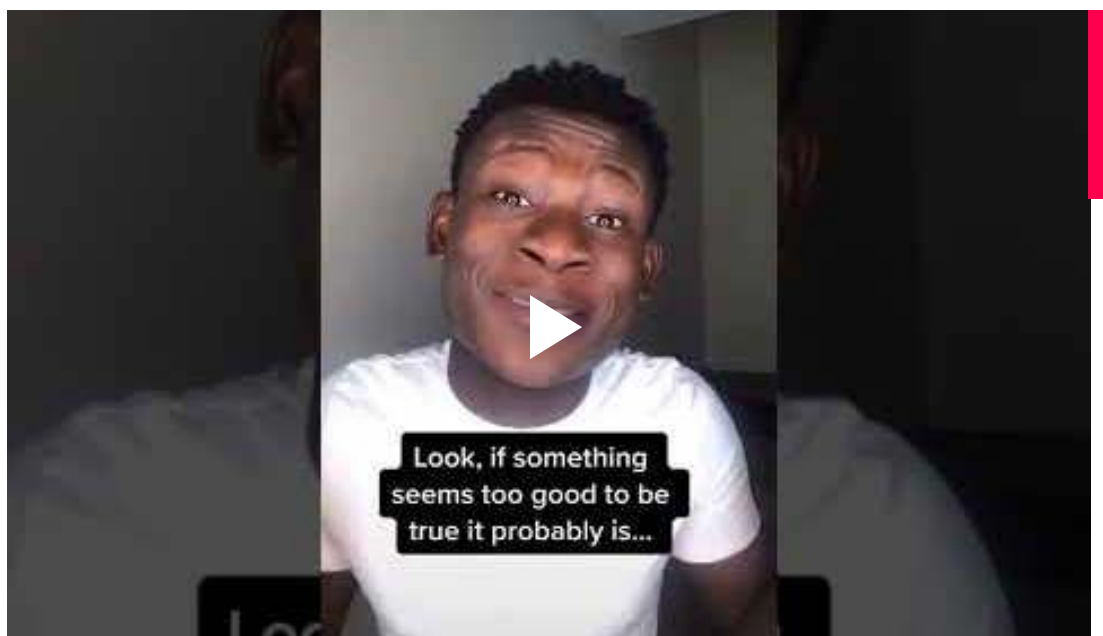
Support on TikTok

Building fraud awareness and education

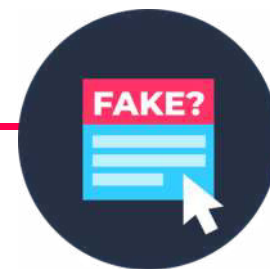
TikTok uses its platform to raise awareness and educate users on how not to fall victim to online scams through campaigns with a range of organisations like Citizens Advice.

As part of #LearnOnTikTok, they launched a campaign to equip users with the skills they need to critically engage with content and navigate the platform safely.

They've also rolled out informative videos about financial literacy, including how to make informed financial decisions, getting the most out of research and understanding financial terminology and jargon.



Misinformation



What you need to know

With a wealth of information at their fingertips, young people have to think critically about what they digest and share. While 72% of young people are confident in their ability to accurately judge information online, only 11% were able to identify qualities which made a social media post trustworthy. This means they may be unintentionally spreading misinformation.

Types of false information online

While misinformation is false information that is shared by people who don't know it's false, there are other types of false information that young people may not be aware of. Some can be malicious in nature, influencing people to believe facts that could mislead or harm them. Different types of false information could include:

- **Satire/comedy:** while these accounts have no intention to cause harm, they might fool young people who haven't been exposed to this type of humour. This misinformation might be spread as truth, causing confusion

- **Deepfakes:** this is technology that replicates facial movements of a person in video or audio and can be mistaken as real. When public figures are deepfaked, it can cause young people to believe they said something they haven't. This can be particularly harmful if the person is a world leader, scientist or health official

- **Fake news:** facts and images are changed to suit a narrative that someone has but is often believed to be true. Alternatively, facts and statistics are taken out of context to convince users that something false is true. This type of false information often incites anger or outrage

Impact on young people

Some news stories online can create feelings of anxiety in young people. When misinformation about these stories starts to spread, this can prey on their emotions and amplify those anxieties. Additionally, if they are unable to tell the difference between reliable and unreliable information, they might feel unsure about who they can trust.

It's vital to teach them about misinformation, how to spot it and where to go if they need additional support.

Tips to resolve the issue

- Have conversations about the purpose of the content they view – is it meant to entertain, inform or persuade (as in to buy or believe something specific)?
- Encourage them to spread accurate information – if they know something is fake, they should correct it where possible
- Show them real examples of misinformation found in social feeds or of other users debunking the misinformation so if they come across false information on their own, they are better equipped to recognise it
- Discuss reliable news sources that you might use to get your own information and what makes them reliable
- Teach them how to report fake news or misinformation in-app

Support on TikTok

Using people and tech to combat misinformation

TikTok uses a combination of technologies, people and policies to protect users from harmful misinformation, hateful behaviour, and promotion of violence. From creating a digital literacy hub to partnering with independent fact-checking organisations to help them

assess the accuracy of content so violations can be removed. TikTok is also a signatory to the EU's revised Code of Practice on Disinformation, where it is joining forces with other members of the industry and civil society stakeholders to combat disinformation and promote authentic online experiences for our communities.

Where to go for support

Advice and supporting resources

BBC - Fake News [🔗](#)

NSPCC - What's real and what's false online? [🔗](#)

Ofcom - The genuine article? One in three internet users fail to question misinformation [🔗](#)

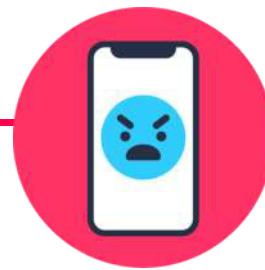
Fake news and misinformation advice hub [🔗](#)

Summary of types of fake news [🔗](#)

Classroom resources

Common Sense Media - How to Spot Fake News (and Teach Kids to Be Media-Savvy) [🔗](#)

Find the Fake [🔗](#)



What you need to know

Interactions online can offer young people a way to connect to communities that they identify with and foster relationships that can help their development. However, some interactions that involve grooming or cyberbullying can negatively affect their mental health and wellbeing.

Impact of cyberbullying

Cyberbullying which involves targeted, repeated behaviour that intends to cause physical, social and/or psychological harm, can be particularly harmful as it's relentless, widespread and can be a continuation of bullying carried out offline.

It's important to note that some types of cyberbullying can be subtle and nuanced like cropping someone out of a picture or leaving them out of a party invite. More serious bullying can border on online hate which is against the law.

According to a UK Government report, young people said that being called names, sworn at or insulted and having nasty messages sent to them were the two most common online bullying behaviour types, experienced by 10% of all children aged 10 to 15 years. The report also revealed that nearly three out of four children (72%) who had experienced an online bullying behaviour experienced at least some of it at school or during school time.

Online grooming incidents on the rise

According to police forces in England and Wales, recorded online grooming crimes jumped by around 70% in the last three years, reaching an all-time high in 2021.

Young people most at risk of grooming are typically aged between 12 to 15. Girls and teen boys who are questioning their sexuality tend to be the most targeted groups.

Groomers will look at social media posts and public chats to learn more about the young person they plan to target. They exploit young people's vulnerabilities to make them dependent on them and less likely to report them or speak out.

Grooming techniques could also be used to radicalise someone, or to obtain financial information from a young person or their family.

Impact of grooming

The impact of online grooming on young people is wide ranging and can be lifelong. A young person might become anxious and struggle to cope with schoolwork or become withdrawn and upset.

As more young people interact with people they don't know offline through online games and social networks, it's important to discuss the risk and equip them with coping strategies to address these risks.

Tips to resolve the issue

- Have open conversations about how to recognise what a good friend is online. For example, talk to young people about recognising 'red flags' in conversations such as asking them to keep secrets
- Discuss the importance of speaking out and reporting harmful interactions to get the right support
- Encourage young people to reach out to a trusted adult if they are concerned about any issues online
- Make them aware of helplines and trusted online forums like Childline, Young Minds and Shout to seek help
- If you have a concern about a young person being groomed, you can use [CEOP's report online form](#) to report it
- Make sure they know how to report issues they face on the platforms they use
- Encourage them to check privacy settings on social networking platforms to stay in control of who can see and interact with them

Where to go for support

Advice and supporting resources

Department for Education cyberbullying guidance [🔗](#)

Protecting children from grooming - NSPCC Learning, information for professionals [🔗](#)

Childnet cyberbullying guidance for schools [🔗](#)

Cyberbullying advice hub for parents and carers [🔗](#)

Cyberbullying helpful resources [🔗](#)

Online grooming guide for parents and carers [🔗](#)

Online grooming helpful resources [🔗](#)

Classroom resources

Crossing the Line: PSHE Toolkit [🔗](#)

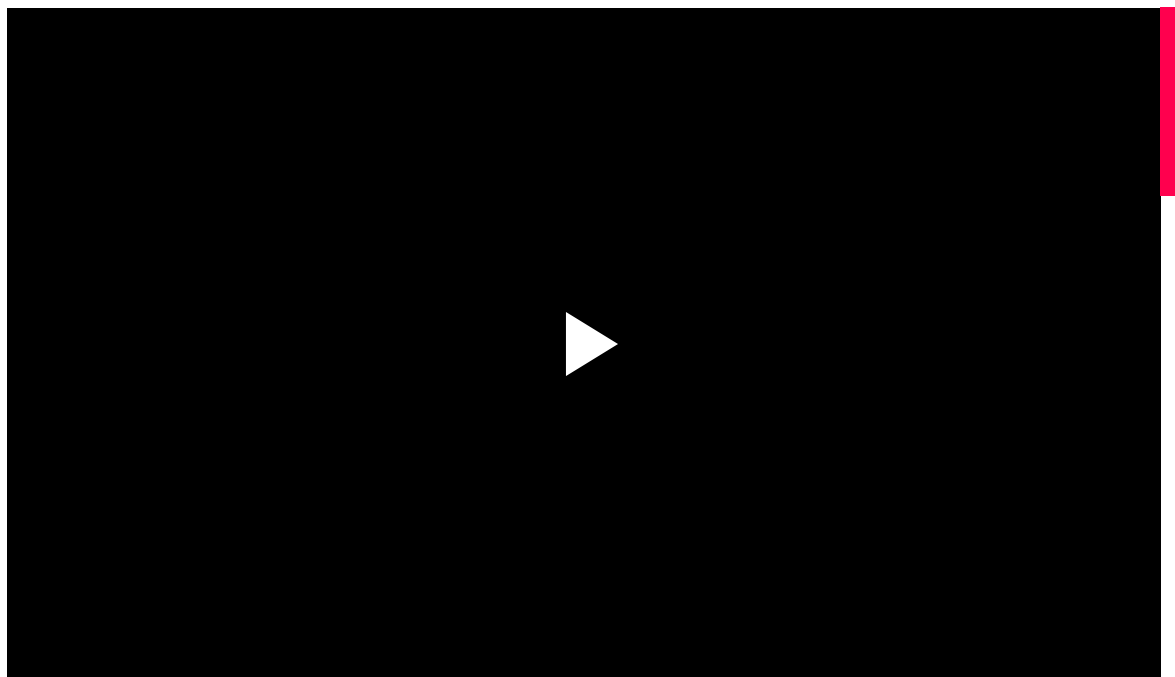
NSPCC - It's Not OK: Online teaching resources about positive relationships [🔗](#)

Barnardo's Be Smart Be Safe resource pack [🔗](#)

Murder Games The Life and Death of Breck Bednar - Lesson plan [🔗](#)

Support on TikTok

TikTok has created a guide to support young people, parents and educators to deal with bullying online. See the guide [here](#).



Safety settings to control interactions

Users can limit bullying behaviours on their feed through various settings. From managing who can comment on video content or send direct messages, to setting comment filters to ensure offensive comments will automatically be hidden, there are a lot of ways to control your experience and interactions on TikTok.

To protect young people from grooming and sexual exploitation on its platform, TikTok has added more default protections for younger users. These include making accounts private by

default, removing the ability for strangers to comment on young people's videos and restricting downloads of young people's content. (See chapter 2 to learn more about how these work)

Enforcement of community guidelines

TikTok proactively enforces its Community Guidelines using a mix of technology and human moderation and encourages its users to use tools to report any content that violates the Guidelines.

How to keep TikTok positive

TikTok is committed to providing an inclusive and safe place for people to share their creativity.

There are several ways that TikTok encourages users to contribute positively to the platform to help foster kindness, including:

1

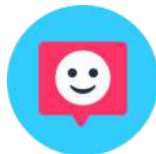
Using safety and privacy settings to control your experience



TikTok has a range of features that allow you to control your interactions with others to have a more positive experience on the platform. These include a comment filter, controls on who can send you direct messages and additional controls for younger users to help promote online youth safety. [Link](#)

2

Prompts to promote kindness



To encourage users to be kind and respectful, 'Comment' prompts are shown to users to ask them to reconsider posting comments that may be inappropriate or unkind. It also reminds them about TikTok's Community Guidelines. [Link](#)

3

Guides to keep users informed



To help users understand how to make the most of their experience on the platform, TikTok offers a range of guides, from a new users guide to a wellbeing guide that offers support and resources on mental health. [Link](#)

4

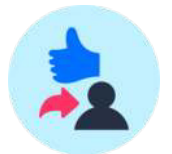
Using hashtags to raise awareness of important causes



TikTok has created TikTok for Good to inspire and encourage a new generation to have a positive impact on the planet and those around them. [Link](#)

5

TikTok Youth Portal to support young people



The Youth Portal offers both in-app tools and educational content to provide young people with all the information they need to enjoy the best possible experience as part of the TikTok community. [Link](#)

6

Reinforcing community guidelines



TikTok uses a combination of technology and people to identify and remove violations of the platform's Community Guidelines. It also regularly invests in training automated systems and safety teams to uphold the policies.

Teachers & TikTok

- How are teachers and schools using TikTok?
- Things to consider before using TikTok in the classroom or for personal use
- What to watch out for before posting content online
- Managing your privacy settings on TikTok
- Managing your reputation online
- Social Media Do's and Don'ts

 **#TikTok**



Remote learning prompted educational professionals to think of innovative ways to deliver their lessons online.

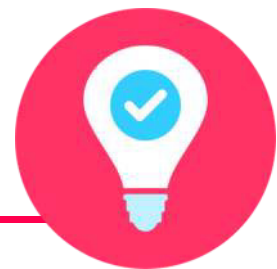
This has encouraged many teachers to use popular platforms like TikTok to make learning fun and engaging for their students.

Many of the features that have made TikTok so popular are now being used to educate and inform a new generation of young people.

In this chapter, we'll look at how this is being done and what should be considered when using TikTok in the classroom.

Using TikTok in the classroom

How are teachers and schools using TikTok?



While there are specific considerations to take on board before opting to use TikTok to engage with students, once you've done the due diligence, there are a range of ways that you can use the platform to support your teaching.

Here are a few to consider:

Upskill and find inspiration for lessons

An increase in remote learning has encouraged more teachers' use of the platform to share ideas and teaching hacks on a range of topics.

Simply searching relevant hashtags such as #LearnonTikTok, #teachersoftiktok or #Teachertips can give you access to a range of video content to help inform lesson plans or develop your skills. Live lessons are also popular on the platform and can be another source of inspiration.

For example, you could find ideas on how to deliver lessons for national or international events like World Book Day, Children in Need or Black History Month.

Here are examples

Example of classroom hacks 

Tips on how to teach, including the SEMH curriculum 

Advice on how to find information 

Explore networking opportunities

By using hashtags on the platform, you can find like-minded teachers (educational professionals) to get advice on niche topics or become part of a community to share ideas in your area of expertise.

Here are examples

#examtips 

#englishgrammar 

#italianlessons 

#English 

Share or create videos to explain lesson concepts

To make it easier for young people to understand topics discussed in lessons, you can create videos summarising the main concepts. You could also share other teachers' content that can support students' learning.

Here are examples

Russian multiplication 

Iconic duos 

Q & A 

Set assignments

As TikTok encourages creativity, it can be used as a tool to set assignments where students may be asked to summarise their understanding of a subject or put their oral or multimedia skills to the test to submit a final project.

If you search #Finalprojects you will find an extensive list of videos of students showcasing their projects and assignments.

Here are examples

Showing off student work 

Connect with your students

Exploring the platform will allow you to learn more about students' favourite trends and help you design lessons that will encourage them to be excited to learn.

Here are examples

TikTok Lessons 

Things to consider before using TikTok in the classroom or for personal use



Unlike closed systems that may be used to share homework assignments and other communications, TikTok is a public platform, so it is important to:

Familiarise yourself with the platform

Navigate the platform to see how other teachers are using it to support their teaching. Based on these examples, consider how it might work to support you and your students.

Review your school's social media policy

Although it's not mandated, most schools have a social media policy that is designed to support and protect staff, students and parents from issues that arise from posting on social networking platforms.

If you are considering using a platform like TikTok in the classroom, review your school's policy to understand what the requirements are for all parties (staff, students, and parents), particularly when it comes to creating videos on school premises.

Some potential requirements may include only posting things that you would be happy to be attributed to you as a teaching professional and using the strictest privacy settings possible. Students may also be required to stay off social media on school devices or on their own devices whilst they are in school based on guidelines in place.

Getting to grips with these requirements will help you to better understand how to make use of the TikTok platform as an EdTech resource.

Get permission from parents and carers

Ensure that your students meet the minimum age requirements to use the platform and make sure to talk to parents to explain how it will work and get their consent.

Ensure students and parents understand how to use TikTok's safety settings

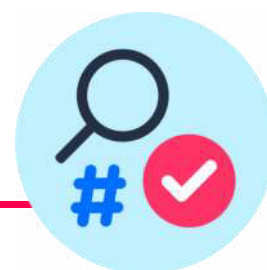
Provide advice and guidance on how to set up safety settings on the platform to ensure students do not come across mature content and stay in control of what they share.

Maintain professionalism when posting online

If you are using TikTok for personal use, think carefully about what you post and consider how it could reflect on you in your role as a teacher.

While you may have set strict privacy controls on your account, something shared online can still be posted more widely without your knowledge.

What to watch out for before posting content online



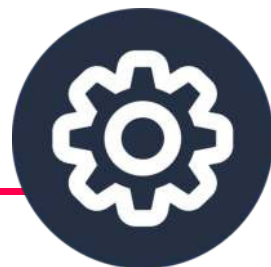
Tips to prioritise safety and privacy:

- 1 Avoid naming your location or the school to keep a level of confidentiality and safety.
- 2 To protect their identity and respect the age limitations of the platform, do not let students appear in the videos
- 3 Ensure content is age appropriate, authentic and does not negatively influence students.
- 4 If students are encouraged to use the platform to create videos for assignments, these can be downloaded and saved on their device without posting on the platform. These can then be uploaded to a school's closed environment.



Video advice: Advice from a teacher on TikTok

Managing your privacy settings on TikTok



If you are using TikTok for personal use, here are some tips on what settings to opt for to stay in control of what information is available about you.

Whether you choose to set your account as public or private, you can use the privacy settings to limit who has access to what you post.

It's important to note that whether you have a public or private account, users will still be able to see your account. However, you will be able to choose who can comment on your video, send you direct messages and whether your account is suggested to others. Also, for teen accounts, privacy settings will differ to give them added protection.

We would recommend that you opt for the tightest controls.

Consider setting your account to private

To set your account as private or public:

- 1 Tap Profile in the bottom right
- 2 Tap the 3-line icon in the top right
- 3 Tap Settings and Privacy
- 4 Go to Privacy
- 5 Turn Private Account on or off

Turn off the 'Suggest Your Account' feature

To help you find friends and follow people you may know on TikTok, the platform may suggest accounts for you. It uses the information that you have provided to sync up relevant accounts.

If you do not want your account to be suggested we would recommend switching the options within this setting off.

Please note that even if all these settings are turned off, your account may still be suggested to those you follow on TikTok. If your account is private and these settings are on, the platform will suggest others follow your account, but only people you approve can follow you and watch your videos.

How to manage 'Suggest your account' feature:

- 1 Tap Profile in the bottom right
- 2 Tap the 3-line menu icon in the top right to go to your settings
- 3 Tap Settings and Privacy
- 4 Tap Privacy, then tap 'Suggest your account to others'
- 5 Tap the toggle icon next to the setting you'd like to change

Restrict comments on your videos

You can set this to Everyone, Follower or Friends. We would recommend setting this to Friends. Friends on TikTok are people you follow on the platform or follow you back.

How to choose who can comment on your videos:

- 1 Tap Profile in the bottom right
- 2 Tap the 3-line icon in the top right
- 3 Tap Settings and Privacy
- 4 Tap Privacy, then tap Comments
- 5 Below Who can comment on your videos, choose who you'd like to allow to comment

Comments can also be switched on and off for each video. If you choose to switch off comments on a video, the group that you select in the 'Who can comment on your video' setting will be able to comment on the video. So, if you have selected 'Friends' (people who follow you who you follow back) then only 'Friends' will be able to comment on that video.

How to change comment settings on a video:

- 1 Go to the video you'd like to update. You can find your videos on your profile
- 2 Tap the 3-line icon on the right
- 3 Tap 'Privacy' settings at the bottom. You may need to swipe left
- 4 Next to Allow comments, tap the toggle icon to turn on or off

Use comment filters to remove spam and offensive comments

How to apply filters

- 1 Tap Profile in the bottom right
- 2 Tap the 3-line icon in the top right to go to your settings
- 3 Tap Settings and Privacy
- 4 Tap Privacy, then tap Comments
- 5 Below Comment filters, tap to the right of Filter spam and offensive comments to turn on or off

Control who can send you Direct Messages

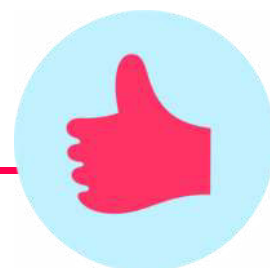
How to change who can send you direct messages

- 1 Tap Profile in the bottom right to go to your profile
- 2 Tap the 3-line icon in the top right to go to your settings
- 3 Tap Settings and Privacy

4 Tap Privacy, then tap Direct messages

5 Choose who you'd like to allow to send you direct messages

Keep in mind, if you update your direct message setting to 'No one', you won't be able to receive direct messages. You can still access your conversation history in the 'Direct Messages' section of your Inbox, but you can't receive new direct messages in those conversations.



Managing your reputation online

Why is it important, and how can you deal with issues that may arise?

Your online reputation is impacted by what you or others post online about you. This could be content from social media accounts, academic work that has been published and attributed to you or images that you have been tagged in.

It gives people an impression of who you are, so it should accurately reflect how you'd like to be represented. This is particularly important, as some people may use it to make decisions about you that can affect your personal and professional life.

As a teacher in a position of trust, it's important to review this regularly.

Setting up Google Alerts on your name so you can be notified if something is posted about you is one way to stay on top of it. This will allow you to address it if you see something that is false, or you prefer to be removed.

If you are concerned about something that has been shared about you, contacting the platform, the person or organisation who has shared it should be the first step to take to get it removed or amended.

You can also contact the Professionals Online Safety Helpline ([0344 381 4772](tel:03443814772)), which is a free service dedicated to helping professionals working with children on issues they face online. They can provide help and advice about how to help protect and manage your professional reputation.

Support on TikTok

If you are concerned about any issues on TikTok, you can report it on the platform for action to be taken.

Once you have reported something, it will go through to TikTok's moderators who will check whether it breaks their community guidelines before taking appropriate action.

Actions that may be taken include anything from sending a warning to the person that has been reported, to a temporary or permanent ban on platform. TikTok takes any reports related to minors extremely seriously, including a zero-tolerance approach to CSAM. This type of violation will result in an automatic ban, prevention from creating future accounts and also being reported to the police.

Supporting articles for more advice

SWGfL - Schools, Fake Accounts and RIPAs - What you can do

Advice from Carmel Glassbrook, Professional Online Safety Practitioner

Advice about TikTok video targeting teachers:



Social Media Do's and Don'ts

Do



- 1 Do review your social media accounts and set appropriate privacy settings to make sure you are aware of what information is public and private. Make sure that you have separate professional accounts
- 2 Do follow other teachers to gain inspiration, celebrate achievements and collaborate
- 3 Do think carefully about what personal information you share online and with whom
- 4 Do search your name to see what information is available about you online
- 5 Do actively look for moments to teach your students about how to use social media responsibly

Don'ts



- 1 Don't accept students' friend requests
- 2 Don't follow students' accounts online
- 3 Don't comment on or like something that a student has posted if it's not relevant to an assignment
- 4 Don't share content that may reflect badly on you or your profession
- 5 Don't post about your personal life on a public account
- 6 Don't disclose your school on your personal social media account

FAQ What is the best way to make sure students cannot find my personal social media account?

If you are using your real name on accounts, it can be hard not to be found. Many of the platforms allow profile names and images to remain public, so it is important to carefully consider what image you use and consider using a different username if the platform allows you to.

Also, while you may not have a profile, friends and family may have posted images of you on their profiles, so it is important to talk to them about what you would be happy for them to share.

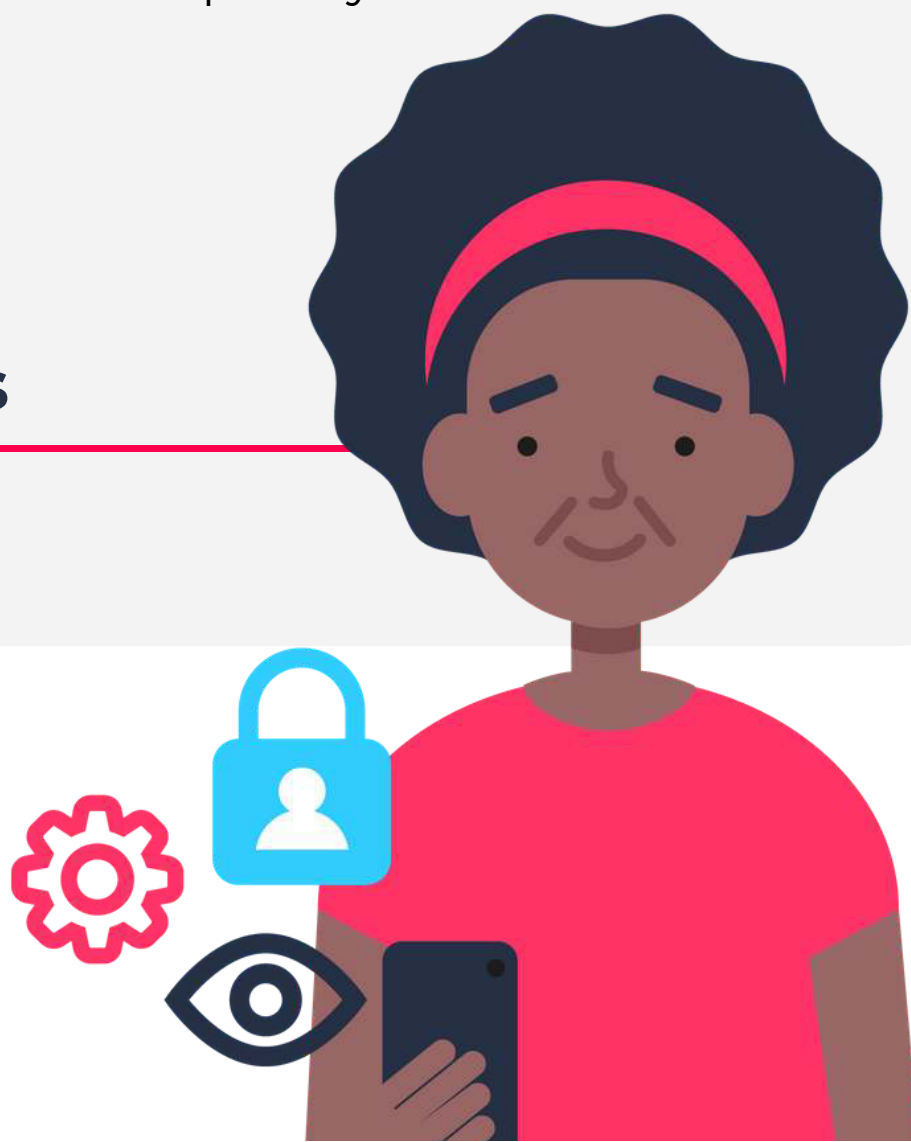
What happens if I suspect a fellow teacher is misusing their position on social media?

Raise it as a safeguarding concern. Each local authority will have policies that you can follow to make the report. You can also speak to the school's safeguarding lead to get further support.

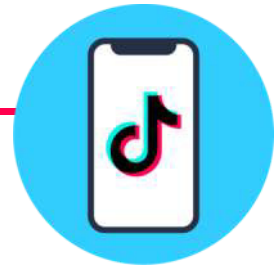
Tips for parents

- What is TikTok?
- How does it work?
- What are the community guidelines?
- How to use Family Pairing
- How to make use of privacy tools

 **#Tips**



What is TikTok?



TikTok is an entertainment platform where users create, share and watch short videos. It's a creative space where people can express themselves and engage in communities that interest them. You must be at least 13 years old to register an account on TikTok.

How does it work?



**Visit TikTok
Guardian Guide to
see 5 top tips for
parents**

Once signed up and logged in, you can search for specific interests or browse trending categories. When you do this, TikTok starts to learn which content you like and begins to recommend that type of content on your homepage feed, otherwise known as your 'For you' feed. The more you engage with content that you enjoy, the more tailored TikTok becomes to your likes and dislikes. The app also has its own video editing tools, so you can create your own videos.

How to create an account



Click on the 'person' icon and you can choose to sign up with an email, phone number or existing Google, Facebook, Twitter or Instagram account.

Once you've selected an option, you are then asked to enter your date of birth. If it is below the age of 13, the following message appears: "Sorry, looks like you're not eligible for TikTok. But thanks for checking us out!"

Check out our step-by-step how-to guide to set up your teen's TikTok account safely



What are the community guidelines?



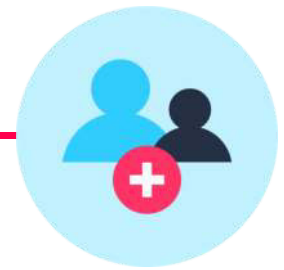
TikTok upholds a set of community guidelines to maintain a welcoming and supporting space for everyone using the app.

These are the types of content and behaviours that are not allowed, according to TikTok's community guidelines:

- **Violent extremism**, such as threats or encouragement of violence, dangerous individuals and terrorist and criminal organisations
- **Hateful behaviour** based on race, ethnicity, national origin, religion, caste, sexual orientation, sex, gender, gender identity, serious disease, disability and immigration status
- **Illegal activities and regulated goods**, such as weapons, drugs, alcohol, tobacco, gambling and any criminal activity
- **Violent and graphic content**, such as deaths, accidents, fighting or animal cruelty
- **Demonstration of suicide, self-harm and dangerous acts**
- **Harassment and bullying**
- **Adult nudity and sexual activities**
- **Sexual exploitation, grooming and other crimes against minors**
- **Spam, impersonation, misinformation and intellectual property violations**
- Any activity that threatens the security of TikTok, such as **hacking and viruses**

Any content or behaviour that violates the community guidelines will be removed and TikTok will suspend or ban users involved in severe or repeat violations. TikTok will also report accounts to the authorities when necessary.

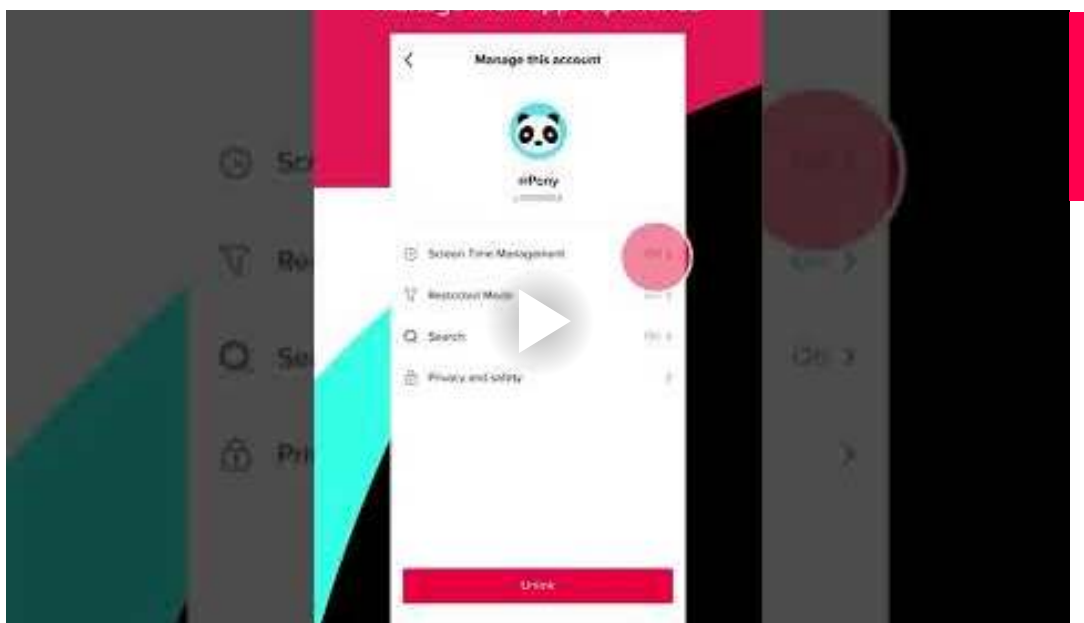
How to use Family Pairing



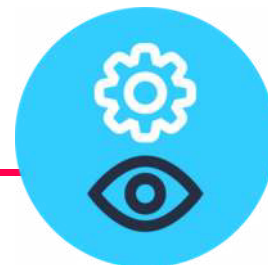
Family Pairing is a tool that allows parents or carers to link their own TikTok account to their teen's account. Once linked, you'll be able to manage some of your teen's content and privacy settings from your own device.

- 1 tap your profile in the bottom right corner
- 2 tap the three-line icon in the top right corner
- 3 tap settings and privacy
- 4 tap Family Pairing
- 5 read the summary of Family Pairing and tap continue
- 6 answer 'Who is using this TikTok account?' by selecting Parent
- 7 follow the prompts and use the QR code provided to link accounts

Now that your accounts are connected, you'll have the options to set a limit on your teen's screen time, restrict content that might not be suitable for them, turn off direct messaging, disable their search bar and set their account to private. Some of these settings will already be restricted if your teen is under the age of 16. For example, when a person younger than 16 signs up to TikTok, their account will be private by default, and they will not have access to direct messaging.



How to make use of privacy tools



TikTok has a range of features that allow you to customise your privacy. Going through these features with your teen can help them make informed choices about who they allow to watch and interact with their content. When your teen understands that they are in charge, it can help empower them to express themselves more fully online.

The first choice teens can make about their privacy on TikTok is whether to have a public or private account. Users under the age of 16 will have a private account by default when they sign up to the app. When you have a private account, other users have to send a request to follow you. Only the followers you have accepted will be able to see and engage with your content.

Regardless of whether they choose a public or private account, teens can use individual **community controls** to create a level of privacy on the app that they are comfortable with. This includes limiting who can direct message them, comment on their videos, and Duet, Stitch or download their content.

Discover the platform together

Even without Family Pairing, parents or carers can help manage their teen's experience through TikTok's Digital Wellbeing tool. Some of the settings in this tool include screen time management and limiting unsuitable content. This feature is accessed through the 'Settings and privacy' section of their teen's app. The adult can set these restrictions which are then protected by a passcode.

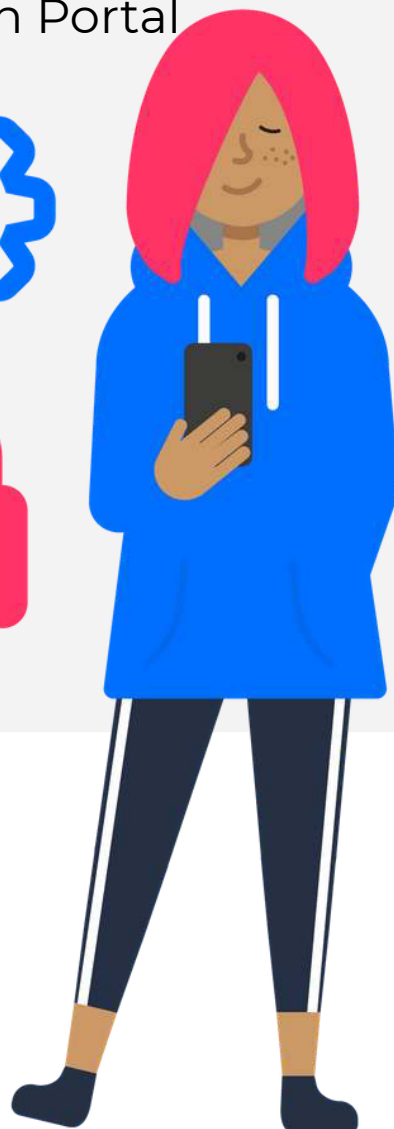


Tips for young People

- Understanding the Rules
- Keeping your account secure
- Where to go for help
- 5 ways to live your best life on TikTok
- Making use of the Youth Portal



#Tips





Understanding the Rules

TikTok prioritises safety, diversity, inclusion and authenticity among its community of users around the world. They use their Community Guidelines to keep the app safe.

The platform does not tolerate violence, hateful behaviour, illegal activities, promotion of suicide and self-harm, harassment and bullying, nudity and sexual activities, spam, misinformation or misuse of intellectual property. You can learn more about these rules in the [Community Guidelines](#).

Anyone who is struggling with thoughts of suicide or self-harm can find support immediately by calling Samaritans on 116 123. If TikTok identifies a user at-risk of harming themselves, they may report them to emergency services.

Keeping your account secure



A positive experience on TikTok starts with keeping your account secure and setting your privacy boundaries.

How to keep your account and personal information safe

- 1 Choose a strong password with at least 6 characters and a combination of uppercase letters, numbers and symbols
- 2 Manage which devices are logged into your account. To do this go to 'Settings and privacy', then tap 'Security and login' and tap 'Manage devices'
- 3 Don't click on suspicious links or messages as they may be scams or phishing attempts. Beware of messages asking for personal information or money

Managing your privacy



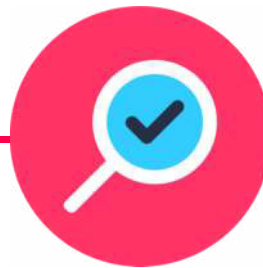
You're in charge of who can see your content and interact with you on TikTok. If you want to limit the people who can watch your videos, you can either set your **entire profile to private** or change the **audience for specific videos** you post. Be mindful of what you include in your username, profile picture and bio description as they can be seen by anyone, even if you have a private account.

Other ways you can manage your interactions on TikTok include:

- limiting or filtering the **comments** on your posts
- choosing who can **direct message** you if you're over 16
- choosing who can **Duet**, **Stitch** or **download** your videos if you're over 16
- **reporting** any content or user that violates the Community Guidelines
- **blocking** a user from seeing your content and contacting you



Where to go for help



While the internet brings a lot of joy to our lives, it can also sometimes leave us feeling worse off. Like everything in life, it's important to have balance. Taking a break from the internet every now and then can help with our wellbeing. That might be as little as taking 30 minutes every day to enjoy an offline activity, or actively monitoring your screen time and using digital wellbeing tools to set a time limit.

If something is troubling you online, you can find lots of advice and real-life stories on how to deal with situations at [Young Minds](#). Talking to your GP about the things that are affecting your mental health can also be a good starting point for getting support. Young Minds has some [tips if you're unsure about what to say to your GP](#).

Need to talk to someone right away? You can get support by chatting to a counsellor online through [Childline](#) or calling them on 0800 1111 at any time. [Samaritans](#) can also provide support 24/7 when you call 116 123.

Supporting other people



If you notice something on TikTok that makes you worried about someone else's wellbeing, you might feel comfortable sending them a direct message to check in with them and ask how they are. If they say they're not okay, they might find it helpful if you listen to what they have to say and ask questions.

You don't have to solve the problem for them. Instead, you can suggest they seek support from a professional at the Young Minds, Childline or Samaritans resources above.

If you think someone is in immediate danger, let an adult know and call 999 for help.

5 ways to live your best life on TikTok



There are many benefits to being a part of the TikTok community, even if it's as simple as having a laugh or making someone else smile. Here are five ways that you can live your best life on TikTok.

1

Get creative: TikTok is all about creativity. If you have an artistic hobby, share your masterpieces on your profile. Maybe you love cooking delicious meals like [@oneminutemeals](#) or expressing yourself through fashion like [@miraalmomani](#). Even if you don't have a particular hobby you want to share, you can simply get creative by using TikTok's filters and editing tools to produce a unique video.

2

Involve family and friends: Many of TikTok's trends and challenges call for friends and family getting involved, such as the [#DanceChallenge](#) and [#CentreOfGravity](#) challenge. The next time one of these trends comes along, why not ask a loved one to share the moment with you?

3

Find a community or cause you're passionate about: Diversity is strongly celebrated on TikTok. No matter what your passions are, you're likely to find like-minded people on the platform. If you're a part of the LGBTQIA+ community, you might follow creators like [@caitlinandleahh](#). Passionate about sustainability and fashion? So is [@andreacheong_](#)!

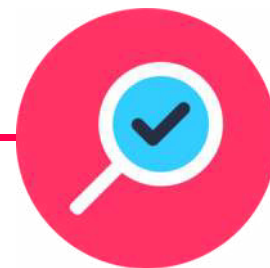
4

Learn something: There are 138 billion videos tagged with [#EduTok](#), so there are definitely lots of new skills or interesting subjects to learn on the platform. Discover anything from how to apply the perfect makeup base with [@skinfiltrator](#) to weird and wonderful medical facts from [@dr.karanr](#).

5

Support others: Show someone that you enjoyed their video by liking it and leaving them a well-meaning comment. Not only will they love receiving positive feedback, but it encourages them to make more of the content you like.

Making use of the Youth Portal



Want to know more about how you can keep your account and the broader TikTok community a positive space? TikTok's [Youth Portal](#) is specifically designed to help young people have the best possible time on the app.

Here you'll find step-by-step instructions on how you can control your security and privacy, information on how to contribute to a supportive online community and additional resources on youth safety and wellbeing.

