



TikTok

CONVERSATION CARD
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TIKTOK – WHAT IS IT?

Get to know TikTok

TikTok is a social networking application where users can create and share short-form videos to be shared with friends, family, and the entire world. The app is especially popular with young people, who enjoy using its functionality to combine images, video, music, and graphics into sketches and creative shorts. Users can post solo videos or collaborate in a #duet.

Whilst TikTok attracts young users the App is rapidly extending to more mature populations and many businesses/organisations are gravitating to the platform as an opportunity to connect or advertise to their customer base.

Challenges and 'one-upmanship' dominate the platform. Users are encouraged to learn dances or complete challenges that trend across the platform. Some challenges may seem light-hearted, but others can be dangerous or harmful.

Like many social networking platforms, TikToks are being uploaded by a global user base from a range of demographics resulting in material appearing across the platform that include mature themes, extreme views and explicit images. Content with sexual references, drug use, explicit language and violence is not regulated on the platform.

TikTok users can also connect their accounts to their YouTube and Instagram profiles for greater viewability/reach.



LEARN THE LINGO

Key Features and terms to help you converse about TikTok

For You Page

This is the homepage of the app. The For You page is where TikTok presents a curated list of videos for you to watch, based on your previous activity. Once TikTok gets a sense of the type of videos you like, its algorithm will serve up recommended videos (by grouping together related videos) for each user. The For You page is your first starting place on TikTok, but like any platform, dive a little deeper and you'll find thriving communities built around niche interests.

Discover Page:

This is where you'll find new content shared to TikTok. The Discover page offers content based on themes, hashtags, viral videos, and more. This is your entry point to discovering what lies beyond the For You page.

Following Feed

This is where you'll find content from people and accounts that you are following on the app.

Challenges

Challenges are an integral part of the TikTok experience. Here, creators build on a video concept by another user, adding their own spin and flair to it.

Duets

Duets happen between creators, and you'll see them all over the app. With duets, creators will expand on another user's video.

Hashtags

If you're not familiar, it's a keyword phrase that labels and groups content on a social platform. Hashtags are extremely important to TikTok's culture and algorithm.



SAFE SET UP GUIDE

Before setting up an account and profile

Gauge what your child already knows about TikTok. Ask your child to talk through the features they know of, why they would like to use this App and who they will be connecting with.

Get your settings right from the start!



1. Profile > [EDIT PROFILE](#)

Name > This will appear on your TikTok profile. To be extra cyber safe, your 'Name' should be a nickname you would like your friends to know you by.

Username > Should be completely anonymous and only recognisable to people who know you. Avoid identifiable information such as your first name or surname, date or year of birth, school or team associations (see our good profile name example guide).

Bio > It's safest to leave this blank. If you do provide details about yourself in your bio keep it to interests. Never include personal information such as contact details, your date or birth or places you frequent often such as school or clubs.

Connect to Instagram / YouTube > avoid connecting between apps/social networks this increases your cyber security and safety.



2. Settings > ACCOUNT > MANAGE ACCOUNT

- **Phone Number** > Do not include



3. Settings > PRIVACY > DISCOVERABILITY

A Private Account means only users you've approved can follow you and view your videos and likes. TikTok will set new profiles to public as default.

- **Private Account** > Switch to On
- **Suggest Your Account to Others** > Switch to OFF



4. Settings > PRIVACY > SAFETY

Note: Most settings within this section are set to 'Everyone by default'. Take your time to go through the following:

- **Allow your videos to be downloads** > Off
- **Who can post comments** > Friends
- **Who can Duet with you** > Friends
- **Who can React to your video** > Friends
- **Who can send messages** > Friends
- **Who can view videos I like** > Only Me
- **Comment Filters** > Filter spam and offensive comments:
On



5. Settings > **DIGITAL WELLBEING**

- **Screen Time Management > On > Time limit**

Manage Screen Time. When the time limit is reached, a passcode is required to keep using TikTok.

- **Restricted Mode > On**

Turning on Restricted Mode can help limit the appearance of content that may not be appropriate for some audience.

- **Family Pairing > Keeping TikTok Family Friendly**

This setting lets you assign accounts as 'Parent' or 'Teen', giving you remote control over a child's TikTok access. Once you have connected the accounts you will be able to customize your teen's TikTok settings for safe access.

- ✓ Set a limit on their watch time
- ✓ Limit content that isn't suitable for your teen
- ✓ Limit who can send messages to your family member
- ✓ Choose whether your teen can have a private or public account.

To set this up, following the prompts. You will need to have your teens account handy so that you can pair your accountings using the Parent QR Code.



WHILST USING TIKTOK

Start the chat with the conversation cues



What type TikToks do you enjoy watching?

What is the appeal of TikTok?

How does TikTok decide what you'll see?

What is the 'For You' Page on TikTok?

What would you do if you saw something on TikTok that made you uncomfortable?

How can you protect yourself from unkind people on TikTok?

Can you message and talk to other users in TikTok?

Do you find it hard to put TikTok down?