the *Carly Ryan* foundation. **APP FACTS**

TIK TOK
(Previously Musical.ly)

Age Rating in the App Store:

13+

Age rating guided by App Store.
Refer to app Terms of Service for further information
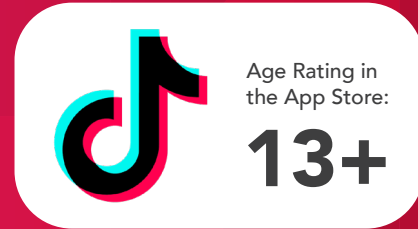
TikTok is a social media platform for creating, sharing and discovering short-form videos. Every day, millions of people use TikTok as an outlet to express themselves through singing, dancing, comedy, and lip-syncing. The app celebrates creativity, where users can upload and view short-form videos, embellished with elements from a vast library of music, filters and effects, and shared across the TikTok community.

TikTok's powerful algorithm personalises content for each user by analysing viewing habits and engagement patterns. This sophisticated technology curates a 'For you' page for each user that aligns with individual preferences and interests, designed to prolong time on the app.

Here are five main reasons teens use TikTok

- Entertainment and Creative Expression - participating in challenges, and engaging with entertaining content.
  Challenge: Excessive use for entertainment may impact productivity, sleep, and other offline activities.

- Social Connection and Trends - Teens Connect with friends, follow trends, and share content with a global audience.
  Challenge: The pressure to conform to trends can lead to unhealthy behaviors or inappropriate challenges.

- Self-Expression Teens use TikTok to express their personality, talents, and potentially gain recognition or fame.
  Challenge: The pursuit of online popularity may impact self-esteem, leading to comparison and potential mental health issues.

- Learning and Skill Development from dance moves to DIY projects.
  Challenge: The potential for misinformation or unsafe content within instructional videos can pose risks.

- Short-Form Video Creation fosters a sense of accomplishment and creativity.
  Challenge: The emphasis on appearance and performance may contribute to body image concerns and self-esteem issues.

Understanding these reasons and challenges can help guide discussions around responsible TikTok use, encouraging digital literacy and healthy online behaviours among teens

TikTok poses several challenges to teens. Addressing them requires a combination of awareness, communication, and the fostering of digital literacy.

Privacy Concerns:
Challenge: TikTok's open nature can expose teens to privacy risks, including the potential sharing of sensitive information.

Solution: Educate teens about privacy settings, encourage the use of private accounts, and guide them on what information is safe to share online.

Cyberbullying:
Challenge: The platform's interactive nature can lead to cyberbullying, with users leaving hurtful comments or engaging in online harassment.

Solution: Promote open communication with teens about their online experiences, encourage reporting of bullying, and guide them on effective blocking and reporting tools.

Inappropriate Content Exposure:
Challenge: Teens may come across age-inappropriate or explicit content on TikTok.

Solution: Discuss the importance of setting age-appropriate content filters, using TikTok's Digital Wellbeing features, and encouraging responsible content consumption.

Time Management and Addiction:
Challenge: The addictive nature of short-form content can lead to excessive screen time and potential negative impacts on mental health and well-being.

Solution: Set healthy screen time limits, encourage a balance between online and offline activities, and discuss the importance of self-regulation.
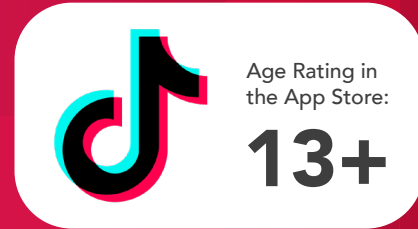
Pressure to Conform and Body Image Issues:
Challenge: The platform's focus on appearance and trends may contribute to pressure to conform and body image concerns.

Solution: Foster a positive body image by discussing media literacy, promoting diverse content, and emphasizing the value of authenticity over conformity.

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TikTok has faced scrutiny and concerns regarding its data collection practices and privacy policies. The platform collects a significant amount of user data for various purposes, including personalisation, ad targeting, and platform improvement. Users concerned about privacy should review TikTok's Terms of Service and Privacy Policy and make informed decisions about their use of the platform and the data they share.

TikTok's Terms of Service outline the information TikTok collects and how it is used. Here's a summary:

Information You Provide such as your username, password, email address, phone number, date of birth, and profile picture. TikTok uses this information to create and manage your account, communicate with you, and provide personalised features.

Content You Generate like videos, comments, messages, and other content you create.

Information TikTok Collects Automatically about your device, usage patterns, and interactions with the platform. This includes your IP address, device type, operating system, unique device identifiers, location data, and usage data.

Information from Third Parties TikTok may also receive information about you from third-party services, such as social media platforms, if you choose to link your account with those services.

Cookies and Similar Technologies collect information about your interactions with the platform and to provide personalised features and advertisements.

TikTok states that it uses this information for purposes such as improving the platform, delivering personalised content and ads, and ensuring the security of the platform.

How Do I Delete My TikTok Account?
- Open the TikTok app and login.
- Tap on the person icon at the lower right of your screen to open your profile.
- Click on the three dots located in the upper right corner.
- Click on 'Privacy and Settings'.
- Click on 'Manage my Account'.
- Add a phone number if you haven't already.
- A verified phone number is a requirement for removing your TikTok account.
- Scroll to the bottom of the page where it says 'Thinking about removing your account?' Tap it.

- Tap 'Send Code'.
- Wait for the code to be sent.
- Enter the 4-digit code within 60 seconds of it being sent to you. Then hit continue.
- Read over the implications of removing your account. Hit continue if you agree with the terms.
- Hit 'Delete Account'. You'll be logged out and your account will be deleted.

How Do I Block a TikTok Account?
- Open the TikTok app and login.
- Tap on the magnifying glass.
- Search for the user you want to block.
- Tap their name or photo.
- Tap on the ... icon.
- Tap 'Block'.

How Do I Report a TikTok Account?
- Open the TikTok app and login.
- Tap on the magnifying glass.
- Search for the user you want to block.
- Tap their name or photo.
- Tap on the ... icon.
- Tap 'Report' and fill out the user report.

More App Fact Sheets available from the Carly Ryan Foundation. info@carlyryanfoundation.com

For additional support or to report inappropriate contact go to accce.gov.au or esafety.gov.au