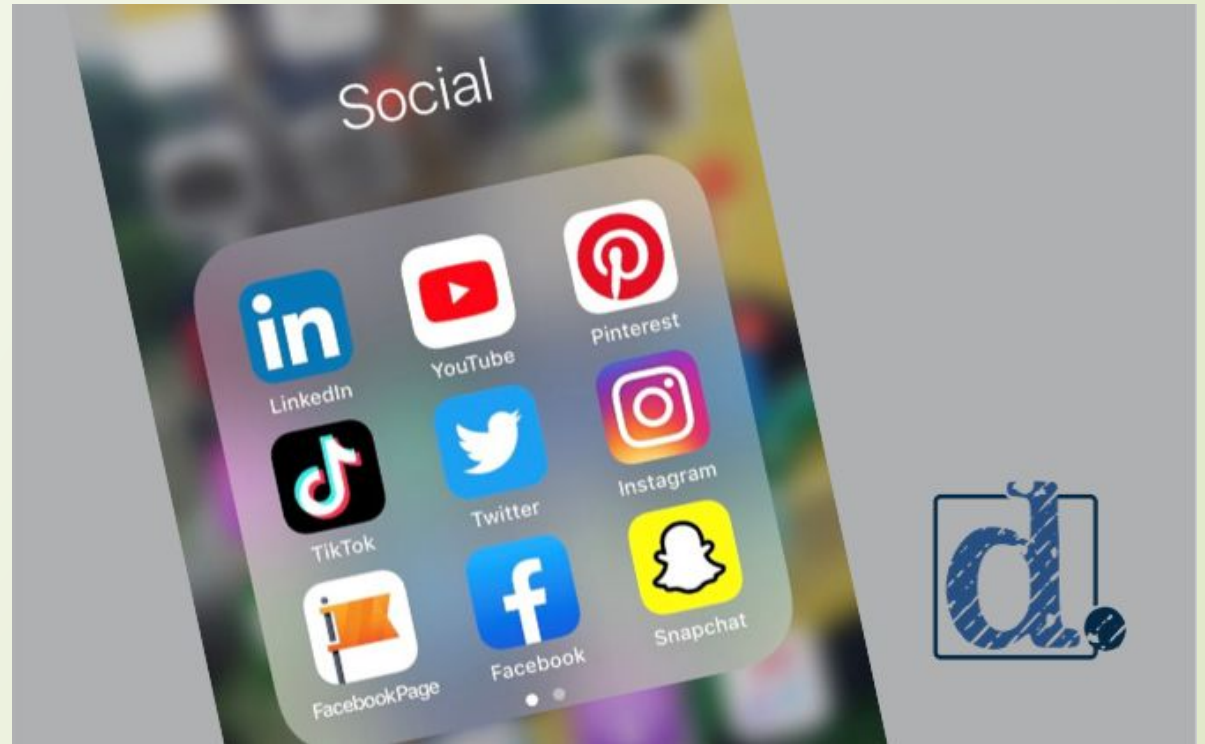


TOP SOCIAL MEDIA APPS

Parents Ultimate Guide to Youtube, Tik Tok, Snapchat and Instagram



If I asked you to name which apps are on your child's phone right now, could you answer correctly?





Workshop Agenda

What Parents Should Know About Social Media

Different Ways People Use Social Media

What's Good About Social Media?

What's Bad About Social Media?

Let's Look At Tik Tok

What about YouTube

About Instagram

Snapchat

What Can Parents Do to Keep Kids Safe on Social Media?





What Parents Should Know About Social Media

- Social media allows kids to communicate with one another, and to document and share what they are doing in real time.
- The networking power of social media means that it is not uncommon for kids to be connected with people they have never met in person.
- **Children** unintentionally reveal more about themselves and **their** whereabouts than they **should** online, helping dangerous "digital strangers" find **them** in the real world.
- Many kids may seem comfortable with technology and the internet, but you might forget that they're still learning and may not be prepared to spot the risks and pitfalls of being constantly connected — especially when it comes to social media.
- Instagram, Snapchat, TikTok, YouTube and other social media sites are godsend to kids and teens who want to get in touch and know what is going on with their friends or relatives.


□ The world of social media platforms is constantly growing and ever changing. As a parent, it's hard to keep up! With a little planning you can help your child become a safe and responsible social media user.






Different Ways People Use Social Media

- ❑ **Online profiles:** Most social media sites require users to set up a profile, which usually includes a name, e-mail address, birthdate, interests and a photo.
- ❑ **Friends:** Depending on the tool, users “follow” or “request” to be friends with people they know, such as classmates or family members. They may also use it to find new friends.
- ❑ **Messaging/Chats:** Using instant messaging over the Internet or between smartphones to send messages (e.g. Facebook Messenger, iMessage, WhatsApp, Hangouts).
- ❑ **Walls and boards:** Social media sites allow people to post or send messages in many different ways.
- ❑ **Photo and video sharing:** Many social networking sites or apps allow users to upload photos and videos, or to share live videos.
- ❑ **Vlogs:** Short for “video blogs”, vlogs are posted regularly to a video sharing platform (like YouTube) by individuals called “vloggers”.
- ❑ **Joining groups:** Many apps allow users to create groups. People “join”, “like” or “follow” groups to access information and have conversations with other members.
- ❑ **Playing games:** Children and teens visit online sites to play games, alone or with their friends.



What's Good About Social Media?

Social media can help kids:

- stay connected with friends and family
 - volunteer or get involved with a campaign, nonprofit, or charity
 - enhance their creativity by sharing ideas, music, and art
 - meet and interact with others who share similar interests
 - communicate with educators and fellow students
- 



What's Bad About Social Media?

Social media can be a hub for things like cyberbullying and questionable activities. Without meaning to, kids can share more online than they should.

Most kids:

- ❑ post photos of themselves online or use their real names on their profiles
- ❑ reveal their birthdates and interests
- ❑ post their school name and the town where they live
- ❑ This can make them easy targets for online predators and others who might mean them harm.

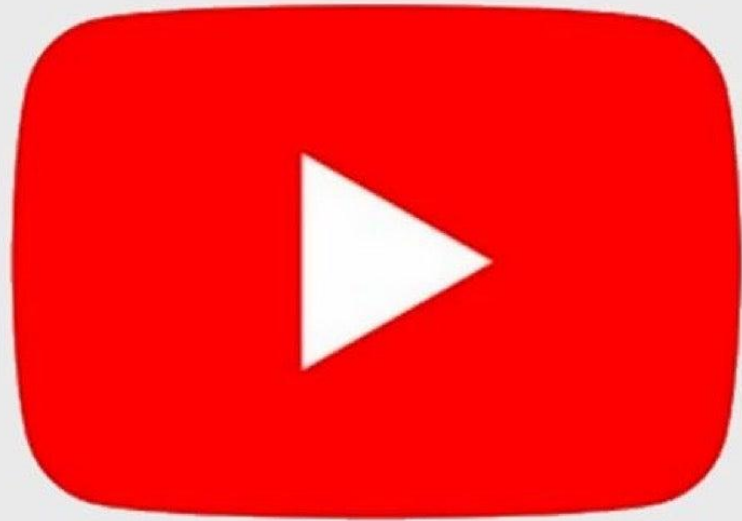


Let's Look At Tik Tok

- ❑ **TikTok** now boast 500 million+ active users worldwide with a stated mission “to capture and present the world’s creativity, knowledge, and precious life moments, directly from the mobile phone.
- ❑ **Tik Tok** is a social media platform for creating, sharing and discovering short music videos,
- ❑ **TikTok** requires that users be at least 13 years old to use the full **TikTok** experience.
- ❑ Common Sense recommends the app for age 15+ mainly due to the privacy issues and mature content.

5 Things Parents Need to Know about TikTok

- ❑ **Strangers Can Send Private Messages** - If your child's account is public, they may be receiving messages from complete strangers. For users under 16 years of age, direct messaging is now disabled.
- ❑ **Suggestive Content Abounds** - With TikTok being mostly based on music and video, profanity and suggestive clothing/dancing are the most obvious sources of adult content. But the app also encourages some themes that are much more mature than their 16+ rating would suggest.
- ❑ **Parental controls can be managed remotely** - With a new feature called "Family Pairing", parents can link their child's account to their own where they can control direct messages, set screen time limits, and turn on/off restricted content directly from their phone.
- ❑ **Positive- there is a 'digital wellbeing' setting** - The app has the ability to turn on the 'digital wellbeing' setting, which allows a parent to put restrictions on their child's account and block videos that have been flagged as inappropriate.
- ❑ **TikTok collects user data** – Tik Tok shares your data with our third party service providers as well as advertisers to help provide you with the Platform.



YouTube

What about YouTube?

- ❑ **YouTube** is an American online video sharing platform. One **app** you'll find pre-installed on pretty **much** every Android TV device is **YouTube**.
- ❑ In 2019, [YouTube](#) reported 2 billion monthly active users. There are 500 hours of YouTube content uploaded every minute.
- ❑ At the start of 2020, in compliance with the [Children's Online Privacy Protection Act \(COPPA\)](#), which protects children against data collection, YouTube began requiring creators to categorize their videos as “for children” or not.
- ❑ When a video or channel is categorized as “for children” certain features for that video or channel are restricted.
- ❑ Among those [restricted features](#) are: removal of the comments feature and live chat options and removal of personalized advertising among other things.



The 7 Most Popular Types of YouTube Videos and Who's Making Them

- ❑ **Unboxing** – In these videos, the creators unbox or open toys, gadgets, fashion and make-up items among other things and narrate the process. In many of the most popular toy unboxing videos, the viewer will only see the unboxer's hands and hear their voice. It's important to note that these videos typically do not provide you with the pros and cons of the item being promoted which, in essence, makes them one long commercial.
- ❑ **Gaming** – These videos vary from tutorials, reaction videos and “let's play” videos which show the screenshot of the creator playing a game and providing commentary while they do so. While there are child appropriate YouTube gaming channels, many of them contain strong language and mature content.
- ❑ **Educational** – Divided into three categories (primary and secondary education, university learning, and lifelong learning), there is something for everyone in this genre. Whether you're looking to brush up on physics, learn a new language, or just help your child learn their colors, there's an educational YouTube channel to help you.
- ❑ **Comedy/Skit** – The comedy/skit genre of YouTube runs the gamut from harmless to offensive. Within this genre, you'll find skit comedies, stand up comedians, parodies, and silly animal videos.



The 7 Most Popular Types of YouTube Videos and Who's Making Them

- ❑ **Challenge** – In challenge videos creators film themselves completing a challenge.
- ❑ **Vlogs** – Vlogs are visual logs. Think of them as a visual journal of the vlogger's life. Vlog's are typically short videos filmed either all in one shot or edited together to tell a story about an adventure, a day, or an idea from that vlogger's life.
- ❑ **How-To** – Who amongst us hasn't watched a How-To video on YouTube? You can learn anything from how to replace your hot water heater to how to make an origami swan. Kids and teens are getting in on the how-to action as well, showing viewers how to: make crafts, bake cupcakes, and even solve math problems.

About Instagram

- ❑ Instagram is an American photo and video sharing social networking service owned by Facebook.
- ❑ Instagram has 1 billion active monthly users.
- ❑ Instagram allows you to create and share your photos, stories, and videos with the friends and followers you care about. Connect with friends, share what you're up to, or see what's new from others all over the world.
- ❑ While Instagram's policy states that children must be at least 13 to create an account, there are no safeguards in place to ensure that.





5 Things Parents Need to Know about Instagram

- **By default, a new Instagram account is set to public.** By going into the “[privacy and security](#)” tab within the settings, you can change the setting to private which will ensure your child’s content is only seen by approved followers. Within Instagram’s privacy settings, you can also adjust comment controls (limit comments to followers, block users and set filters for words and phrases), sharing controls (block people from resharing posts/stories), and set photo/video controls (prevent people from adding pictures of your child without their approval).
- **Private messages can be sent by strangers.** Why it’s dangerous: Anyone can send your child a private message, even if they aren’t a follower. Your child must approve a message to view it, but once approved, all messages from that sender will be automatically received unless blocked. This opens your child up to unwanted and inappropriate solicitations and communications.



5 Things Parents Need to Know about Instagram

- ❑ **Hashtag searches can lead to inappropriate content.** Hashtags are used to categorize pictures into topics. Instagram creates a page for each hashtag and any post labeled with that hashtag will be posted there. Why it's dangerous: Searching seemingly innocent hashtags often leads quickly to inappropriate content.
- ❑ **The search function can lead to inappropriate content.** The search function is used to find specific accounts, boards and topics. By searching on Instagram your teen has access to inappropriate material and, like a browser, their search history can be cleared easily.
- ❑ **Cyberbullying is pervasive but fightable.** Cyberbullying on Instagram can be direct (threatening messages sent to your child) or indirect (disparaging photos or comments on a "friend's" page). Instagram's new "restrict" feature initiates a set of safeguards against the bully without them knowing. Once an account is restricted, your child will need to approve any comments that a person makes on their posts. This keeps your child's friends from seeing the comments, but does not protect your children themselves from seeing them. Instagram has also launched a new "comment warning" feature to deter people from posting hurtful comments in the first place.

Snapchat

- ❑ **Snapchat** lets you easily talk with friends, view Live Stories from around the world, and explore news in Discover.
- ❑ **Snapchat** is a fast and fun way to share the moment with friends and family. **Snapchat** opens right to the camera, so you can send a Snap in seconds!
- ❑ US Snapchat users in January 2020 stood at over **101 million**. 86 million US and **67 million** UK daily active Snapchat users were recorded in Q4 of **2019**.
- ❑ In 2019, Snapchat reached 90% of all 13-24 year olds. In that same year, Snapchat had 203 million daily active users who shared, on average, 3.5 billion snaps per day!



5 Snapchat Tips for Parents

- ❑ **Adjust the privacy settings** - Special attention should be paid to the settings under the “Who can...” tab within Snapchat’s settings (access settings through the gear shaped icon next to your child’s profile picture). Within this tab you can adjust who can: Contact me: set this to “my friends”; View my story: set this to “my friends” or customize it to include only certain friends; See my location: set this to “ghost mode” or select “my friends” or customize further by selecting only certain friends; and See me in Quick Add: deselect “Show me in Quick Add”.
- ❑ **Adjust the Snap Map settings** - Snap Map is a location sharing feature within Snapchat. Within Snap Map your child can share their location with all of their friends or a select group of friends, depending on how their settings are configured. There is a “Ghost Mode” which, when selected, makes your child’s location invisible but still allows them to see their friend’s locations.
- ❑ **Debunk the myth of disappearing images** - Snapchat is a messaging app which allows users to send and receive Snaps (pictures or videos) that disappear after being viewed. However, there are ways users can save and share Snaps. One way is to take a screen shot of the image. While, Snapchat sends a notification to the sender when a screenshot has been taken of the snap that was sent, there are third party apps that allow users to save the images they receive without notifying the sender.

5 Snapchat Tips for Parents

- ❑ **The Snapstreak & Snapchat Score** - There are two features on Snapchat which feed into tween's and teen's competitive nature and encourage prolonged use: [snapstreaks](#) and [Snapchat score](#). (A) Snapstreaks: A snapstreak is earned when users send Snaps back and forth to one another within 24 hours for three consecutive days. This achievement earns you a flame icon next to your name and a number which indicates how many days you've been on a snapstreak for. (B) Snapchat score: A user's Snapchat score is determined by an algorithm that takes into account the number of Snaps you sent and Stories you've posted along with a few other unmentioned factors.
- ❑ **Discuss the "Discover" feature** - The [Discover feature on Snapchat](#) is where your child can find content created by friends, celebrities, and businesses. If your child sets their account up with the correct birthday, Snapchat will filter out results aimed at older age groups (alcohol ads). Items in the Discover section are mostly promotional and often mature in nature. It is wise to discuss guidelines with your child for the use of this feature. Within this section, your child will also find Snapchat's "[Our Stories](#)." This feature should be used with caution. Not only does it potentially expose your child to mature or inappropriate material, if your child posts their Snaps to Our Stories, those Snaps become public along with any identifying information and tags (username and location).



What Can Parents Do to Keep Kids Safe on Social Media?

- Make it clear that you expect your kids to treat others with respect, and to never post hurtful or embarrassing messages. Ask them to always tell you about any harassing or bullying messages that others post.
- Remind kids that what they post can be used against them.
- Teach kids not to share anything on social media that they wouldn't want their teachers, college admissions officers, future bosses — and yes, grandma — to see.
- Go through privacy settings together to make sure your kids understand each one. Explain that passwords are there to protect them against things like identity theft. They should never share them with anyone.
- Share this plain, simple — and safe — rule of thumb. "If you don't know them, don't friend them."
- Consider making a "social media agreement" with your kids — a real contract they can sign.



Help you children enjoy and be safe on social media!