

Inside TikTok

internet
matters.org

A short form mobile video platform available in over 150 countries around the world

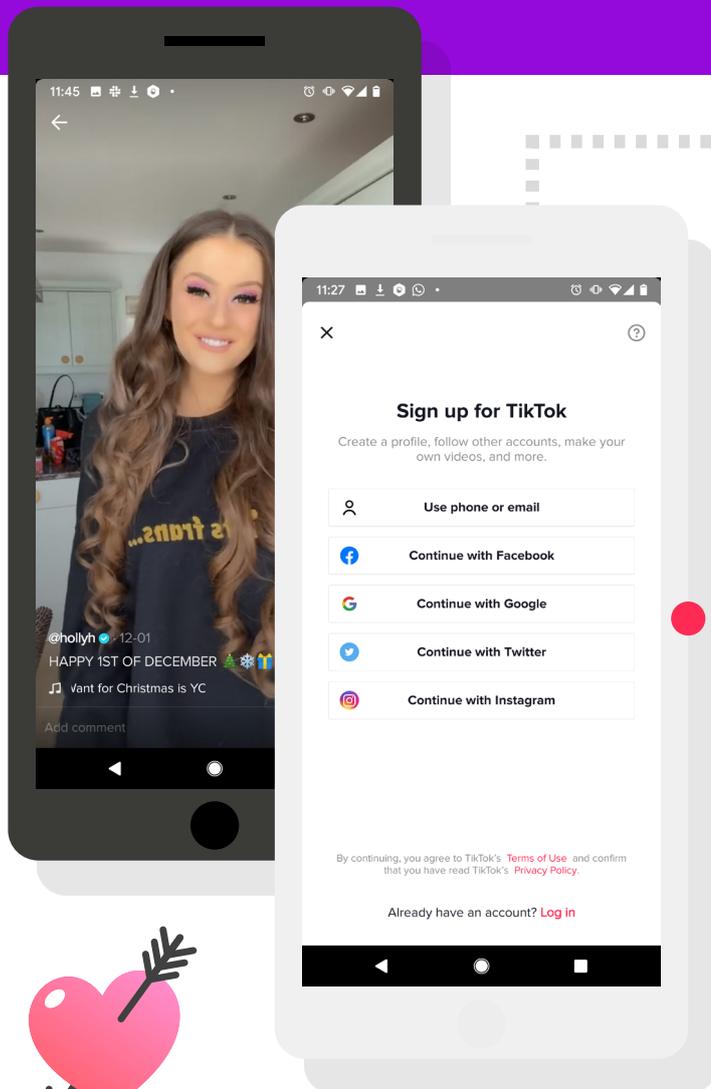


**500
million**

monthly
active users

13

The minimum
age for users
is 13



Getting started

How does it work?

Once you download the app, you can instantly see the videos that others have posted on the app but to comment, like or share your own you have to set up an account.

Setting up an account

There are two ways to sign up, using an email, mobile number or through an existing account like Google, Instagram, Twitter or Facebook.

1. Choose birthday
2. Click 'Sign up with email or number'
3. Set your password

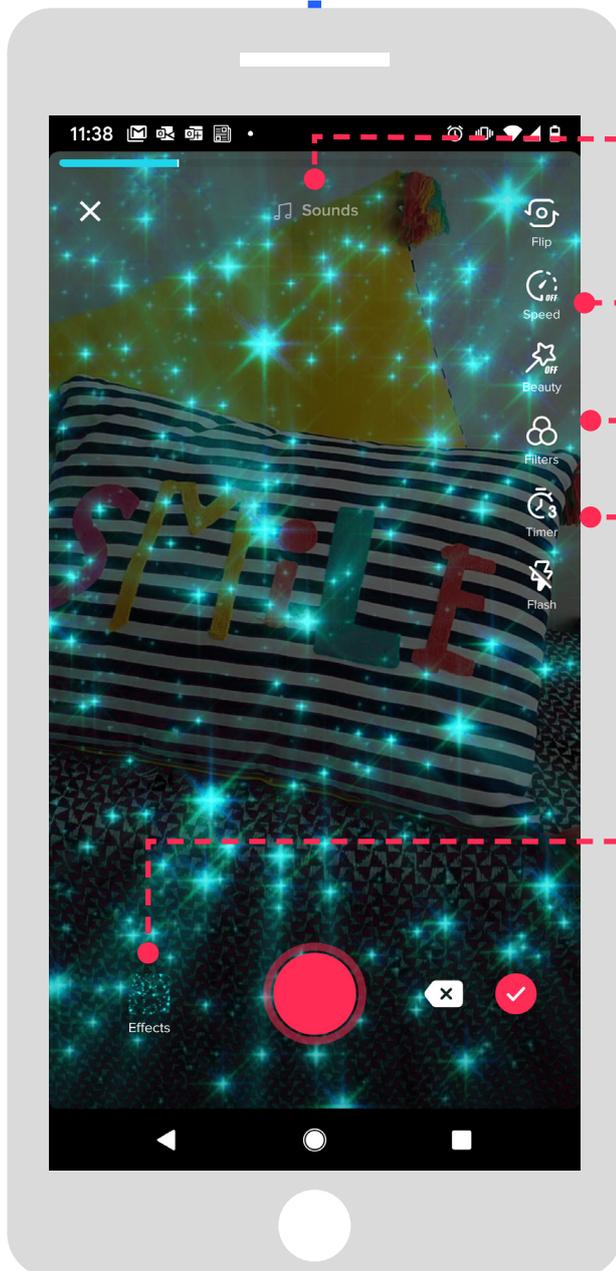
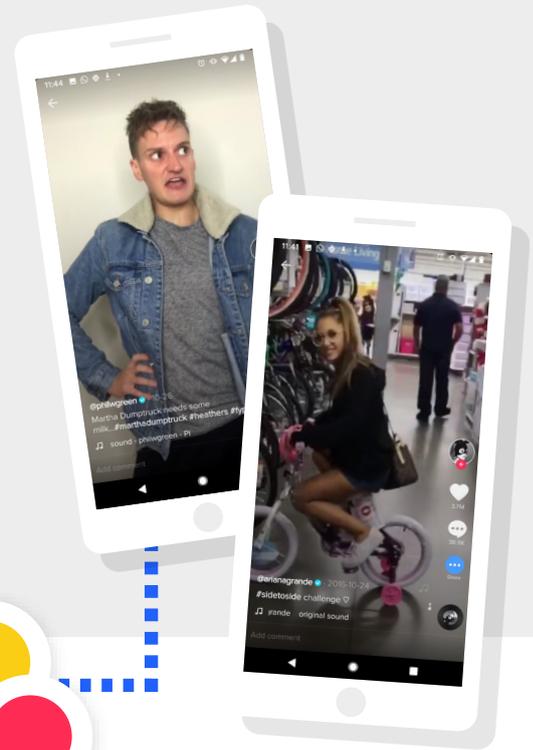
Getting creative with videos

TikTok allows users to create short-form video clips with a range of special effects to gain a following and build a community around their passions.

These videos can be shared outside of TikTok on other accounts linked to a user's profile.

How to create videos on TikTok

1. Click the '+' button - tap the '+' button at the bottom of and then you can choose a video from your album to upload
2. Shoot – tap to shoot – **Hold the red button** to shoot a video. You can split the video into multiple sections. 15s videos are recommended but you can capture up to 60s.



1. Pick a sound

Tap **"pick a sound"** at the top to search for a suitable song.

2. Speed

You can set the speed of your video by tapping this button.

3. Filters

Choose a filter to make an even cooler video.

4. Countdown

If you want to prepare yourself better, you can tap the **"countdown"** button on the right and then the shooting will start after a three-second countdown.

5. Effects

There will be hundreds of stickers waiting for you if you **tap the effects button** on the bottom of the screen.

Edit your video

You can cut sound, adjust the volume, pick a new sound or change a filter on this page

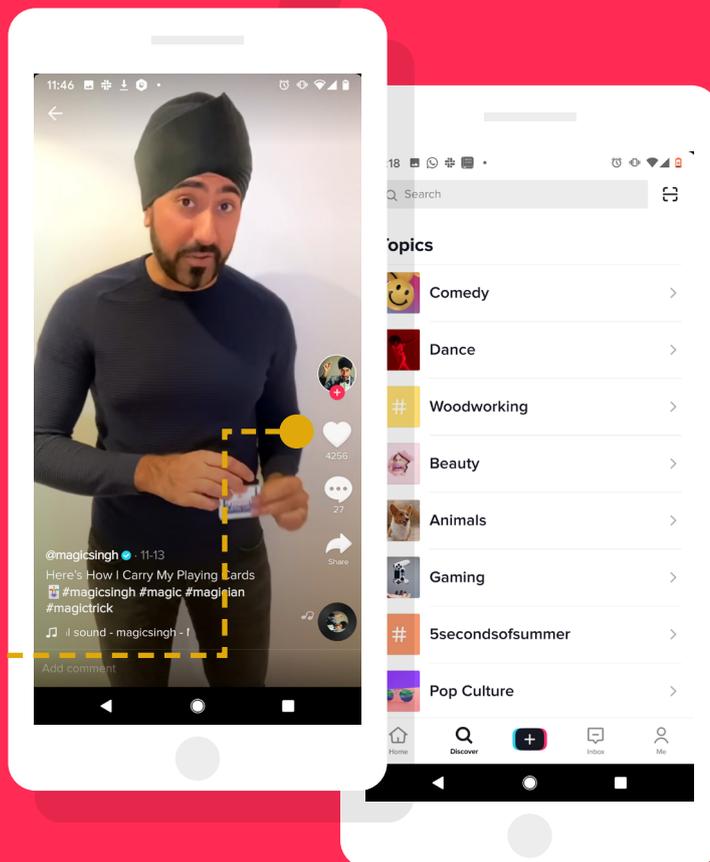
What you'll find on TikTok

In the **For You feed**, you'll see videos our community love alongside the world's trending content. The more you swipe, the more the content becomes tailored to your tastes.

#Challenges

The **'hashtag challenge'** is an online challenge initiated by TikTok to inspire users to express themselves through their creative content.

Note: When you press  on a video you like, you'll get more of the same type of video in your feed



Keeping it positive

There are a number of ways that the app helps users stay creative while staying safe

Safety Centre

[TikTok.com/safety](https://www.tiktok.com/safety) – this features a series of policies and tools to promote a positive in-app environment for all.

Safety videos

'[You are in Control!](#)' [video series](#) offers users useful information and safety guidelines on tools available to stay safe.



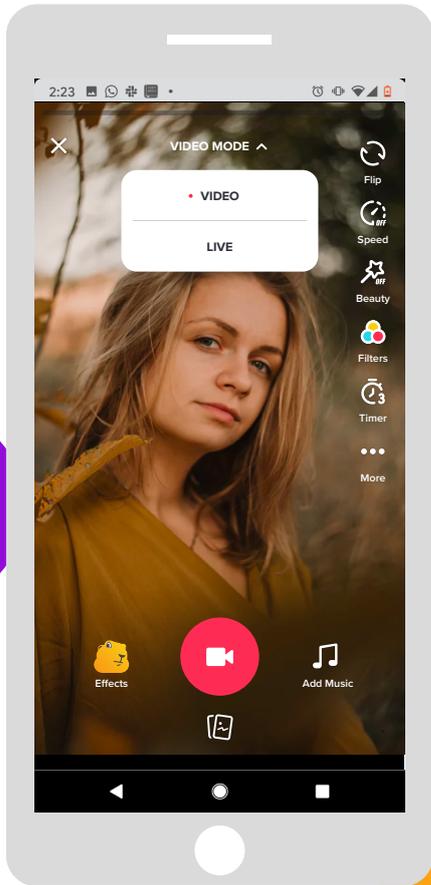
Clear community guidelines

TikTok's Community Guidelines strictly prohibit posting, sharing or promoting the following:

- Harmful or dangerous content
- Graphic or shocking content
- Discrimination or hate speech
- Nudity or sexual activity
- Child safety infringement
- Harassment or cyberbullying
- Impersonation, spam, or other misleading content
- Intellectual property and workplace content
- Other malicious activity

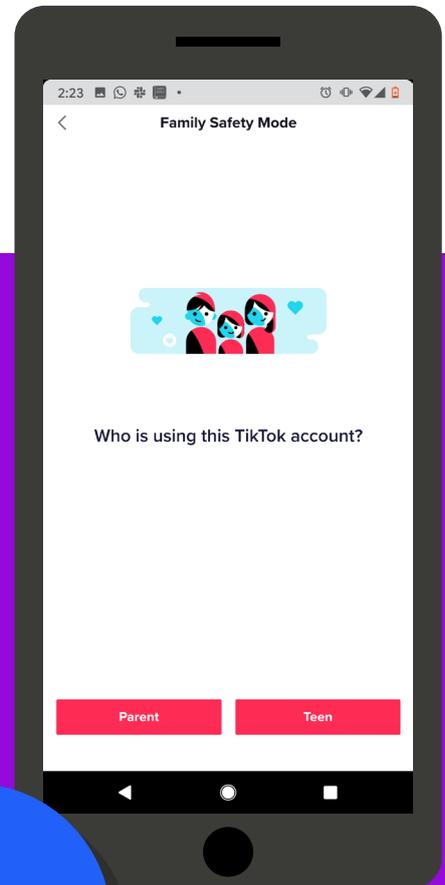


16



Live streaming

The minimum age limit to host a live stream **will still remain 16+**, however, TikTok has updated their policy so only users aged 18 and over can purchase and give virtual gifts, and also only those 18 and over can receive gifts from their fans



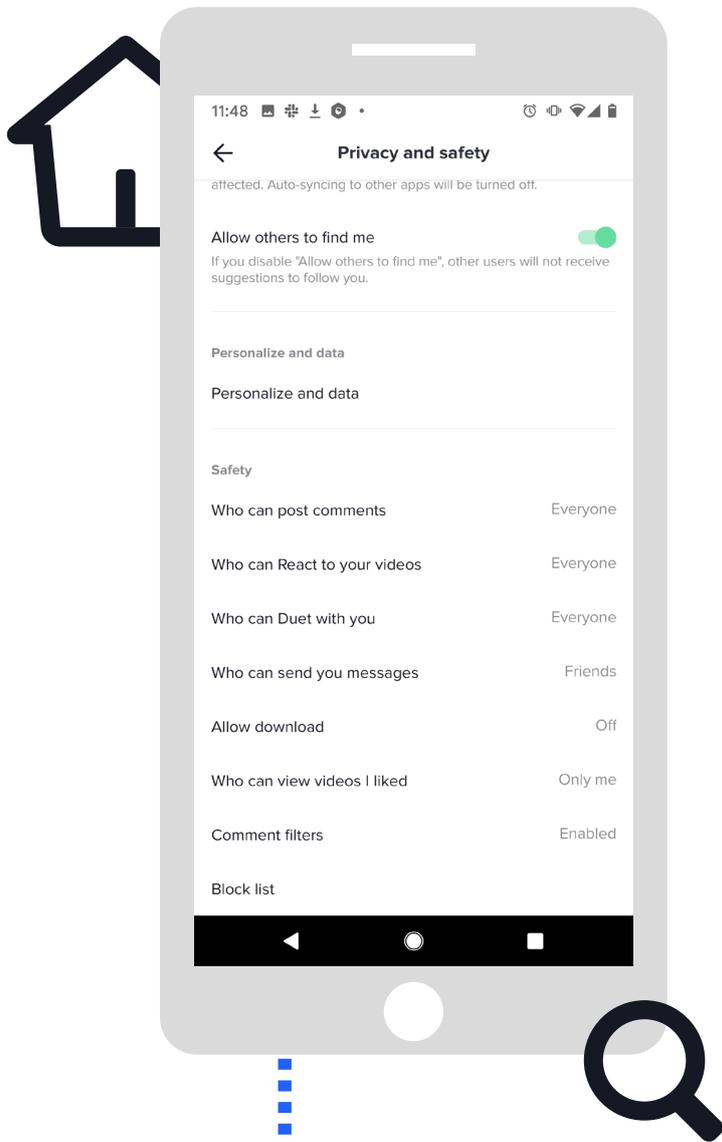
Family Safety Mode

Family Safety Mode is a new feature within Digital Wellbeing that **give parents and guardians greater control over their teenagers' TikTok experience**, including disabling messaging functionality and/or controlling who can message them; setting a specific length of time per day that their child can spend on the platform; and limiting the appearance of content deemed inappropriate through the new **Restricted Mode**



Making use of privacy settings

You can find the privacy & safety settings within the **“Privacy and Settings”** section on the TikTok app.



Top Tip: Even after uploading each video you can still make changes to its privacy settings. To change who can see your video after uploading it click on the three dots next to the video and go to **“Permission Settings”**.

Allow others to find me

By disabling this function other users can't find you when searching for your TikTok profile.

Private account

You can set your account to private, so only your friends can see your videos.

Who Can Send Me Comments

Choose who can comment under your videos.

Who Can Duet with Me

Decide who can duet with you.

Who Can React to Me

Decide who can react to your videos.

Who Can Send Me Messages

Choose who can send you private messages on TikTok.

Filter Comments

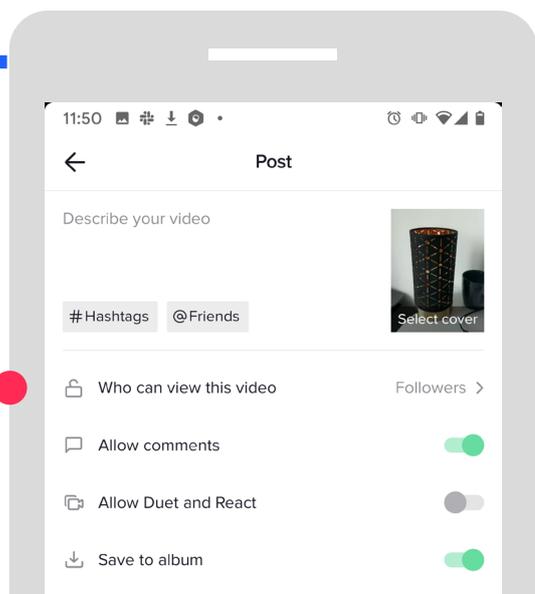
Use the self-defined comment filter to make sure no one can post comments under your videos using words that you find hurtful.

Allow Download

Disable downloads to ensure no one can download your videos.

My Block List

You can block people on TikTok you don't want to interact with. Moreover, before uploading each video, the app lets you decide who you want to share it with.



Reporting issues on TikTok

If you find content that seems inappropriate, such as abuse, spam, or anything else that violates our community policy, you can report it directly in the app.

Report an account:

1. Go to the profile page of the account you want to report
2. Tap the **Menu button**
3. Tap on **“Report”**
4. Follow the instructions on the screen

Report a Video:

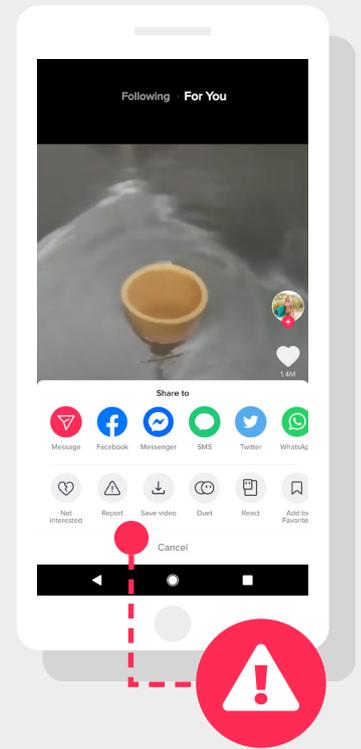
1. On the TikTok screen, tap **Menu**
2. Tap on **“Report”**
3. Follow the instructions on the screen

Report a comment

1. Tap the comment you want to report
2. Tap on **“Report”**
3. Follow the instructions on the screen

Report a chat

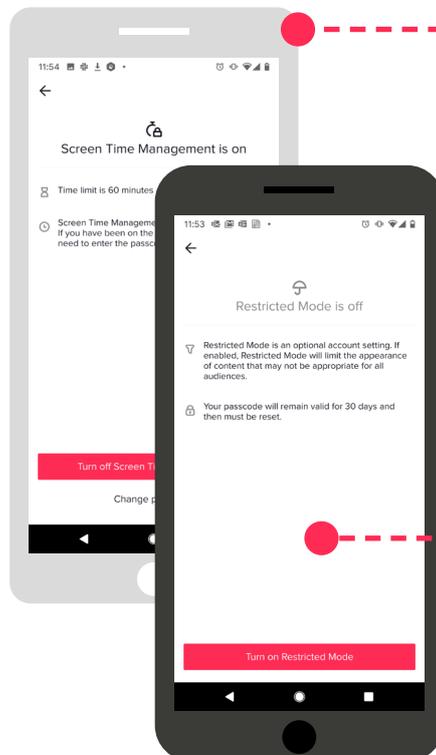
1. Open the conversation you want to report
2. Tap on the **name of the person/ group (iOS)** or on the **Menu button (Android)**
3. Tap on **“Report”**
4. Follow the instructions on the screen



Staying in control of screen time

By enabling the Digital Wellbeing feature, you can control the time spent on TikTok and limit the appearance of content that may not be appropriate for all audiences.

You can find these features in the **“Privacy and Settings”** section within the TikTok app.



Screen Time Management

With this feature users will be able to select if they want to spend 40, 60, 90 or 120 minutes per day on the app. This feature is password protected. If users reach their screen time limit they will need to enter a password to continue to use TikTok.

Restricted Mode

Once enabled, this setting will limit the appearance of content that may not be appropriate for all audiences. The feature is activated via a password.