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Safer Internet Day 2023

Your Map to Apps – Social Media and the Risks Associated




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Your Map to Apps – Social Media and the Risks Associated




Social Networking Apps

App	What is it?
<p data-bbox="152 400 264 432">TikTok</p> 	<p data-bbox="338 387 2067 523">Video sharing social media where users can upload clips from 15 seconds to 10 minutes long. The main feed called the “For You Page” is personalised based of who you follow and the videos you interact with. Videos on the For You Page can be any publicly posted video from users worldwide with any amount of likes or views (compared to other social media platforms that only show/promote popular or viral content).</p> <p data-bbox="338 547 2067 646">The app was created in 2014, then called Musical.ly, and was predominantly used for creating lip syncing videos with a pre-teen and early teen audience. In 2018 the app was acquired and re-branded as TikTok which quickly grew in popularity and greatly expanded its demographic of users.</p> <p data-bbox="338 667 472 699">Features:</p> <ul data-bbox="389 707 2067 922" style="list-style-type: none">• Direct messaging• Live videos (livestreaming)• Stitches/Replies –• Tipping – users can make in-app purchases to give “donations” to popular creators. Only creators with over 100,000 can receive tips/donations.• TikTok Rewards – users can earn points to redeem for gift cards.
<p data-bbox="152 970 309 1002">Snapchat</p> 	<p data-bbox="338 962 2067 1026">Image based instant messaging app where photos and videos expire after a set amount of time (e.g. 10 seconds). Messages sent within the app are automatically deleted 24 hours after opening, unless the user opts-in to save them.</p> <p data-bbox="338 1050 2067 1114">Images and videos can be sent directly to selected friends where they expire and cannot be viewed again once opened, or posted to a “story” where all a user’s friends can view it for 24 hours.</p> <p data-bbox="338 1137 2067 1201">Images, videos and messages can be screenshotted even if they have a time limit placed on them. The sender is notified if an image/video/message has been screenshotted or screen recorded.</p> <p data-bbox="338 1225 472 1257">Features:</p> <ul data-bbox="389 1265 1563 1329" style="list-style-type: none">• “Spotlight” page - stories from popular creators and media sites can be viewed, and• “Snap Maps” – live map showing the location of your friends in real time.




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<p>Instagram</p> 	<p>Image and video based social media platform. Users can set their profiles to public, where anyone can view photos and images posted, or private, where followers must be accepted by the account holder before they can view their content.</p> <p>Instagram’s initial focus was on still photos, but has now shifted to focus on ‘reels’ or short videos similar to TikTok.</p> <p>The main feed is compiled of posts by users that you are following. There is also a discover page where users can search based off hashtags, tagged locations or key words.</p> <p>Instagram allows users to privately message each other, as well as create group chats within the app.</p>
<p>Facebook</p> 	<p>Facebook is a social media and social networking platform centred around adding friends and sharing content with them. Users can upload photos, videos and texts posts, as well as share content posted by others.</p> <p>Profiles can be personalised with information including, but not limited to:</p> <ul style="list-style-type: none"> • Location • Workplace • Schooling history • Hometown • Relationship status • Contact information • Political affiliation • Likes, interests, hobbies <p>Users have the option to choose who can view their posts and information, ranging from a select few friends to anyone on the platform worldwide.</p> <p>Facebook is integrated with Facebook messenger – more information on this in the messaging apps section.</p>
<p>BeReal</p> 	<p>New social media app that gained popularity in early 2022. Users are prompted, at a random time each day, to upload a photo of what they are doing within 2 minutes. The time an image was uploaded is shown along with the post (including if the image was posted “on time” i.e. within the 2-minute window, or “late”).</p> <p>Images are defaulted to private (only friends can see) but users have the option to share their daily post publicly – public posts are shown randomly in a worldwide feed.</p> <p>There is no messaging function within BeReal.</p>

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<p>Discord</p> 	<p>Social platform that can be used for video/voice calls and instant messaging as well as creating and joining “servers” based on common interests.</p> <p>Servers can be small and private, with only a handful of members, or contain hundreds or thousands of members. Each server typically contains multiple “channels” dedicated to different topics, including voice channels where users can join a group audio or video call. Large servers typically have moderators to regulate content that is posted and ensure users follow the rules of the server.</p> <p>Example: A group of friends create their own server. There is a channel for school/study related content, a channel to discuss their favourite video games and a channel to share jokes and memes. The server contains 2 voice channels, one for members to study together, and one for members to use while gaming.</p> <p>Discord can be used via the desktop app for Windows/iOS, in-browser or mobile app.</p>
<p>Reddit</p> 	<p>Reddit is a forum-style platform where users (dubbed ‘redditors’) can browse, post and comment on pages (known as ‘sub-reddits’) dedicated to a particular topic. Users can ‘upvote’ a post or comment to boost it, and ‘downvote’ if they do not like it. Posts and comments with the most upvotes are shown towards the top of each page.</p> <p>There is also a main page within reddit showcasing the most ‘upvoted’ posts across the platform.</p> <p>Reddit users can privately message others using the platform.</p>
<p>Tumblr</p> 	<p>Social media blogging platform allowing users to curate their own blogs by uploading photos, videos or text posts or sharing content posted by others (known as ‘reblogging’). In the main app and webpage, posts from blogs that a user follows are shown in a main feed. An individual blog can also be accessed directly through a browser if you know their username or custom domain address.</p> <p>Tumblr features integrated direct messaging and functionality for submitting questions (anonymously or with their username attached).</p>

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<p>Twitter</p> 	<p>Twitter is a social media and social networking platform where users can make posts (called ‘tweets’) up to 280 characters long. Tweets can be shared publicly or privately with only your followers and can include images and videos in addition to the 280-character limit.</p> <p>Twitter has functionality for direct private messaging between users, as well as the creation of group chats and ‘Twitter Spaces’ where users can listen to audio conversations typically hosted by popular or verified creators.</p>
<p>YouTube</p> 	<p>Video sharing and social media platform with over 122 million users daily.</p> <p>Popular content creators (“youtubers”) typically have millions of followers.</p> <p>Features:</p> <ul style="list-style-type: none">• Paid subscription to access exclusive content and remove ads• Live streaming functionality• “Community” – social media style section on popular profiles where users can post comments, photos and videos• YouTube Music – music streaming service• YouTube Shorts – section featuring short-form videos similar to TikTok <p>Videos can be uploaded privately where they are only accessible via a shared link.</p>
<p>YouTube Kids</p> 	<p>YouTube Kids is a dedicated app and website with built-in filters to show only family-friendly content from YouTube.</p> <p>Parents can pre-approve videos, choose to block certain content, filter videos by age group and set a time limit for use of the app.</p>



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Messaging Apps

App	What is it?
Facebook Messenger 	<p>Integrated messaging that allows users to message their Facebook friends. Users can also search for others by name and message them depending on privacy settings.</p> <p>Facebook messenger has functionality for group chats and video and audio calls.</p>
Messenger Kids 	<p>Messaging app developed by Facebook specifically for children.</p> <p>Messenger Kids is managed by a parent through the 'Parent Dashboard' and allows them to control the features available to the child and their contact list.</p> <p>The app allows for direct messaging, group chats, and audio and video calls.</p>
WhatsApp 	<p>WhatsApp allows for direct messaging, group chats, and audio and video calls.</p> <p>Users sign up using their mobile number, however the app uses mobile data/wifi rather than phone service meaning WhatsApp can be used internationally.</p> <p>All calls and messages on WhatsApp are end-to-end encrypted.</p>
Telegram 	<p>Telegram is a cloud-based messaging app featuring groups and channels that can host up to 200,000 accounts within one chat.</p> <p>Groups and channels can be found by searching keywords.</p> <p>Telegram provides users the option to end-to-end encrypt their messages and calls.</p>



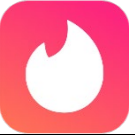

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Streaming Apps

App	What is it?
Twitch 	<p>Twitch is a live video streaming service, most commonly used by people to record themselves playing video games, and then broadcast both the recording of their video game, and their reactions and commentary.</p> <p>It also broadcasts e-sport competitions, where users can watch others compete in online games or sports.</p> <p>Twitch is owned by Amazon.</p>
Yubo 	<p>The public perception of Yubo is that it is a place in which teenagers connect to and flirt with one another. It is often considered a “Tinder for Teens”.</p> <p>It is fairly similar to Snapchat in terms of the user interface, which makes it easy for teens to use because they are already comfortable with Snapchat. The difference is that it involves live video ‘streaming’ instead of recording a video and publishing it on an Instagram or Facebook profile. This means video content does not stay available on the platform.</p>

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Dating Apps

App	What is it?
<p>Bumble / Bumble BFF</p> 	<p>From Bumble: “Bumble is a platform for connection -- not just for those looking for their honey on Date mode, but those seeking new friendships on Bumble BFF, or looking for a new business mentor on Bumble Bizz too. Bumble is a great way to find the people in your area that may just bring the energy you’re looking for!”</p> <p>It requires women to make the first move for heterosexual dating connections, but can also be used in a friendship mode.</p> <p>It supports individuals to connect with others in their physical environment by tracking location data.</p>
<p>Hinge</p> 	<p>Hinge is a dating app that advertises itself as supporting dating, not hook-ups.</p> <p>A key risk is that chats are deleted when someone is un-matched, making tracking down connections and retaining evidence when things go wrong difficult.</p>
<p>Tinder</p> 	<p>Tinder is an online dating app, that has expanded to support people to make friends and “meet new people”. It is becoming less popular with young people.</p> <p>Like Hinge and Bumble, users make profiles with photos, descriptions and short bios. It also tracks geo-location data.</p>
<p>Grindr</p> 	<p>Grindr is an online dating and social networking app targeted towards members of the LBGTIQ+ community, and otherwise resembles the above dating apps.</p>

QUESTIONS?



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