

TikTok Guide for Parents



In consultation with
**National
PTA®**

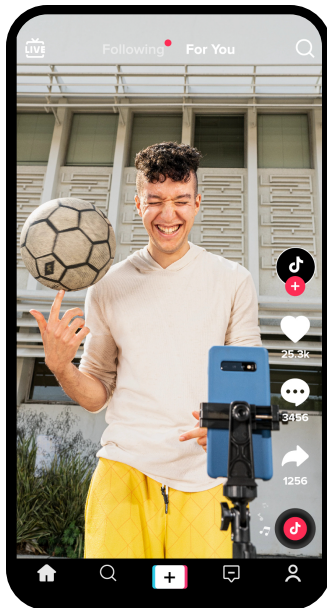
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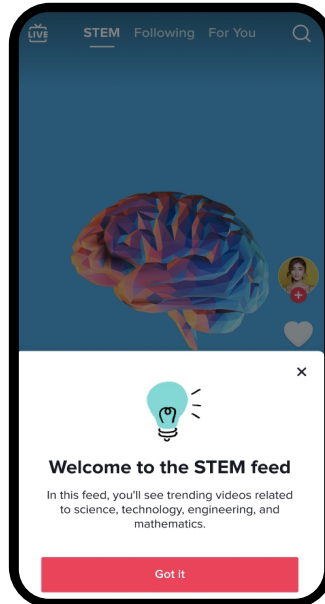
TikTok 101

TikTok is a short-form video platform that offers in-app editing, effects, and sounds to help people develop imaginative videos and creative content. Our mission is to inspire creativity and bring joy. TikTok enables everyone to be a creator and share their passion and creative expression through their videos.



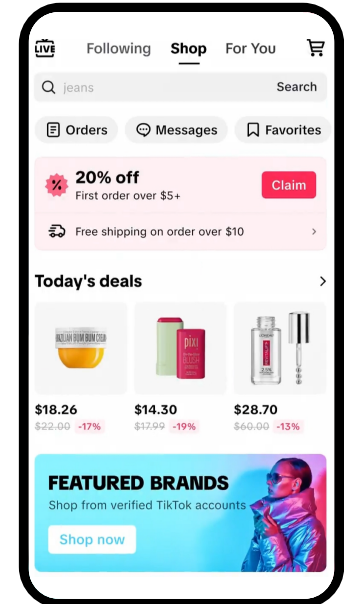
The **For You feed** is a central part of the TikTok experience.

It recommends videos to you based on content you've engaged with, such as videos you have viewed, liked, or shared.



We also have the **STEM feed**, which is turned on by default for teens under 18.

Here you can explore a wide range of entertaining, and enriching videos related to science, technology, engineering, and math.



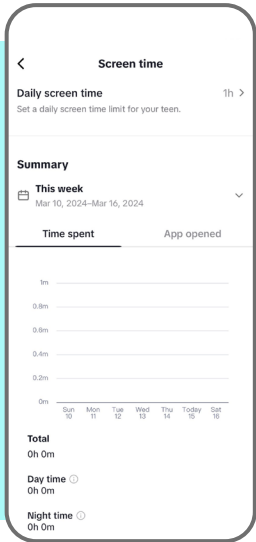
TikTok Shop is an e-commerce platform where parents can shop with confidence directly for whatever they need, for themselves or their family.

TikTok Shop has policies to protect shoppers and promote a trustworthy shopping environment. TikTok Shop is only available to people aged 18 and over.



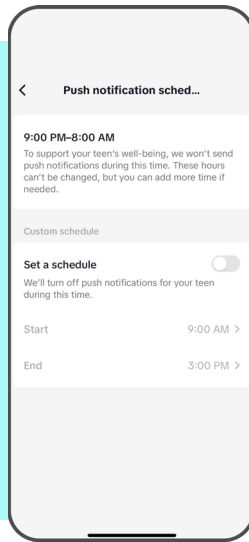
Tools for Families

When enabled, our Family Pairing feature lets parents link their TikTok account to their teen's to choose a variety of content, privacy, and well-being settings.



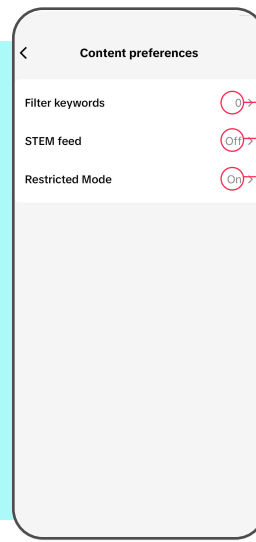
Screen time

Work with your teen to choose how much time your teen can spend on TikTok each day and get insights into their time spent through a screen time dashboard.



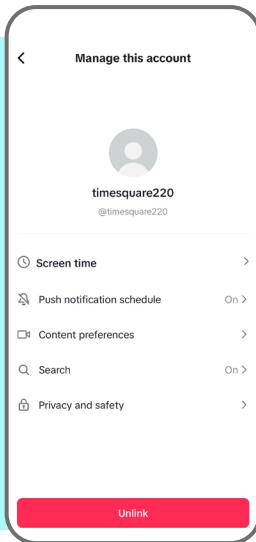
Push notification schedule

Mute your teen's push notifications during scheduled times.



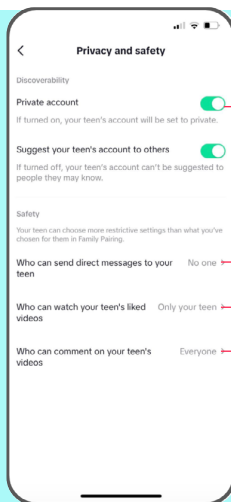
Content preferences

- Add hashtags or key words you prefer your teen to not see in their For You feed.
- Ensure that the STEM feed is enabled on your teen's account. Note: This feed is enabled by default for teens under 18.
- Limit exposure to content that may not be appropriate or suitable for them.



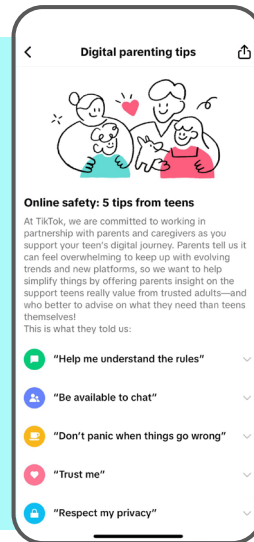
Search

Choose to restrict your teen's ability to search for content.



Privacy and safety

- Set your teen's account to private or public.
- Restrict who, if anyone, can send direct messages to your teen if they are 16+.
- Select who can view your teen's liked videos.
- Restrict who can comment on your teen's videos.



Digital Parenting Tips

We also hear from teens that they want their voices to be listened to. Parent or guardian accounts who link to their teen's account via Family Pairing will receive a notification prompting them to find out more about the support teens would like from the trusted adults in their lives.

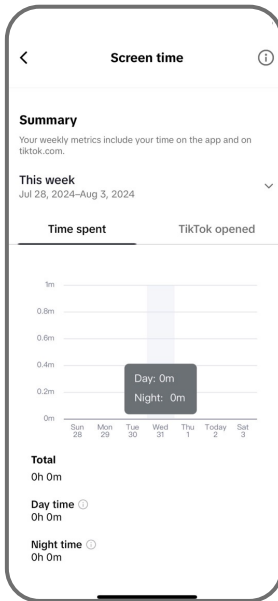


You can visit TikTok's Guardian's Guide for more information on the tools and controls available to promote an age-appropriate TikTok experience for your teen.

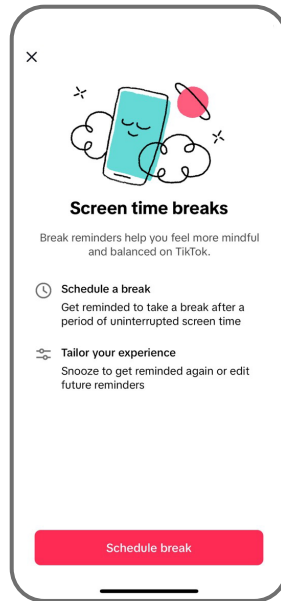


Screen Time Management

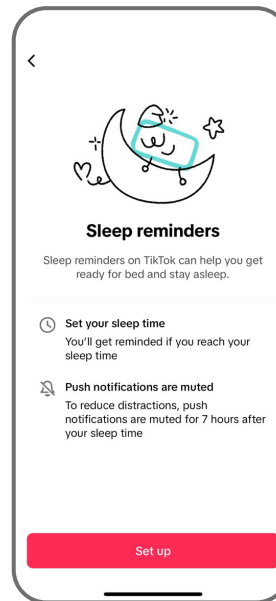
Even without Family Pairing enabled, you can help your teens enable our app's Screen Time offerings, which are available to all members of our community.



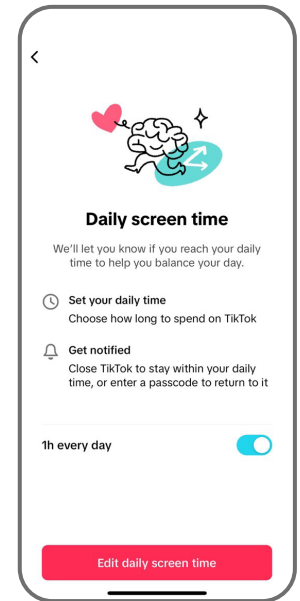
Screen time dashboard: get insight into how and when you're using TikTok



Screen time breaks: get nudged to take a break from the app after a period of uninterrupted screen time



Sleep reminders: set a reminder to log off at a certain time of day



Daily screen time: set limits on how much time you can spend on the app each day



Teen safety **by design**

As a platform for ages 13+, we consider the unique developmental needs of teens and strive to create age-appropriate experiences for teens of different ages.

To support our efforts to provide your teen with an age-appropriate experience, encourage your teen to enter their birthdate accurately at set up.

Teen accounts under 16:

- **PRIVATE** by default
- **ONLY FRIENDS** can comment on videos
- **NO** downloading their TikToks
- **NO** Direct Messaging
- **NO** Duet and Stitch

Teen accounts under 18:

- **Daily screen** time set to **60 minutes by default.**
- **NO** virtual gifts
- **NO** going LIVE
- **NO** push notifications at night

