At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about TIKTOK

AGE RESTRICTION 13+

(certain features are restricted to over-18s only)

TikTok is a free-to-use social media platform that lets people watch and share short videos of up to ten minutes in length. Its memes, trends, and celebrity cameos have made it enormously popular with an estimated 1 billion users worldwide – but its algorithm that surfaces videos based on users' activity can make the app seriously addictive.

WHAT ARE THE RISKS?

AGE-INAPPROPRIATE CONTENT

While TikTok's "Following" feed only displays videos from users that someone follows, "For You" is a collection based on their previously watched content. Most videos on a child's "For You" feed will probably be light-hearted and amusing, but it could potentially show something unsuitable. What's worse, if they engage with this content, more will follow. TikTok's guidelines prohibit the sharing of illegal or inappropriate content, but the volume of uploads means that they aren't manually monitored.

DANGEROUS CHALLENGES

Due to TikTok's immense popularity, some young people have unfortunately been influenced by videos challenging them to perform harmful, criminal, or even deadly acts. One extreme example was the 'blackout' trend, which encouraged users to hold their breath until they passed out from a lack of oxygen. It led to two families filing lawsuits against TikTok over the tragic deaths of their children.

CONTACT WITH STRANGERS

With over 1.5 billion users globally, the potential for contact from strangers on TikTok is high – especially as accounts created by over 16s (or young people using a false date of birth) are set to public by default. This not only means that someone's profile is visible to everyone else on the app; it also suggests their videos to others and enables anyone to download or comment on them.

IN-APP SPENDING

TikTok is free, but users have the option to buy TikTok coins, which can be used to purchase emojis in the app. These emojis are then sent as rewards to other users for videos they've created, retaining their monetary value. Coin bundles range from £9.99 to an eye-watering £99. TikTok's policy is that they can't be bought by under-18s, but it's possible to bypass this with a fake birthdate.

ADDICTIVE NATURE

Like all social networking platforms, TikTok can be addictive. Recent figures show that young people are investing increasing amounts of time on it. In 2024, UK children have spent an average of 127 minutes per day on TikTok – twice as much as in 2020 – according to parental controls company Qustodio. This compulsive usage can interfere with children's sleep patterns – leading to irritability –

MISINFORMATION AND RADICALISATION

Although the short-form videos on TikTok tend to be more frivolous than the longer ones on YouTube, clips can still influence impressionable minds in a negative way. Not only is there plenty of dangerous misinformation on TikTok, but with Ofcom reporting that nearly a third of children aged 12-15 use TikTok as a news source, you should be wary of extremist material.

Advice for Parents & Educators

ENABLE FAMILY PAIRING

Family Pairing allows parents to link their TikTok account with their child's and control their settings remotely. Parents can then turn on Restricted mode (reducing the chances of a child seeing inappropriate content), set screen time limits, and manage whether their child can send messages – and if they can, to whom. Children can't alter these settings without parental approval.

MAKE ACCOUNTS PRIVATE

Although under-16s will have their TikTok account set to private by default, bypassing this setting is relatively easy. However, parents have the ability to manually set their child's account to private – meaning that their videos won't be visible to strangers, and they won't be able to exchange messages with people who aren't on their friends list.

LIMIT IN-APP SPENDING

If a child is using an iPhone or Android device to access TikTok, you can alter their settings to prevent them from making in-app purchases. We'd recommend that you enable this feature, as it can be quite easy for a young person to spend a significant amount of real money buying TikTok coins to unlock more features of the app – sometimes without even realising.

DISCUSS THE DANGERS

If a child wants to use TikTok and you're happy for them to do so, it's crucial to talk about the potential risks in this type of app. For example, ensure that they understand not to share any identifying personal information, and to talk to a trusted adult if they're exposed to inappropriate content. Thinking critically about what they see on TikTok can help children become more social media savvy.

READ THE SIGNS

If you're concerned that a child is spending too much time on TikTok, or that they've been emotionally affected by something they've seen, it's important to know how to spot the possible signs. Increased irritability and a lack of concentration are potential red flags, as is failing to complete homework, or skipping meals.

Meet Our Expert

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