

Control your comment section



You have the power to decide whether you want to allow comments on videos from everyone, followers only, or restrict them altogether. Using profile settings, you can **filter all comments** to prevent certain keywords, or pre-approve any comment that appears on your video.

Gifting on TikTok

You must be 18+ to access Gifting features on TikTok. Users having problems with any virtual currency should contact TikTok using this form: [tiktok.com/legal/report/transaction](https://www.tiktok.com/legal/report/transaction)



Limit the content you see

If you don't like a video, you can simply long-press on that video and tap **Not Interested** to see less of that sort of content in the future. Users have greater control over their algorithm by being able to use **Keyword Filtering** along with the ability to refresh their algorithm as if they were a new user. TikTok have also introduced 'Content Levels' to rank content based on thematic maturity.

Set your messaging preferences



For users 16-17, 'Direct Messaging' is off by default but can be changed to allow Friends – those who follow you and you follow back, to message users. Direct Messages are off by default for under 16s.

You can unfollow or block a user to stop them from sending a direct message or disable messaging entirely from your privacy settings.

Set your video to private

If you've already uploaded the video: Tap the three dots, tap **Privacy settings** and select **Only me**

If you're about to post a video you can choose who can watch it: **Only Me, Friends or Everyone** and you can choose whether comments are allowed. The **Everyone** option is not available to under 16 accounts.

Supporting community and wellbeing



TikTok does not allow content that promotes, glorifies, or normalises harmful content, however it does support people who choose to share their personal experiences to raise awareness or help others who might be struggling and looking for support among the community.

To help users do this safely, TikTok provides wellbeing guides ([tiktok.com/safety/en-gb/well-being-guide](https://www.tiktok.com/safety/en-gb/well-being-guide)) to support people who choose to share their personal experiences on the platform, developed with the guidance of independent experts.

Redirecting Users - when someone searches for words or phrases relating to sensitive issues they are directed to local support resources such as Samaritans or BEAT helpline.

Warning Users - when a user searches content that some may find distressing, for example 'scary make-up', the results page will be covered, requiring individuals to opt-in to see content.

Additional information and support

You can find TikTok's policies, tools and resources in the Safety Centre: [tiktok.com/en/safety](https://www.tiktok.com/en/safety)

You can also look at TikTok's safety videos to learn more: [@tiktoktips](https://www.tiktok.com/@tiktoktips)

Professionals Online Safety Helpline:

[saferinternet.org.uk/professionals-online-safety-helpline](https://www.saferinternet.org.uk/professionals-online-safety-helpline)

UK Safer Internet Centre:

[saferinternet.org.uk](https://www.saferinternet.org.uk)

Report Harmful Content:

[reportharmfulcontent.com](https://www.reportharmfulcontent.com)

SWGfL:

[swgfl.org.uk](https://www.swgfl.org.uk)



This leaflet was created by SWGfL as part of the UK Safer Internet Centre in collaboration with TikTok. Pick up a copy of this checklist along with other online safety materials on the SWGfL Store: [swgflstore.com](https://www.swgflstore.com)



Privacy & Safety Checklist

What is TikTok?

TikTok is an online entertainment platform. After downloading the TikTok app, you can start creating your own videos or watch content created by other users. Creating and editing videos is simple, with different effects, filters, and stickers to choose from.

Age restrictions

TikTok is only for users aged 13 and over, with TikTok actively removing underage accounts. You can report underage users in-app, by emailing privacy@tiktok.com or completing an online form tiktok.com/legal/report/privacy

Accounts for users **under 16** are set to **Private by Default**. Only someone the user approves can view or comment on their videos. They cannot Direct Message, their accounts are not suggested to others, and their videos cannot be downloaded.

For 16-17s other features have enhanced privacy settings, with many features set to **'Off by default'** unless the user actively decides to enable it.

Users under 18 are not able to Livestream and do not have the ability to access Gifting features.

Managing your wellbeing on TikTok

Under 18 accounts are set to private by default with 16-17 accounts having the option to be more Public in their privacy settings. A private account allows you to approve or deny followers and restrict your uploaded content to followers only. To make an account Private:

- Tap on the profile tab
- Go to the **three-line** menu in the top-right corner
- Tap on **Settings and Privacy**
- Select **Privacy**
- Then toggle **Private account**

TikTok also provides a number of wellbeing features found in **Settings and Privacy** to support with experience. Some of these features include:

- Screen Time limits and prompts
- Screen Time dashboard with weekly notifications of usage
- Filtering keywords to restrict content
- Sleep reminders
- Muted notifications for teen accounts at nighttime



- Restricted mode to limit content that may not be appropriate
- Additional digital wellbeing tips

You can help keep your identity secure by not including any personal information, such as name, address, phone number or age in your public profile, although this information can be used in your settings to support with security e.g., to enable two-factor authentication.

What about parental controls?

The **Family Pairing** feature allows parents to customise their teen's safety settings based on their individual needs. It allows a parent to link their TikTok account to their teen's and set controls. As well as wellbeing tools, some of the features include:

- **Screen Time Management:** Control how long your teen can spend on TikTok each day
- **Restricted Mode and Keyword Filtering:** Limit the appearance of content that may not be appropriate for them
- **Direct Messages:** Restrict who can send messages to the connected account, or turn off direct messaging completely
- **Search:** Decide whether teens are able to proactively search for content



Parents or caregivers that enable Family Pairing receive advice for parents, which are available on the **Guardian's Guide** section of **TikTok's Safety Centre** - tiktok.com/safety

How do I report a problem?

If you feel someone is harassing you or otherwise being inappropriate, you can report them or a specific video to TikTok's dedicated moderation team in the app. You can also report via the web form - tiktok.com/legal/report/feedback

To report a specific user:

- Access the user's profile
- Tap on the **arrow** in the top-right corner
- An option saying **report** will come up
- Follow the on-screen instructions

To report a specific video:

- **Hold** your finger on the video
- Tap **report** and follow the on-screen instructions



TikTok also works with the **Professionals Online Safety Helpline (0344 381 4772 or helpline@saferinternet.org.uk)**, a free and independent helpline for teachers and other professionals working with children in the UK.

If you're a professional working with children and you come across content that you do not think should be on TikTok, in addition to the above methods you can call or email the Helpline. The team will then report the content directly to TikTok's Trust and Safety team.

Blocking users on TikTok

You can also block a user so they won't be able to view your videos or interact with you through direct messages, comments, follows, or likes.

- Go to the profile of the account you want to report
- Tap the **arrow** icon
- Tap **block** and follow the steps in the app

Users can also **bulk report**, delete or block up to 100 comments or accounts at once by long-pressing on a comment or tapping the pencil icon in the upper-left corner to open a window of further options.

