

How to Promote Responsible Use

- Educate yourself about TikTok to understand its appeal and potential risks.
- Have open, non-judgmental conversations about TikTok and its impact on daily life.
- Set clear, reasonable guidelines for TikTok use, involving them in the rule-making process.
- Encourage critical thinking about content consumed and created on the platform.
- Model healthy digital habits in your own life.
- Help your teen develop strong self-esteem and identity outside of social media validation.
- Be alert to signs of excessive use or negative impacts.
- Promote activities that do not involve using their phone.



63% of teens say that they use TikTok.

**Create memories,
not just content.**

**HELP YOUR TEEN
DANCE TO THEIR
OWN BEAT.**

TEENS AND TIKTOK:

Navigating the Short-Form
Video Phenomenon



TikTok's Appeal

The app's popularity stems from its ability to deliver bite-sized, engaging content that caters to short attention spans and the desire for quick entertainment.

For many teens, TikTok is a space where they can discover trends, learn new skills, and connect with peers who share their interests — all while having the chance to become "TikTok famous."

TikTok's algorithm is highly effective at serving personalized content, making it addictively enjoyable for users. The app encourages creativity through easy-to-use video editing tools, filters, and effects, allowing teens to express themselves and potentially gain a following.

Concerns About Teens' Use of TikTok

- The app can lead to excessive screen time, potentially interfering with sleep, academic performance, and real-world social interactions.
- The pressure to create viral content or gain followers may contribute to anxiety and self-esteem issues.



- There are also worries about privacy and data collection, as TikTok gathers significant amounts of user data.
- The rapid-fire nature of TikTok videos may be affecting attention spans and cognitive development in young users.
- The instant gratification provided by TikTok's short videos could make it harder for teens to engage with longer-form content or more complex ideas.