



APP INSIGHTS

JULY 2020

SPECIAL DATES

- 17 July World Emoji Day
- 30 July International Day of Friendship
- 30 July World Day Against Trafficking in Persons



LMK:
Q&A AND
MAKE FRIENDS

LMK:
POLLS FOR
SNAPCHAT



12+



12+



15+

Anonymous

Meet strangers

Could hurt vulnerable teens

WHAT IS IT?

LMK: Q&A and LMK Polls for Snapchat are 2 apps that connect via the users Snapchat account and allow them to make friends and poll each other, with the option of anonymity.

WHAT ARE THE RISKS?

As with any anonymous app, vulnerable teens looking for affirmation could find the opposite, with anonymity bringing out the worst in users. Parents have also expressed concerns regarding the availability of meeting (and encouraging) strangers to meet up online.

! PARENT TIPS

If you're worried about your teen becoming too attached to their device, go gently before yanking it away for a digital detox.

Work with them to create an agreement about their screen use (amount of time and content) and ensure they have completed chores, exercises or other activities before screens. As always, communicate your concerns with them, use parental controls on your Wifi and their devices, and try to limit online time from an early age.



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Step Chickens



NA



12+



15+

Sexual content
Cult-like behaviour

WHAT IS IT?

Created by influencer Melissa Ong, a 27-year-old 'mother hen' (as she calls herself) of TikTok's largest and most powerful 'cult,' the *Step Chickens*. It has quickly gained a massive following by bored teenagers in iso where, like many followers of influencers, users stream songs, buy merchandise, create news update accounts and defend their leaders in the comment sections of posts. Melissa also asks users to comment bomb other influencers' videos, and post messages en masse.

WHAT ARE THE RISKS?

As one of the many social media influencers, Ms Ong has asked her 'flock' to be kind and nice, while trying to 'rule the world and rise up' by 'raiding' other influencers feeds, which is contradictory in its message. Being an off-shoot of TikTok, the content can be sexual and include risky behaviour.

! PARENT TIPS

When talking to your teen about internet safety, try to use 'real world' examples to make your point easier to understand.

You can use phrases such as: we don't let people we don't know into the house, and that's the same as friending people online we haven't met in real life, and we need to teach you to drive first before we let you take the car on your own, which is the same as making sure we have checked your apps or devices before we let you have unfettered internet access. Their safety comes first, before they can have the responsibility.