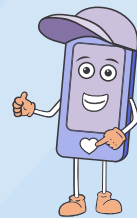


# eSafety's parent guide to popular apps



## Summary sheet

Apps allow access to [content sharing](#), [photo and video sharing](#), [messaging and online chat](#), [voice chat](#), [video calling](#), [live streaming](#), [gaming](#), [in-app purchasing](#), [online relationships](#), [location sharing](#) and [encryption](#). These functions all have benefits and risks.

Some apps use [co-mingled sites](#), where kids mix with teens and adults. This increases the risk of [cyberbullying](#), exposure to [violent or inappropriate content](#) and [unwanted contact or grooming by sexual predators](#).

eSafety has developed a checklist to help you and your family choose appropriate apps.

The eSafety Parents pages [Are they old enough?](#) and [Good habits start young](#) will help you decide your child's readiness for different apps.

### TikTok 13+

[The eSafety Guide - TikTok](#)

850,000 Australian users (2020)<sup>1</sup>

TikTok has seen a rapid uptake by 13-15 year olds in Australia

TikTok's popularity is second to YouTube for 6-13 years old Australians<sup>2</sup>

[TikTok Safety Center for Parents](#)

### YouTube

[The eSafety Guide - YouTube](#)

[The eSafety Guide - YouTube Kids](#)

15 million Australian users (2020)<sup>3</sup>

5 to 27-year old - platform of choice<sup>4</sup>

[YouTube Parent resources page](#)

[YouTube Kids Parental Guide](#)

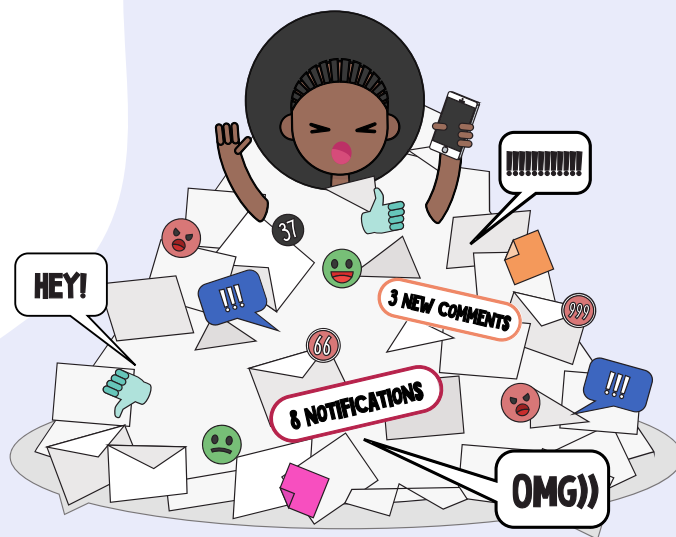
### Snapchat

[The eSafety Guide - Snapchat](#)

6.4 million Australian users (2020)<sup>5</sup>

[90% of Snapchat](#) users are 13-24 years old<sup>6</sup>

[The Parent's Guide to Snapchat - ConnectSafely](#)



1. Civic web media 2. <http://www.roymorgan.com/findings/8289-launch-of-tiktok-in-australia-december-2019-202002240606> 3. Civic web media 4. <https://merchdope.com/youtube-stats/>  
5. Civic web media 6. <https://sea.mashable.com/tech/3110/snaps-plan-to-fight-facebook-is-bold>

## Instagram

### [The eSafety Guide - Instagram](#)

9 million Australian users (2020)<sup>7</sup>

68% of Australians 14–27 use Instagram

[A Parent's Guide to Instagram - Reachout.com](#)

## Glossary

**Dark social** is online communication that is hidden from public view. This includes email, text message, direct message services and apps — for example Facebook Messenger or Twitter Direct Messages, messaging apps like WhatsApp and Snapchat, and in-game messaging features found in games like Minecraft and Roblox.

**Phishing** is when emails, often claiming to be from a bank, online retailer or credit card company are sent from false email addresses to try to obtain people's personal information. Recipients are directed to what appears to be a website for the organisation which encourages them to reveal financial details such as credit card numbers, account names and passwords, or other personal information. Criminals use this information to scam people or steal their identity.

**Sextortion** is a form of blackmail where a perpetrator threatens to reveal intimate images of their victim unless the victim gives in to their demands. These demands are typically for money, more intimate images or sexual favours. This is a form of image-based abuse.

**Social engineering** is used to manipulate people into giving up confidential information.

## Other eSafety online resources

[eSafety Parents](#) pages

Blogpost: [5 things to look for in an app](#)

[Other blogposts by the eSafety Commissioner](#)

[Counselling and support services](#)

<sup>7</sup> Civic web media

