

✧ A Safe and Happy Internet ✧

# ALL YOU NEED IS TO

# THINK B4 YOU DO



# Hello! It's TikTok & MLC



## ✦ **#thinkb4youdo** ✦

Technology today is bringing families, friends, and communities together and enriching our lives in many ways. As part of a highly-connected world, we have the responsibility to use the Internet in a safe, smart and kind way. The Internet is a double-edged sword that presents both opportunities and risks to all. When we use the Internet positively, we act responsibly and ethically and inspire others to do the same.

This is why TikTok and the Media Literacy Council (MLC) have teamed up to share important insights on how to make the Internet a safe and happy place for all. Collective positivity helps everyone enjoy the benefits of a digital world.

**All you need is to #thinkb4youdo.**



# What is your Digital Footprint?

Your digital footprint is a record of all traces of your online activity – what you create, post and share. Each time you post something online, search for something or accept cookies from a website, you are creating a digital trail of information. You could unintentionally be revealing your Internet Protocol (IP) address (a unique numerical identifier assigned to your device on a network), preferences, photos and other personal information.

Guarding your digital footprint is especially important during this COVID-19 pandemic, as we spend more time online to entertain ourselves, buy groceries and meals, as well as communicate with family, friends and colleagues. The digital information that we exchange during these times is ripe for exploitation by cyber criminals if we do not take the necessary precautions to share wisely.

# The Internet Can Be a Safe and Happy Place

The Internet can be a safe avenue for us to learn, connect and inspire if we all use it responsibly and positively. Here are four key components on how to make the Internet a safe and happy place for all:

1

## STAND UP TO CYBERBULLYING:

Think Before You Post



Cyberbullying is a growing issue in Singapore. 3 in 4 youths had been bullied online; posting embarrassing videos and comments of them, as well as name-calling were the most common forms of cyberbullying. End the cycle of cyberbullying by thinking twice before posting mean comments or embarrassing videos of others on the Internet.

2

## KEEP YOUR DATA SAFE:

Think Before You Share



Did you know that we leave a digital trail of information behind each time we go online? This digital information can be exploited by cyber criminals if we do not take the necessary precautions to share wisely. Arm yourself with the knowledge on how to secure your digital footprint and think carefully before sharing any private information online.

3

## STAY VIGILANT:

Think Before Sharing Online Content



We are bombarded by information every day; some of which may be untrue, misleading or even false. It is important to critically evaluate what we read online and guard against fake news and scams. Stay vigilant and avoid reposting fake news or scams to prevent their spread and maintain a safe online environment for all.

4

## PROTECT YOUR WELLBEING:

Think Before You Engage

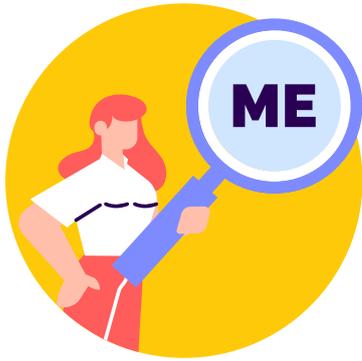


We've all heard that spending too much time staring at a screen can be bad, but how much is too much? In today's digital world, how do we protect our wellbeing while engaging positively with others online? Find out how you can manage your screen time and spread positivity online.

# Guard Your Data: Think Before You Share

1

## SCAN THE INTERNET FOR INFORMATION ABOUT YOU



Find out more about your digital footprint by entering your name into a search engine and remove online content or posts that reveal your personal information.

2

## SET YOUR SOCIAL MEDIA PLATFORMS AND APPS TO "PRIVATE"



Review your privacy settings and past activities of your social media account to make sure you are comfortable with the privacy level as well as the information you have shared.

3

## ALWAYS THINK BEFORE POSTING ANYTHING



Thinking of sharing a silly or incriminating photo of yourself, or a very sexy one? Imagine yourself 10 years from now. Ask yourself what people would think about you if they saw those photos? Anything you share online is permanent and it could make or break your reputation based on what you have shared.

4

## PRACTICE SAFE ONLINE HABITS TO KEEP YOUR ACCOUNTS SECURE



Keeping your accounts secure is key to prevent hackers from breaking into them. Always create strong passwords of at least 8 characters with a mixture of letters, numbers and special characters.

# What is Cyberbullying, Why Does It Matter?

Cyberbullying is the act of hurting a person or group using digital platforms. Cyberbullying can occur through the posting of text messages or photos on social media, forums, or gaming platforms, where people can view, participate in, or share content.

Cyberbullying can take many forms, including:

## **FLAMING/ROASTING:**

Posting mean-spirited words to deliberately humiliate and insult the victim

## **EXCLUSION:**

Intentionally leaving the victim out of an online chat/group

## **HARASSMENT:**

Sending hurtful and threatening messages to the victim, which can take place 24/7

## **IMPERSONATION:**

Impersonating the victim online and damaging the victim's reputation

## **UPLOADING OF EMBARRASSING MEDIA:**

Uploading a photo or video of the victim online to embarrass him or her



# Prevent Cyberbullying, Think Before You Post

Cyberbullying can have adverse effects on all of us. We may suffer from negative physical and mental health problems like depression, anxiety, feelings of sadness and loneliness, suicidal thoughts and ideas, health issues, and poor academic performance. Cyberbullying is particularly damaging to a young person when the negative content can be shared, saved and spread online across multiple platforms. This makes it difficult for the victim to walk away from the situation.

**3 IN 4**

**YOUTH IN SINGAPORE HAVE EXPERIENCED CYBER BULLYING**



**1**

## WAYS TO AVOID BEING A CYBERBULLY:



- ❖ Think before you post. Don't post anything that might compromise your reputation or the reputation of others
- ❖ Remember not to do anything while you're angry. Give yourself time to cool down, and if you can, engage the person privately
- ❖ Read the online platform's community guidelines to learn what is appropriate and not appropriate to post

**2**

## FIXING THINGS IF THEY GO WRONG:



- ❖ Apologise sincerely to those you have hurt in the past and others who witnessed your act of cyberbullying
- ❖ Take down the offending photo, video or comment and ask others not to pass it on
- ❖ Find distractions if you feel tempted to be mean to someone in the future - play a game, watch TV, or take a nap to clear your head

# How Much is Too Much Screen Time?



It is important to monitor how much time you are spending online, as this can have an impact on your overall well-being. Here are some signs that you may be spending too much time online:



Headache



Eye Strain



Aches in fingers or wrist



Inability to sleep through the night



Constantly talking about something from your online life, like activities in a game or social media platform

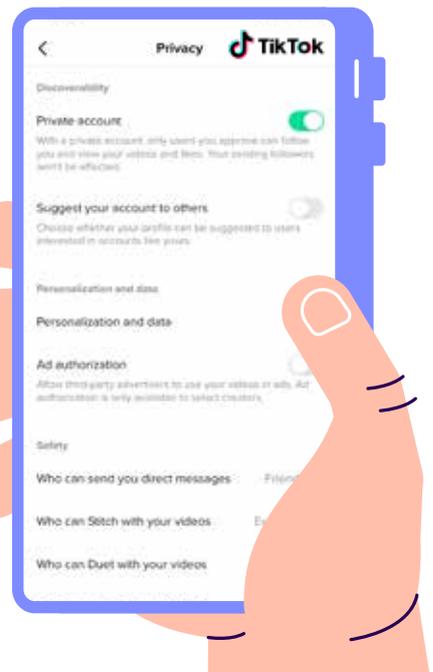


Affecting your performance, including being late for school or work or being less productive



Disconnecting from the real world like losing touch with real-life friends to talk to your virtual ones instead

# Only Joyful Moments: Protect Your Time on TikTok



## ACCOUNT SECURITY

- ✦ Check the device that was used to access TikTok and delete devices that you don't recognize.
- ✦ To secure your account, periodically change your password. We recommend replacing your password in a period of several months.

## ACCOUNT PRIVACY AND SECURITY

- ✦ In the account privacy and security section, you can set your account's ability to be found by other users.
- ✦ Set your account to [private mode](#). With this feature, only users you approve can follow and see your video and like it.
- ✦ Determine who you can interact with. You can use this feature to sort out who can post [comments](#), duet with you, react to your videos, send you messages, and see the videos you like.
- ✦ Please activate the comment filter, including blocking a selection of words you want.

## DIGITAL WELLBEING

- ✦ In this section, you can adjust the time spent using the application and activate Restricted Mode to limit the appearance of content.
- ✦ Screen Time Management: You can set your duration to 40, 60, 90 or 120 minutes.
- ✦ Restricted Mode: The feature can be activated to help you limit the appearance of content that may be inappropriate for some viewers. When you find inappropriate videos, you can also report them immediately

## FEEDBACK AND HELP

If you have questions, reports, or complaints when using TikTok, you can submit it through this feature. Detailed information can be found at <https://support.tiktok.com/>. You can also follow the following 10 security tips when using TikTok:

1. Choose an account name that is not easy to guess
2. Use a strong and unique password
3. Make sure your privacy settings match your preferences
4. Be careful with what you upload
5. Be careful when sending direct messages
6. Report bad content and actions
7. Beware of copyrights
8. Beware of fake accounts and content
9. Digital wellbeing
10. Contact the TikTok team when needed



# What Are

# Fake News

Fake news is any information that is deliberately or accidentally misinformative or untrue, often published with the intention of misleading the public, damaging an entity or gaining financially.

- ✦ Misinformation created to intentionally mislead public perceptions
- ✦ Manipulation of images or videos to create a false narrative
- ✦ News that is fabricated and has no factual grounding

# and Scams?

Scammers are getting smarter and taking advantage of new technology, products or services and major events to create believable stories that will convince you to give them your money or personal details.

- ✦ Impersonation scams
- ✦ Love scams
- ✦ Email phishing scams
- ✦ E-commerce scams



# Think Before You Reshare

## Fake News

### QUESTION THE SOURCE

Is it a credible source with a good reputation?

### VERIFY THE INFORMATION

Are other reliable sources saying the same thing?

### READ BEYOND THE LINES

What does the body of the article say?

### ASK THE EXPERTS

What are the subject matters experts saying?

### CHECK THE LANGUAGE

Are there grammar or spelling mistakes?

### EXAMINE THE PAGE

Is it a fake website?

# Think Before You Trust or Click

## Scams

1

### BEWARE OF STRANGE CALLS

Cold calls are not online scams but they're one of the most common scams in Singapore. The scammer will usually impersonate an official from a government agency or organisation to get your personal information or money. Hang up immediately and check with the organisation directly to find out if the call came from them.

2

### BE ALERT IF SOMEONE ASKS YOU FOR MONEY

Be cautious trusting someone that you have not met in person, and offer them emotional instead of financial support.

3

### CULTIVATE GOOD ONLINE HABITS

Before giving out personal information, verify the source. Make it a point to set strong passwords and change them regularly.

4

### KNOW WHAT YOU SIGN UP FOR

Some companies may ask for your card details for a cheaper or free trial of their service, then automatically charge a subscription fee. Check reviews of companies and read the terms and conditions before signing up. Review your bank statements regularly so that you're aware of any changes in subscription charges.

5

### KEEP YOUR PERSONAL DETAILS SAFE

Be careful of the personal information you share online. It may be difficult to manage how it is used when it becomes publicly available.

6

### CHECK SUSPICIOUS RECEIPTS

If an online deal is too good to be true, it probably is. These scams entice you to buy products at knock-off prices without delivering the goods. Always check the seller's reviews to establish credibility before making a purchase



# Protect Your Digital Wellbeing: Think Before You Engage

Digital wellbeing is having an awareness of how being online can make us feel, and looking after ourselves and others when online. This can include recognising the impact being online can have on our emotions, mental wellbeing and even our physical health, as well as knowing what to do if something goes wrong.

## Guidelines for a Healthy Digital Wellbeing

### PAY ATTENTION TO HOW YOU FEEL:

Monitor how you feel whilst spending time online and take regular breaks from your devices to rest and recharge.

### SET BOUNDARIES WITH CHILDREN:

Set clear rules on your child's screen time use and praise them when they keep to it.

### PLAN FUN ACTIVITIES TO DO OFFLINE:

Set aside time to enjoy activities that you love offline, whether it is taking a walk through the nearest park, drawing, or reading.



# Just A Few Words Before You Go...

Everything that we do or say online has real-life impact on, not just ourselves, but entire communities, leading to either positive or negative consequences on issues such as cyber bullying, personal privacy and the spread of false information online. If we all choose to act sensibly, kindly and with respect for others, the internet will be a more pleasant place for community building, sharing of knowledge and global collaboration.



✧ **#thinkb4youdo** ✧

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## **About TikTok**

TikTok is the leading destination for short-form mobile video, and our mission is to inspire creativity and bring joy. As a global community that celebrates creativity and self-expression, user safety and comfort is very important to us.

We develop policies and tools to create a positive community. We require all users to adhere to our policies and encourage our users to use the tools available to make TikTok fun for everyone. With our community guidelines containing important safety tips when using TikTok, we hope that together we can keep the TikTok community safe and comfortable.

## **About Media Literacy Council (MLC)**

The Media Literacy Council (MLC) is a group of members from the people, private, and public sectors. The MLC spearheads public education on media literacy and cyber wellness, and advises the government on appropriate policy responses to the evolving world of media, technology, and consumer participation.

In today's digital and social media landscape, the Council seeks to address problems such as cyber safety and security, discernment of online falsehoods, cyber bullying and uncivil online behaviour. Its role is to cultivate digital users' critical-thinking skills and refine their understanding of the issues in the online world so as to empower them to be safe, smart, and kind online.