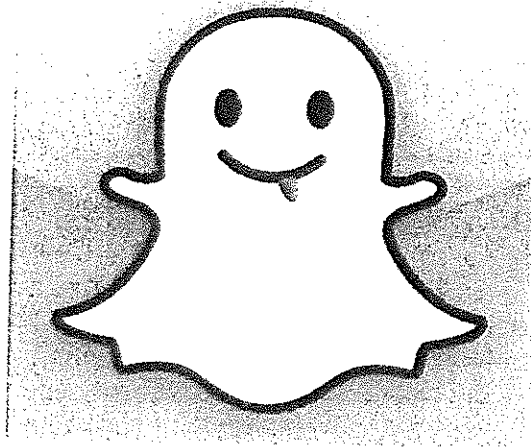


A Parents' Guide to **Snapchat**



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Top 5 Questions Parents Have About Snapchat

1. *Why do kids love Snapchat?*

They love the spontaneity of it. It's been (rightfully) drummed in their heads for years that photos you share are on the Web forever and are really hard to take back, so Snapchat's a relief in a lot of ways. It's playful and "in the moment" – a nice change from the self-presentation and reputation issues in social media services that display photos indefinitely. They don't have to worry about some invisible audience.

2. *Does Snapchat have a minimum age?*

Yes, it's 13, in compliance with the Children's Online Privacy Protection Act. But Snapchat doesn't ask users to specify their age so there are probably many younger children using the app. The service will delete underage accounts if they're notified and can verify the users are under 13.

3. *What are the risks in using Snapchat?*

Though there's nothing inherently dangerous about Snapchat, it's often referred to as "the sexting app." There's no research showing that to be true and plenty of anecdotal evidence that it isn't the focus for teens, but – like any photo-sharing service – Snapchat can be used for sexting, harassment, or worse. It can be particularly sad and hurtful if that happens, because Snapchat is typically used among friends (or at least people who have each other's user name or phone numbers). That's why we wrote this guide – to be sure young people and parents are aware of worst-case scenarios so they can be avoided.

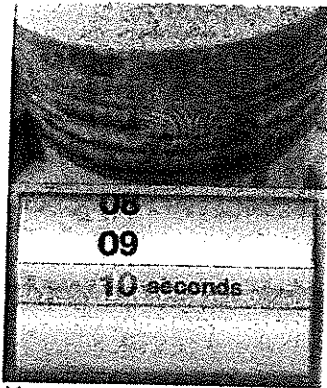
4. *Is it good that Snapchat photos disappear in seconds?*

Yes, because photos aren't put on display, there's no stage, no following to develop, no posturing or "performance anxiety." The ephemeral aspect actually adds a measure of safety, as long as people don't develop a false sense of security about that – because photos can also be saved as screenshots or photographed with another phone and shared with or without the originator's knowledge. That can be good or bad – bad because a screen-captured photo can be used to embarrass the people in it, good because, if things do go wrong, it can be used for evidence against someone trying to hurt the people in it.

5. *What's the best way to help kids stay safe in Snapchat?*

As with all social media, respecting ourselves and others – in and out of technology and media – makes us safer. Whether the experience is positive or negative depends so much on how people use the app or service, whether or not they're really friends, and on how they treat each other in Snapchat. Friends may kid around with each other but for the most part treat each other well. Most kids treat their friends well, but it never hurts to have a conversation (never a lecture) with them just to be sure. Use this guide for talking points, but the most important thing is that they know you have their back when things come up – that they can always come to you no matter what.

Snapchat is a photo-sharing app with a twist. The photos you send disappear seconds after they're viewed – you get to decide how long a photo will "live," from 1 to 10 seconds, after it's viewed. Users love the spontaneity of that – it feels like socializing that's (digital) footprint-free – but, as we'll cover in this guide, there are ways to capture and recover images, so no one should develop a false sense of "security" about that.



You get to decide how long your photo can be viewed.

they don't have to worry if they're having a bad hair day or just want to make a silly face.

Snapchat runs on the Apple iPhone and Android phones but it also runs on iPad, Android tablets and iPod Touch, which are often used by very young children. It was developed as an antidote to "traditional" social networking services, where images can stay around forever and people have to worry about self-presentation and reputations. Snapchat users feel like

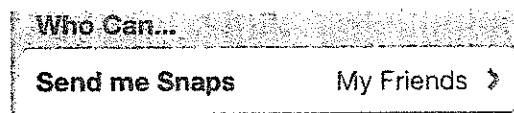
Sharing a moment

- *Be nice – it really helps.* Just as in physical settings, people generally react, interact and share things in a friendly way on Snapchat too. Among friends sharing – especially with photos on mobile devices – it's usually a lighthearted thing, sometimes even goofy. It's just a shared moment like always, only now it can also be shared from the other side of the planet. It's not about documenting anything – it's visual *chat* in the moment. That's why the app's called "Snapchat." So if used the way intended, it's just a quick freeze-frame of a moment with a friend. The ephemeral nature of it is really a security feature.
- *One-to-one sharing.* Snapchat was designed for sharing between a couple of friends, but you can share with more than one person by selecting each recipient manually. Unlike social network sites and other photo-sharing apps, you can't post publicly. You can only share with friends and you get to decide who to share with each time you send a "snap." There's some safety to this – no automated mass-sharing that could embarrass intentionally or by mistake.
- *Context is key.* A positive experience in Snapchat truly depends on the situation being snapped and the relationship you have with the friends you're sharing with. So, as in all other relating in life, help your kids understand that there's safety in kindness.

Optimizing Snapchat for you

- *Manage your settings.* Snapchat's settings are really basic, but there's one setting that can help a lot: If you don't want just anybody sending you photos, make sure you're using the default setting to only accept incoming pictures from "My Friends." Here's how to be sure:

Click the Menu button in the lower right corner to access settings. By "Send me Snaps," be sure it says "My Friends" not "Everyone." That way, only people you've "added" (or friended) in Snapchat can send you a photo.



You can limit who can send you snaps to "My Friends" only.

- *Screen capture is possible.* The Snapchat app doesn't allow users to save photos, but smartphone operating systems do allow users to capture what's on the phone's screen (in a kind of photo called a "screen capture"). It's also possible to take a picture of the screen with another camera or camera phone. It's also possible for a computer forensics expert with special skills and tools to "undelete" Snapchat images after they've "disappeared," but this requires physical access to the phone (it can't be done remotely) and, for now at least, it's an expensive and time-consuming process. So it never hurts to remind kids *never to snap photos that are illegal, could get them in trouble now or in the future, or would be embarrassing* if seen by people like grandparents, future love interests or college admissions officers.
- *Don't screen-capture without permission.* Some people think of this as basic good manners – to record someone on the phone or capture an embarrassing moment without permission has always been considered rude, and the same is true in Snapchat. If someone shared a photo of you asleep in a car with your mouth hanging open, you probably would not be ok with that. That's the kind of behavior people want to avoid in Snapchat too.
- *You'll be notified (most of the time).* Snapchat lets you know when your message has been opened and – usually – if it has been captured and saved by the recipient. We say "usually" because it doesn't work 100% of the time and there are workarounds, including some "hacks" and the ability to take a picture of the screen with a camera, including a friend's cell phone camera.

reason to believe someone is at risk of harm or self-harm, contact your local police or dial 911 (in the United States) immediately.

- *Delete the account:* If Snapchat isn't for you (or your kid), you can delete the account by going to http://www.snapchat.com/a/delete_account as long as you have the user name and password. If you wish to delete the account and your child won't give you his or her password, you can submit a deletion request at www.snapchat.com/static_files/deletion_request.pdf.

Some closing thoughts for parents

Snapchat is one of thousands of photo sharing apps that kids use and it's not even the only one with disappearing pictures (Facebook, for example, has a similar app called Poke). New apps are popping up all the time, and parents can't possibly be on top of all of them. That's why it's important for kids to develop critical thinking and media literacy skills, to help them stay safe in media and all aspects of their lives.

And speaking of critical thinking, there's no need to panic every time you hear a media report about something awful happening in social media. The reason the news media cover awful situations is because they're rare. How often do you read about planes landing safely? We only hear about the ones that crash. Of course kids can get into trouble using Snapchat or any other service, but the same can be said for swimming pools. That's why we teach them how to swim.

As for our job as parents, it's important to keep the lines of communication with your kids as open as possible and work together to figure out what's appropriate for them, in terms of safety, privacy, reputation and time management. It generally just works better to talk with our kids about their favorite tools – with genuine interest, not fear – because they're more likely to come to you when they need help and you're much more likely to be kept in the loop about all the cool technology they use and you get to learn about.