

What parents & carers need to know about...

TRILLER

12+

Triller is a social media video sharing app. Unlike TikTok and many other video sharing apps, Triller focuses more on making creative music videos. Users can film multiple takes of themselves and the app will then automatically compile the best clips and turn it into a music video. It is free to download and has amassed over 250 million downloads worldwide, including celebrity users such as Justin Bieber, Eminem and Alicia Keys.

Default to Public Profile

When signing up to Triller your account automatically defaults to public. This means that any videos that your child uploads to Triller can be searched for and viewed by anybody who uses the app. It also means that anybody can send them a follow request or comment on their videos, including people they have never even met or seen before.

Drive for 'fame'

Verified users in Triller can exchange their Gold for Gems which in turn can be exchanged for real cash. Verified users are those that have gained enough likes and followers on the app, which could push some children to create more outrageous, dangerous or even inappropriate content in order to get noticed and earn more gold from their 'supporters'.

Unauthorised sharing

Once a video is uploaded and posted on Triller, it can be shared further by other users. Viewers can choose whether to share it on other social media channels, via email, messaging apps or even opt to download and save it to their device. This means anybody could potentially view, store and share your child's videos without you knowing or your consent.

Lack of privacy protection

Triller reserves the right to use anything publicly distributed on the platform for marketing and/or commercial purposes. That means that any content produced on the app which is available to the public can be used by Triller to promote themselves, even if you don't want them to.

In-app purchases

Gold coins are the currency in Triller and can be purchased in the app with packages ranging from \$0.99 to \$99.99. The money can be used to donate or 'support' other users who children follow and find engaging. This could mean that some children quickly rack up hefty bills if they have access to payment methods and are easily influenced by who they follow online.

Risk of cyberbullying

Triller gives users the ability to comment on other people's videos, even if they don't follow that account. Most comments are usually displays of positive feedback and showing appreciation for the content. However, if children post their videos in public, they could be at risk of online trolls posting hurtful or negative comments or become the victim of online bullying behaviour.

Mature content

Triller does contain references to more adult themed content. This includes bad language and references to drugs, alcohol and sex. The app has an age-rating of 12+ however there are no content filters and children can search for almost anything. Furthermore, users don't need an account to view other videos on Triller which means that children could use the app without having to sign up.

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Safety Tips

Make accounts private

There aren't many parental controls on Triller, however users can make their profiles private which means only people your child approves can view and comment on their videos. It also means that your child will need to approve a request if somebody wants to follow him/her.

Talk about personal data

It's important to talk to your child about protecting their personal information online. Encourage them to only share their videos with friends and family that they also know and trust offline, and to avoid linking their other social media accounts to the platform.

Block and report strangers

If your child is receiving negative comments or is being harassed, you can report and block a user within the app. You can do this by going into the profile page of the other user. Make sure your child knows to never allow a stranger to follow them and to always come to you if they're ever unsure about someone who tries to contact them.

Discuss content concerns

Encourage your child to talk to you if they have seen a video on the app that has made them feel uncomfortable. Inappropriate content can be reported to Triller so it's important children know what is and isn't acceptable online. Talk to them about what they watch and who they follow. Try to get them to think critically about the things they see so that they can make better decisions online.

Remove payment options

Remove any links to payment options on your child's devices or enable payment monitoring controls. This will prevent them from making in-app purchases and spending money freely. If your child wishes to donate to a particular user, ask them questions around why they think that user needs the donation and whether they are real with their request. Remind your child that not everything they see online is the truth and they could be trying to fool them.

Explore yourself

The best way to understand the content on the app and how it works is to use it yourself. Follow your child's account so that you know what they are viewing and sharing online. Explore different videos and understand how the app works so that if your child has any concerns, you can support them with confidence.

Meet our expert

Parven Kaur is social media expert and digital media consultant who is passionate about improving digital literacy for parents and children. She has extensive experience in the social media arena and is the founder of Kids N Clicks; a web resource that helps parents and children thrive in a digital world.

