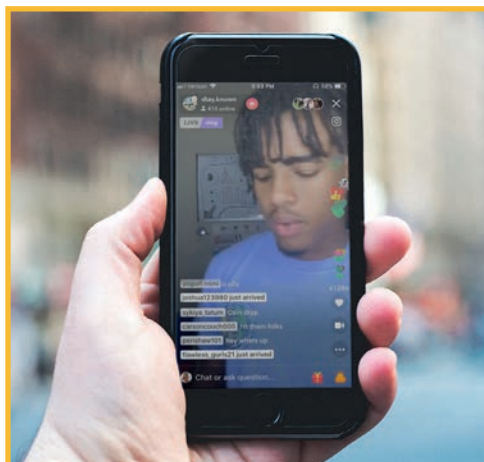




## What is Musical.ly?

Musical.ly is a social media app that lets you create, share and discover short 15 - 60 second music videos of popular songs.

### What does it look like?



### Main Concerns for Parents

# musical.ly

AGE RESTRICTION  
**13+**

#### Inappropriate song lyrics

Musical.ly allows users to lip-sync to their favourite songs and produce their own music videos. Some of the music choices contain swear words or sexual themes. As such, not only can children be exposed to potentially inappropriate content but they can broadcast themselves miming or singing these lyrics.

#### Anyone can see your child's creations

If posted publicly, anyone in the world can see your child's homemade music videos. While this may seem fun at the time, it could potentially lead to bullying within personal friend groups or even online. Children be aware that if their video is downloaded, it may get into the wrong hands and cause embarrassment in the future.

#### Strangers can follow your children

If your child's profile is open, strangers can use the app to comment on your child's videos. While this isn't always sinister, it gives potential predators the ability to contact your child privately through the platform.

#### Syncing contacts

When signing up to Musical.ly, you have a choice of using either your phone number, email address, Instagram or Facebook to log in. If signing up with your mobile number, this gives the app access to who your friends or contacts are on these other devices/services so it can tell you who already uses the app. This, to many, is a significant breach of privacy.

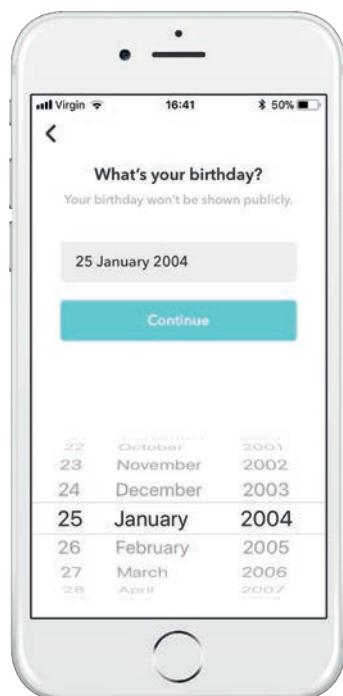
#### In-app purchases

Of course, like with many apps, there's a paid element. This comes in the form of tokens, used to buy virtual gifts.



## Discuss the importance of signing up with the correct age

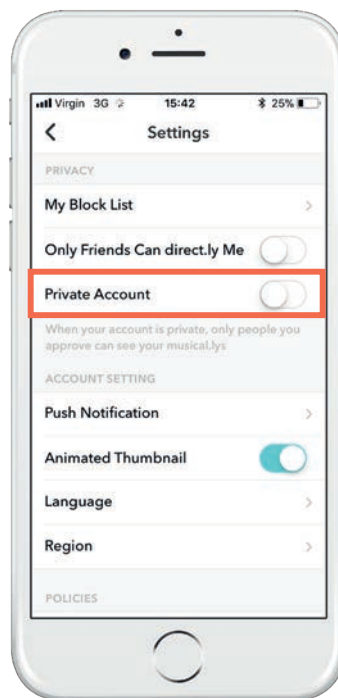
When signing up to Musical.ly, you are prompted to input your birth date - if your child inputs their age as under 13 the app will not allow them to sign up and will be locked for 24 hours. The app is intended for users aged 13+ so explain that the rating is there for a reason; to keep them protected from online dangers.



## Set the account to private

This means that only people who you and your child approve of can see their creations. To make an account private, follow these steps:

- Tap the head in the lower-left of the screen to visit your profile.
- Press the gear icon in the upper-right.
- Go into 'Settings' and scroll down until you find 'Private account.' Then, flick this setting to on.



## Make sure your child knows how to report inappropriate content

If you or your child see something on Musical.ly that appears to be inappropriate, you can report it by clicking on the icon with three dots and tapping 'Report Abuse'.

## Teach your child not to film by landmarks or while wearing their school uniform

To ensure that there's no way of anyone tracking your child's location, make it clear to them that they should never film a music video in their school uniform or near a landmark that gives away where they live.

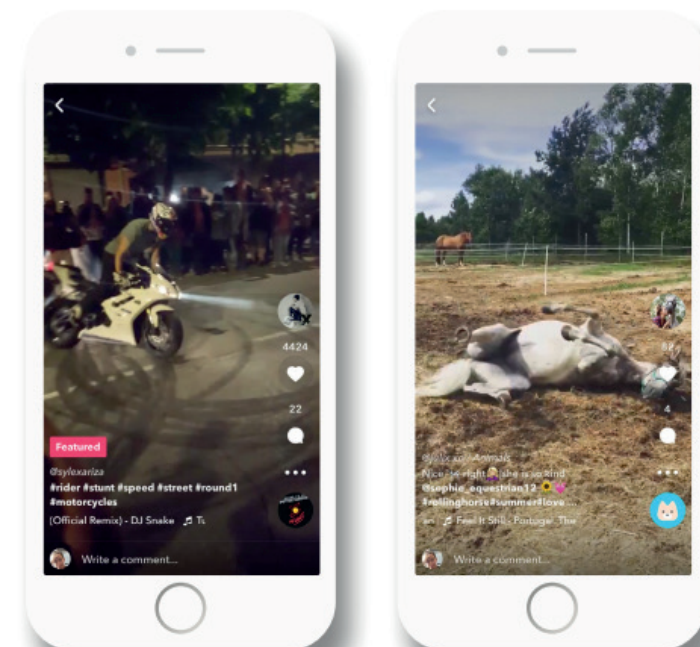
## Hide location info

To prevent the risk of your child broadcasting their location, follow these steps:

- Tap the head in the lower-left to visit your profile.
- Press the gear icon in the upper-right.
- Go into 'Settings' and flick 'hide location info' to off.

## Talk to your child about in-app purchases

To lower the risk of your child making accidental in-app purchases, teach them exactly what in-app purchases are and the risks of making them without permission. Tell them that they are not essential to enjoy the app and that if they want to make a purchase, they should always ask you beforehand.



Sources: <https://www.commonsemmedia.org/blog/parents-ultimate-guide-to-musicaly#>  
<http://metro.co.uk/2017/03/17/musical-ly-everything-you-need-to-know-about-the-app-your-children-are-obsessed-with-6516068/>  
<https://www.youtube.com/watch?v=aNO6s4FCdUs>  
<https://www.youtube.com/watch?v=YVG21Q4IqM>  
<https://static.muscdn.com/website/pdf/creatorPlaybook.pdf>  
<https://support.musical.ly/knowledge-base/community-guidelines/>