At National Online Safety we believe in empowering parents, carers and trusted adults with the information they need to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one platform of many which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

LIKE is a free video creation and editing app similar to TikTok. It has a global community of over 200 million users who can create any type of video, add their own special effects and then upload and share them with the world. The app is largely used to create short music videos which users can choose to watch or not. Despite the recommended age limit of 16+, there are no verifications in place to help restrict access. Setting up a profile is extremely easy and all that is required is access to a mobile phone. This is a concern for young children who have limited knowledge of how to stay safe online.

**ALL VIDEOS ARE PUBLIC**

All user profiles on LIKE are public which means that every video that is uploaded can be viewed by anyone. This is a privacy setting that can’t be changed. In addition, on creating an account, anybody who views your child’s videos can also download, save and share them, albeit this is a feature that can be turned off. Nonetheless, this places your child’s privacy at risk given they can’t control who is viewing their videos and potentially sharing them elsewhere.

**PRIVATE MESSAGING**

As well as being able to comment publicly, LIKE also allows users to private message one another. This opens the door for strangers to contact your child online and build a relationship. This time without being seen. There have been reported cases of sexual grooming and children receiving requests to send inappropriate images via direct message.

**ABILITY TO STREAM VIDEOS LIVE**

Once a user has achieved a certain level, LIKE grants them access to stream their videos live with viewers able to engage and post comments as the video is running. This means your child could receive harmful or upsetting comments during a live recording with no filter, as well as viewing other users live streams, which may contain inappropriate or disturbing content.

**PRIVATE SETTINGS**

The public nature of LIKE means that anybody can comment on your child’s videos. Whilst many users may be positive and supportive of what your child is doing online, others may be critical or quite nasty. If you are worried about other users and what they may see you can completely disable comments within the app’s privacy settings.

**BLOCK USERS WHO HARASS, BULLY AND OFFEND**

If you are concerned about your child being harassed, bullied or receiving persistent offensive comments from specific users, you can ‘block’ these individuals. This can be done via the offenders’ profile page. Once blocked, the ability to comment on your child’s videos will be removed although videos will still remain visible.

**SURF THE WEB WITH CARE**

There are no safe search filters in LIKE, meaning that every video that is uploaded could receive messages from complete strangers to contact your child or private message one another.

**EASY FOR MINORS TO SET-UP**

Despite the recommended age limit of 16+, there are no verifications in place to help restrict access. Setting up a profile is extremely easy and all that is required is access to a mobile phone. This is a concern for young children who have limited knowledge of how to stay safe online.

LIKE also has a Wallet feature in which users can earn beans during special LIKE events or during their own live streams. They can also purchase diamonds directly from the app for anything between 99p and £99.99, with one tap and one confirmation screen, potentially costing the bill payer a lot of money.