

Snapchat Parent Guide

Everything you
need to know
about the social
media app

Age Rating: 13+



What is Snapchat?

Snapchat is a [photo-messaging platform](#) with 250 million users – largely aged 13 to 24.

Users send each other **photos and videos** – also known as **Snaps** – which **appear temporarily before disappearing**. Content can be **highly customised** – using filters, cut-outs, drawings, gifs and emojis.

What features does it have?

The [Stories](#) feature lets users share photos and videos with followers and friends. Stories **disappear after 24 hours**, but can be deleted at any time.

Snapchat Discover is a page that shows **Stories-style content** – including **TV shows, influencers, news and product promotion**. Users can also watch Safety Snapshot, a dedicated channel that will help them learn how to be safe on Snapchat.

The Discovery Page tailors its content to match a user's interests and behaviour.

Other Snapchat features include **video and voice calls**, **Memories** and a [Snap Map](#) that shows where you have been posting.

Are there any risks?

The age rating is there for a reason – and the platform is not suitable for children under 13.

Location sharing is a key part of the **Snap Map**, meaning

it's easy to pinpoint a user's whereabouts if the privacy settings **aren't in place** – especially if using **Live Stories**.

Because images 'disappear', users can **feel safe to share content they later regret**. Images can **still be recorded** from other devices and **become permanent** against the poster's wishes.

Snapchat has also become **associated with sexting** – **despite being banned** in its [Community Guidelines](#).

What can I do?

Have a conversation about how your child plans to use Snapchat – including **who they'll be sharing content with**.

Explore the [privacy settings and functions](#) together – such as who can contact them – and how to [report and block](#). You should also consider location settings, and turning them off. Make sure to **emphasise that even though images 'disappear', it doesn't mean they're not permanent**.

Snapchat also offers a handy **'Friend Check Up'** feature, that will prompt your child to review their friends list and make sure it's still made up of the people they want to connect with.

Finally, let your child know they can **always come to you** if they come across anything that makes them feel worried or upset.

More Info

[Watch a 2-minute video guide to Snapchat](#)

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