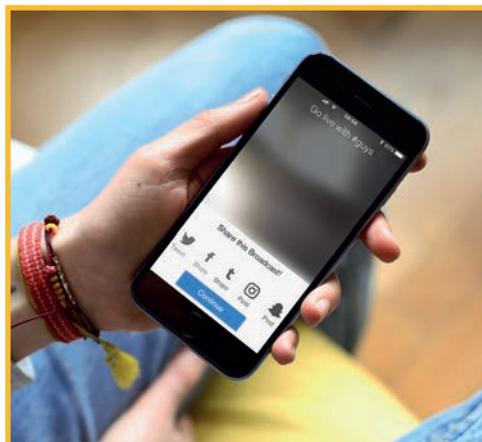
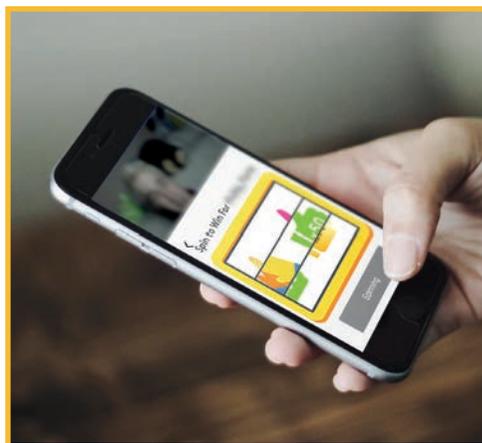
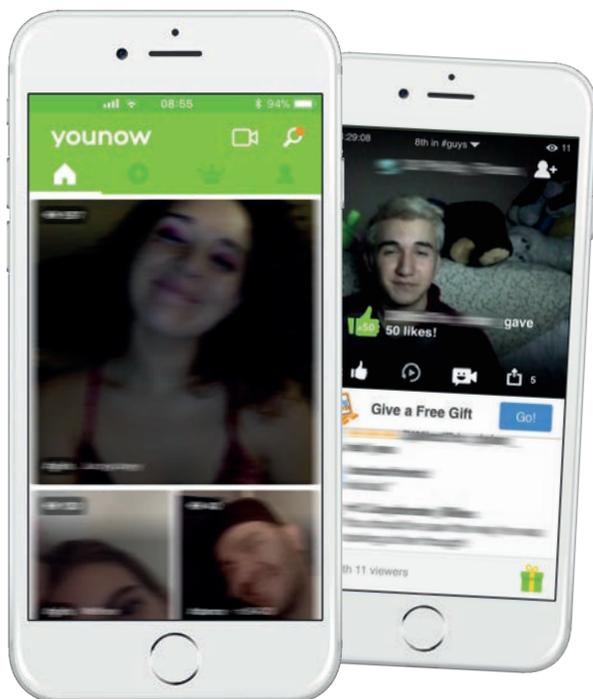




## What is YouNow?

As you might be able to guess from the name, YouNow is a riff on the idea of YouTube. But with this app, everything is live. Users can broadcast live to others free of charge and viewers can interact with broadcasts. It's used by people to meet others from around the world, share ideas, showcase talents, broadcast webcam footage of countryside scenes, and just to rant because they are bored. YouNow can be viewed on the website, or via the Android and iOS apps.

## What does it look like?



## Main Concerns for Parents

# younow



### Spending money

It is possible to send virtual gifts to YouNow users in the form of tips - everything from gold bars to a rocket. Such gifts are paid for using YouNow's currency of gold bars and can be bought using real money. With a stack of gold bars costing anything from \$2.99 to \$49.99, it would be easy to spend a large amount of money very quickly. If a payment card is linked to the mobile app, this could be a real problem. There is also the potential to rack up large bills if mobile data is used to stream video.

### Chatting with strangers

While YouNow has a lower age limit of 13, there's nothing to stop children of any age signing up. Coupled with the potential the service gives users to chat with complete strangers, there is obvious cause for concern - it's hard to know just the type of people your child will chat with, or what they'll share with them. Privacy can be an issue, as is the risk of falling for phishing scams.

### Inappropriate content

While there are moderators present on YouNow, and it is possible to report worrying users, this is not enough to completely weed out all of the content you might not be happy with your child encountering. A ban on nudity and hate speech is great in principle, but it does not mean that it does not exist. As with any form of social media, there is potential for stalking and harassment.



## Learn how to report content

It is important that younger YouNow users know how to flag up any content they are concerned about - or that you know how to do it on their behalf. The service has a number of rules ([www.younow.com/policy/en/rules](http://www.younow.com/policy/en/rules)) about the type of content that is not allowed, but that doesn't mean this content does not appear. Should anything that breaks the rules appear, it's a good idea to let moderators know. In one of the mobile apps, you can tap a view and then the flag button before selecting the Report option. On the web version of YouNow, click a username followed by the flag icon and then Report.

## Check who your child is chatting with

It's a good idea to get involved with your child's YouNow usage if you do permit them to use the site or app. In this way you can keep an eye on the users they are connecting with and the type of content they are watching. Physically monitoring use of YouNow might be time consuming, but it is time you can use to educate your child about what to look out for.

## Block problematic users

If reporting content does not feel like enough, it is also possible to block others so that their broadcasts do not appear - it's a quick and easy way to avoid irritating or otherwise problematic people. The method for blocking is much the same as reporting. In one of the mobile apps, you can tap a view and then the flag button before selecting the Block option. On the web version of YouNow, click a username followed by the flag icon and then Block.

## Be aware of YouNow's rules

Like any online service, YouNow has a set of rules that need to be adhered to. It is important that your child is aware of the following rules to not only avoid getting kicked off the service, but also to remain safe:

- No violence and/or self-harm
- Absolutely no nudity or sexually explicit behaviour
- No bullying, harassment, or hate speech
- No onscreen illicit substance use
- No underage (under 13) users
- No posting of private contact information
- No prank calls to emergency authorities or hotlines
- No solicitation or encouragement of rule-breaking
- No chat spam
- No impersonating other members or having multiple accounts
- No copyright infringement



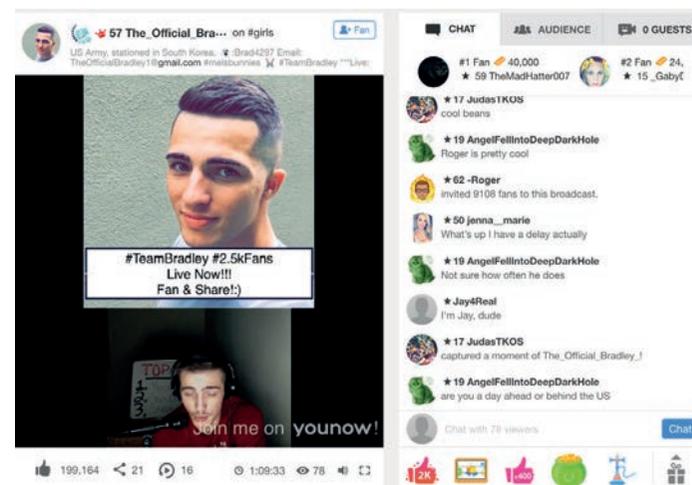
## Follow YouNow guidelines

In addition to the official rules, there are a number of guidelines that users - particularly younger ones - should ensure that they are familiar with:

- Know the rules of YouNow and act accordingly.
- Use a nickname and not their full name.
- Never disclose personal information.
- Do not undress.
- Do not engage in direct communication or in-person contact with people they meet online.
- Solicit the consent of third parties before filming them.
- Know how to flag users and contact the moderator.

## Be aware of privacy concerns

You and your child need to keep privacy in mind at all times. As it's free to broadcast around the clock, your child may well do just that - and this means that private conversations taking place in the background may be picked up. It's also worth noting that there are some rather odd practices that have become popular on YouNow - such as users broadcasting themselves while they sleep. This is clearly something parents need to be aware of so they can have a chat with their child about it.



## Trending Topics

- |                |              |
|----------------|--------------|
| #musicians     | #girl        |
| #singing       | #musical.ly  |
| #girls         | #talk        |
| #bored         | #lgbt        |
| #guys          | #-bored      |
| #ask_questions | #truthordare |
| #random        | #chill       |
| #dance         | #alternative |