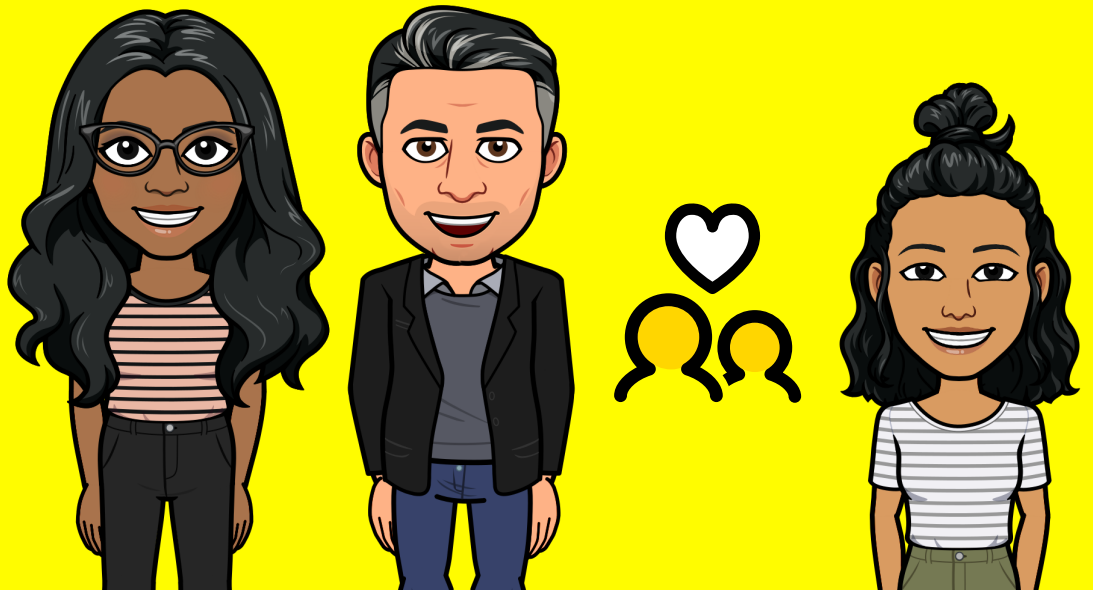




Parent's Guide: Snapchat's Family Center



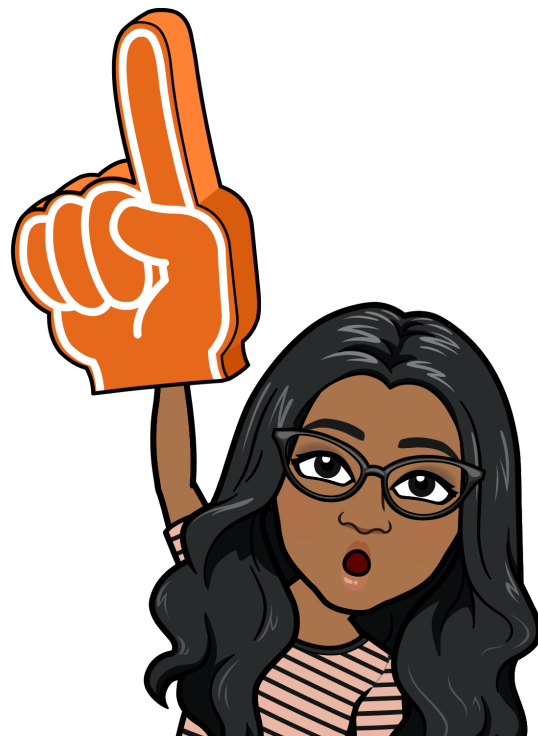
A Parent's Guide to Snapchat

As a parent or caregiver, you might know of Snapchat as an app that teens use to communicate with their friends. You also might know it looks a bit different than other traditional social media platforms—and that's deliberate—but we recognize it can make our app more difficult to figure out if you haven't used it yourself. This guide is meant to give you the basics on how Snapchat works, key protections that can help your teens use it safely, and a walkthrough of our new parental tool, Family Center.



To start, Snapchat was intentionally built differently than traditional social media platforms, with a focus on nurturing and supporting real friendships in a healthy, safe, and fun environment. Snapchat opens directly to a camera, not an endless feed of content, and is focused on connecting people who are already friends in real life. We have always wanted Snapchatters to be able to genuinely express themselves and have fun with their friends in the same way they would if they were hanging out in person—without the pressure to grow a following, gain views, or earn likes. We believe technology should reflect real-life human behaviors, and how people act and relate to each other in their everyday lives.

This goal drives the decisions we make about how to structure and operate Snapchat and develop new products. We use product development processes that consider the safety, privacy, and ethical implications of a new feature at the front end of designing new features—and we don't launch products that don't pass these intensive reviews.



How Snapchat Works: A Quick 101

Snapchat contains five tabs where Snapchatters can express themselves, live in the moment, learn about the world, and have fun together.



Our Camera: When you open Snapchat, the first thing you see is a camera, which is meant to be like a blank canvas that encourages people to express themselves authentically without worrying about what they see other people posting. Snapchat doesn't offer browsable public profiles for teens or traditional public comments on friends' content—it's one of the ways we intentionally make it harder for strangers to find people on our app.



Chat: To the left of the Camera is our Chat screen, where Snapchatters can talk to their friends using text or pictures ("Snaps").



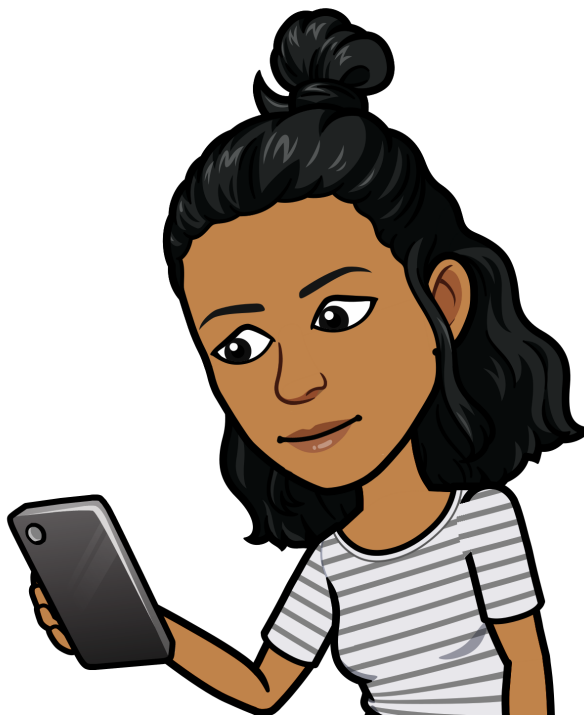
Snap Map: Further to the left of the Chat screen is our Snap Map, a personalized map that can be used to explore places and events happening near you, and see what your friends are up to if they choose to share their location with you. By default, location-sharing is off for all Snapchatters. They have the option to decide to share it on the Map with friends—but never with strangers.



Discover: To the right of the Camera is our content platform, which only features content from vetted media publishers and content creators. Across our app, we don't offer an open newsfeed, where anyone can broadcast unvetted content—and don't allow an opportunity for unmoderated content to 'go viral.'




Spotlight: To the right of Discover is Spotlight, our entertainment platform, which is proactively moderated using human review before a piece of content can reach more than 25 views.





Protections for Snapchatters under 18


While we want Snapchat to be a safe experience for all members of our community, we have built in additional protections for teenagers in particular:



 **We require teens to mutually accept each other as friends in order to begin communicating.** By default, Snapchatters under 18 must opt-in to being friends in order to start chatting with each other—similar to real life where friendships are mutual.

 **We ban public profiles for minors and friend lists are private.** We intentionally make it harder for strangers to find minors by banning public profiles for people under 18, and for all Snapchatters, friend lists are private.

 **We limit discoverability for teens to people they likely know.** Teens only show up as a "suggested friend" or in search results in limited instances, like if they have mutual friends in common.

 **We have safeguards against trying to circumvent our protections for minors.** We prevent younger Snapchatters with existing accounts from updating their birthday to an age of 18 or above. We also use age-gating tools to prevent minors from viewing age-regulated content and ads.



Our Tools for Parents: Family Center

As our Snapchat community continues to grow, we know parents and caregivers want additional ways to help keep their teens safe. **That's why we introduced an in-app tool called Family Center, which helps parents get more insight into who their teens are friends with on Snapchat, and who they have been messaging, while still respecting teens' privacy and autonomy.** Similar to the way we have built our other products, Family Center is designed to reflect the way parents engage with their teens in the real world, where parents usually know who their teens are friends with and when they are hanging out but don't eavesdrop on their private conversations.

At launch, Family Center will give parents over the age of 25 the ability to:

- See which Snapchat friends their teens have sent messages, photos, or videos to in the last seven days, in a way that still protects the teens' privacy by not revealing the actual contents of their conversations (Snaps and messages).
- See a complete list of their teens' existing friends. In the coming weeks, we will add a new feature that will allow parents to easily view new friends their teens have added, making it easy to start conversations about who their new contacts are.
- Easily and confidentially report any accounts parents may be concerned about directly to our 24/7 Trust and Safety teams to investigate.
- Access key explainers about how to use these tools; resources for important conversation starters with their teens; and additional tips for using Snapchat safely.
- Teens who have opted in to Family Center will also be able to see what their parents see, with a mirrored view of features.



Our Tools for Parents: Family Center

To help develop our Family Center, we worked with families to understand the needs of both parents and teens, knowing that everyone’s approach to parenting and privacy is different. We also consulted with online safety and well-being experts to incorporate their feedback and insights. We wanted to develop a set of tools designed to reflect the dynamics of real-world relationships and foster collaboration and trust between parents and teens.

In the coming months, we plan to add additional features to Family Center, such as new content controls for parents and the ability for teens to notify their parents when they report an account or piece of content to us. While we closely moderate and curate both our content and entertainment platforms, we know each family has different views on what content is appropriate for their teens and want to give them the ability to make those personal decisions.

Getting Started on Family Center

To find out more about Family Center, including how to get started with our introductory videos, head to <https://snap.com/en-US/safety-and-impact>.



Additional Tools & Resources for Snapchatters

We provide simple and easy-to-use in-app reporting tools for Snapchatters to alert our Trust and Safety teams for investigation. All reporting is confidential, it's important to know that we can preserve content once it is reported to us to investigate. In the vast majority of cases, our teams take action on these reports in under two hours. We also work with law enforcement when they request our help with valid investigations.

Additionally, we invest in educational programs and initiatives that support the safety and mental health of our community—like Friend Check Up, Here for You, and Heads Up. **Friend Check Up** prompts Snapchatters to review their friend list and make sure they still want to be connected with everyone on it. **Here for You** and **Heads Up** are both in-app tools that proactively send resources to Snapchatters from experts and trusted partners when they search for certain terms related to a range of mental health and other issues, including stress, anxiety, depression, drugs, bullying, suicidal thoughts, and much more.

