

DRIVING DIGITAL RESPONSIBILITY THROUGH AWARENESS FOR ONLINE SAFETY AND EDUCATIONAL CONTENT

TIKTOK, which is the leading platform for short form video, has formed an exclusive partnership with DEF to build capacity and awareness of the youth towards—Online safety, Digital Well-Being and Best Practices in Educational Content on TIKTOK—through comprehensive workshops in 10 states of India—Delhi, Rajasthan, Madhya Pradesh, Karnataka, Kerala, Maharashtra, Gujarat, Punjab, Tamil Nadu and West Bengal. The partnership will reach out to 100,000 beneficiaries.



In November-December, 2019, the trainers have achieved 30,000 beneficiaries by conducting workshops mostly in schools with students in the age group of 13-18 yrs. in 9 districts in 7 states— Punjab, Rajasthan, Maharashtra, Delhi, Madhya Pradesh, Kerala, Karnataka.



The principal of the schools and teachers have found the workshops on ‘Online Safety and Educational Content’ extremely useful as especially young children are vulnerable in the online space and can be misguided to create disturbing content on social media platforms. Besides, they are spending inordinate time on their computers and smartphones playing games, which is drastically impeding their social development. Devidash Patnkar, Head Master of Govt. School, Bhayawadi, Betul, Madhya Pradesh, stated, “I truly appreciate this effort of educating school children in how TIKTOK as a platform can be used for creating educational content—since we have heard of disturbing cases

in which under bad influence children have taken law into their hands and have also tried to harm themselves. Hopefully, with more awareness and education children would learn handle themselves more maturely on social media platforms.”



“I’m Sangeeta Yadav. I from Rajakiya Madhyamik Vidyalaya, Morodkala Navalpura, Reni, Alwar, Rajasthan. I was completely unaware of online safety. When this workshop was held in our school, and concepts like online safety and educational content was introduced to us through various games and activities, we not only understood it—but also became aware of good things and bad things that are happening in the online space. We were also introduced to TIKTOK as a platform that could be used to share educational videos. I must say it was an enriching experience.”