

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 December 2019-January 2020, the trainers have achieved 52,500 beneficiaries by conducting workshops mostly in schools with students in the age group of 13-18 yrs. in 12 districts in 8 states— Punjab, Rajasthan, Maharashtra, Delhi, Madhya Pradesh, Kerala, Karnataka and Tamil Nadu—covering 120 schools.



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.

The workshops normally have a mix of youngsters who are using TIKTOK and those who are not using TIKTOK. But most of them are on some social media platform. The students actively participate in games and activities during the workshop and pledge to be only inclined towards educational content on social media by exploring their skills and talent for content creation.



Jithamol P Pulelly, Principal, V R Appumaster Memorial Higher, Secondary School, Thaikad, Thrissur, Kerala, states— “Participants really liked the topic. Educational contents in social media were a fresh knowledge to most of the participants. Even most of the staffs were unaware about online safety and educational content with regards to social media platforms. After the classes students got an idea how to use social media in a proper manner.”