



## What is Musical.ly?

Musical.ly is an app that allows the user to create and share 15 second music video's where users appear singing, lip-syncing and dancing to their favourite performers. They can use filters and effects to enhance the video and then share them on Musical.ly and other social media platforms.

## Age Group Recommendations

iTunes, Google Play and Amazon all have an age rating of 12+ set for the Musical.ly app. This actually conflicts with the terms and conditions of creating a Musical.ly account where it states that you must be 13+. This is further confused at the bottom of the terms and conditions where it asks you to 'affirm that you are over 18 years old'.

I have detailed below exactly what each app store specifies alongside their age rating.

### iTunes - 12+

- Infrequent/Mild Mature/Suggestive Themes
- Infrequent/Mild Sexual Content and Nudity
- Infrequent/Mild Cartoon or Fantasy Violence
- Infrequent/Mild Profanity or Crude Humor
- Infrequent/Mild Alcohol, Tobacco, or Drug Use or References

### Google Play - 12+

### Amazon - 12+

Guidance Suggested (ie. may include content not suitable for all ages such as violence, profanity, crude themes, location detection etc)

Please Note: On setup, Musical.ly does not ask for a birth date to be entered. It does require an email address.



## Musical.ly Privacy Settings

When an account is setup it is automatically made set to be Public. This means that anyone can see videos that are posted and can follow them.

You can change the Privacy Setting to Private. The Private Setting will only allow approved followers to see their videos. Even with a Private account:

- The profile is still public
- Other users can still search their profile, view profile pictures and bio, see fans, followers and likes
- Users should not share private information or use their own names
- Ensure you turn the location setting off so that the user can't be traced



# The Tech Mum

## Musical.ly - The Risks

- Musical.ly does not pre-screen videos
- Available song choices include swearing and unsuitable lyrics
- Videos created by girls imitating favourite singers clothes and dance moves can be used inappropriately by adult account holders
- Locations can be identified via landmarks, school uniforms etc
- Musical.ly users can search for others users near their own location
- Anybody can view videos (check privacy settings)
- There are many fake accounts setup specifically for bullying
- Accounts cannot be deleted. Ever. The app can be removed from a device but the account remains
- Young people with accounts can be exposed to inappropriate content
- They can 'friend' people that they don't know and who may not be who they say they are
- The app most definitely contains adult video content
- Comments can contain bullying
- Anyone can add hashtags at the bottom of any video. Many of these these link to adult content when they are clicked on
- Users can easily create multiple accounts so that they have one to show their parents and can hide the videos they create on the other accounts
- Livel.ly (an in app purchase) is live streaming and isn't private even if your privacy settings are set to Private. Real-time streaming can invite instant contact and bullying from other users