

# Top 5 Questions about Snapchat from Parents



## 1. *Why do kids love Snapchat?*

Kids love Snapchat because they love talking to their friends. Snapchat is a spontaneous and creative way to communicate with unique features that are just plain fun—Snapchatters can send images and short videos called “Snaps” that can be drawn on or modified with tools like Filters, Stickers and Lenses. Snapchat is playful and “in the moment,” a refreshing change from the world of social media, where you often become the sum of everything you’ve shared.

## 2. *What’s the appeal of having your messages disappear in seconds?*

Snapchat’s ephemerality mirrors “real life” conversations. When you go to lunch with a friend, the conversation doesn’t last beyond the meal — and Snapchat has managed to recreate that light, low-pressure feeling. Because Snaps aren’t on display anywhere forever, there isn’t the reputation anxiety or image-curation fatigue people feel in other services.

## 3. *Does Snapchat have a minimum age?*

Yes, the minimum age is 13, in compliance with the U.S. Children’s Online Privacy Protection Act (COPPA). Snapchat ask for a date of birth upon sign up, and if the birth date indicates that the user is under 13, they’re not allowed to create an account.

## 4. *What are the risks in using Snapchat?*

Some adults worry that Snapchat’s ephemeral nature will encourage people to Snap without worrying about the consequences, but most people don’t use Snapchat that way. They use it because it’s a fun, visual way to communicate that lets them be silly without worrying about what comes next. However, as with all digital media, there are risks in broadcasting personal information like location to strangers and to posting content that violates Snapchat’s [Community Guidelines](#). And users should know that there are ways for others to capture virtually any digital content, including “disappearing” images and video on Snapchat.

## 5. *What’s the best way to help kids stay safe on Snapchat?*

A positive experience on Snapchat ultimately depends on how it is used. It is important to talk to kids about being thoughtful while using social media. Remind your kids that they should speak to a trusted adult when they see something that concerns them and to avoid meeting up with strangers, even if they have an online friendship with them. Parents should also make sure their kids’ privacy settings are set to “My Friends” only.