














App Cheat Sheet

App logo	App name	What it is for	How kids use it	Other dangers
	Tumblr	Short blogs (tumblelogs) containing text, photos, videos and audio.	Sharing photos, funny memes and gifs, sharing tumblelogs with friends	Lack of parental presence, anonymous porn tumblelogs and different search results at night.
	Instagram	Post photos and short videos with short captions to Instagram and share with other social media networks.	Posting images of their daily lives and viewing that of others. Number of likes can be a measure of popularity	Auto Public posts could lead to unintended widespread sharing. Instagram Direct leads to over sharing with close inner-circle.
	Facebook	Post thoughts, photos, videos, share interests, likes with your social network	Teens are using this less due to "drama" and parental monitoring	Teens may be posting for parental and authority figure type consumption here and more "real-life" on other apps such as instagram, twitter and tumblr.
	Snapchat	Messaging with self-deleting pictures and videos.	Sending silly or embarrassing photos and videos, sexting with mature content photos and videos	Illusion of being temporary.
	Twitter	Post short blogs with text, photo and links in 140 characters or less (tweets) and follow others	Following celebrities and friends. Updating "followers" instantly on thoughts or activities. Number of followers can be used as a measurement of popularity	Tweets are usually public and are instantly viewable and can be shared with others outside your network. Celebrity promotional tool
	Tinder	18+ dating chat service	Chat with suggested random potential dating matches	Catfishing
	Kik Messenger/ Whatsapp/ Oovoo/Google Hangouts/ Skype	Text messaging alternative	Texting, sexting, video and image sharing	unlimited texting (photos, videos), voice calls, video calls without provider restrictions or parental controls
	Vine	Posting 6-second repeating videos	To post and view funny, embarrassing, thoughtful or explicit repeating video clips	Profiles and posts are public by default, parents or family members could find themselves in humiliating posts.
	Ask.fm	Ask and answer questions.	Fun and Friendly Q&A. Serious or embarrassing Q&A. Mean or downright creepy Q&A.	Anonymity, cyber-bullying, Facebook sharing can go viral
	Pheed	Sharing of unlimited videos, photos, audio, music and brief text	One stop posting of multimedia content.	Unlimited uploads and video lengths could contribute to "live-feed" type of content. Subscription fee can be charged to view someone's pheed.
	YikYak	Anonymous posts to the geographically closest 500 people signed into the app.	Spreading rumors, gossip and other information locally	Anonymity, location sharing by default, cyber-bullying, sexual content, drugs and alcohol
	Omegle	Anonymous messaging or video chat	Anonymous messaging or video chatting with strangers in an often sexual and explicit manner	Anonymity leads to explicit language
	Whisper	Anonymous photo and caption confessional	Sexual or dark anonymous confessions.	Anonymity can lead to actual personal interaction