

TikTok Privacy Settings Checklist

Purpose: Work through every privacy setting that matters on TikTok in about ten minutes, whether the account is yours, your child's or your business's. Setting names can move around between app versions, so look for the nearest match under Settings and privacy.

What private means (from TikTok's help page): Only approved followers can watch your videos and LIVE videos, see your bio and likes, and view your followers and following lists. Name, username and profile photo stay visible to everyone, and the account can still be found in search.

Section A: Personal accounts

- ☐ Account set to private (Settings and privacy > Privacy).
- ☐ I have looked through my follower list and removed anyone I do not know or trust.
- ☐ Follow requests are reviewed one by one. I do not approve strangers.
- ☐ Comments are limited to the audience I want (for example, friends or no one).
- ☐ Direct messages are limited to the audience I want.
- ☐ Setting for being suggested to others is checked and set the way I want.
- ☐ Each older video has been checked for who can see it.
- ☐ My bio does not include my school, address, phone number or workplace.
- ☐ My username and profile photo do not give away more than I want public (they are always visible).
- ☐ Downloads, Duet and Stitch settings are checked on videos where available.
- ☐ I have never entered my TikTok password on a "viewer" or "follower" website.

Section B: Login security

- ☐ Password is unique, long and not based on pets, dates or names found on social media (three random words is a good approach).
- ☐ 2-step verification is on for TikTok and for the email address used to sign in.
- ☐ I have checked logged-in devices and removed any I do not recognise.
- ☐ I do not use third-party apps that ask for my TikTok login.

Section C: Parents and carers

- ☐ We have sat down and gone through the settings together, not behind their back.
- ☐ We have agreed house rules (who they follow, what they share, when they use the app).
- ☐ The account is private, and comments and messages are limited.
- ☐ We have talked about what to do if someone makes them uncomfortable: screenshot, block, report, tell an adult.
- ☐ They know that "private" does not stop a follower from screen-recording or describing a video.
- ☐ They know never to use "viewer" or "free follower" sites.
- ☐ We know how to report and block inside the app.

Conversation starters: "What do you enjoy watching?" / "Has anyone you don't know ever messaged you?" / "What would you do if someone asked for your password?"

Section D: Business accounts

- ☐ The account is public, so non-followers can find and watch our videos.
- ☐ No personal phone numbers or home addresses appear in the bio.
- ☐ More than one trusted person knows how to access the account; logins are in a password manager.
- ☐ Comment filters are on for anything we do not want shown.
- ☐ Staff leaving? We have a checklist for removing access.
- ☐ Nobody on the team has used or will use follower generators, viewers or similar tools.

Section E: If you tried a private viewer site

1. Close the site. Do not complete any survey or install anything.
2. If you typed a password anywhere, change it now, and on any account that shared it.
3. Turn on 2-step verification.
4. If you installed anything, uninstall it and run a security scan.
5. Check your bank for payments you do not recognise and speak to your bank.
6. Report the scam site to the NCSC (free, takes about a minute).

Section F: How to see a private account the right way

1. Send a follow request.
2. If you know the person, message them to say who you are.
3. Look for a public profile elsewhere (Instagram, YouTube, website).
4. If the answer is no, accept it.

Review date

Re-check these settings every 3 months, and after any big app update. Next review: _____

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.