

Parents Guide to **SARAHAH**




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PARENTS GUIDE TO SARAHAH

Teens and parents are talking about Sarahah. Think your teens don't know about Sarahah? You might want to reconsider. Sarahah hit the app stores on June 13, 2017 and by July 17, 2017 it was the top app in Apple's App Store. In fact, Sarahah has been the iPhone's top app by downloads in 25 countries. As of August 2017, the app has more than 62 million users. Let's dig in and learn about Sarahah so we can talk to our teens when they ask us about it.

What is Sarahah?

Sarahah is an anonymous messaging app that lets users send messages to other users. To find and connect with other users, you will need the link to that user's Sarahah profile. Sarahah also has a search feature that allows you to search for a user's profile by the user ID or email address. The search function is pretty poor, mostly because Sarahah is an anonymous app. So, most users don't identify themselves with an easily distinguishable user ID. This means you can't exactly search for Jane Doe and find the Sarahah profile of your friend, Jane.

How did Sarahah Grow So Quickly?

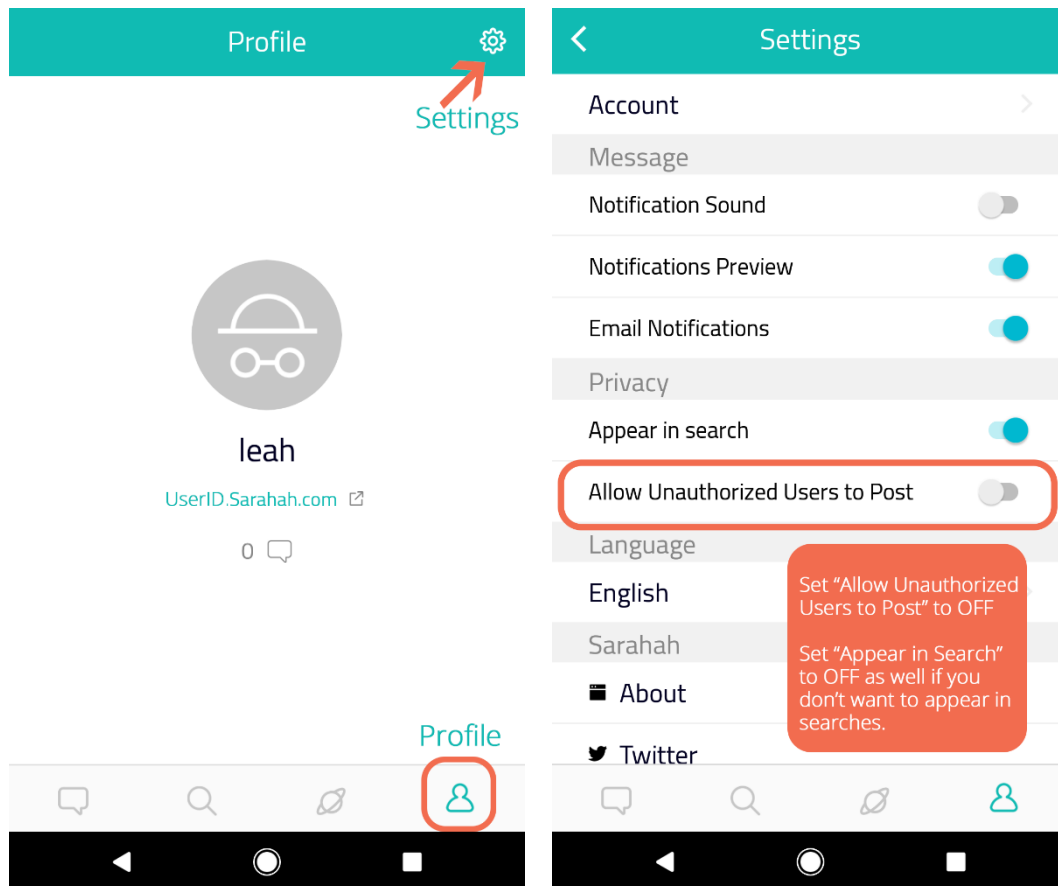
The reason Sarahah has grown in popularity so quickly is because users crave the anonymity it offers. Users can send a message where the receiver of the message never knows their identity. However, anonymous apps aren't new. So, something else caused Sarahah to become so popular. Timing played to Sarahah's favor. On June 13, 2017 Sarahah hit both the Google and Apple app stores. The app was growing. But, in early July 2017, Snapchat rolled out a new feature allowing users the ability to [add links to their stories](#). This meant Snapchat users could easily share their Sarahah messaging profile with their Snapchat followers. This integration meant Sarahah users could connect with other users easily. By July 17, 2017 Sarahah was in the Top Three free apps in both the Apple and Google Play store.

How safe is Sarahah?

Users decide if they want to have their name and/or profile picture appear in Sarahah's search. Users can also opt out of receiving messages from unregistered users. Users

who don't opt out will have their username and profile photo appear in a search. This means users who are searching will be able to find your account by email or user ID.

You can opt out by going to **Profile > Settings**



Is Sarahah a breeding ground for cyberbullying?

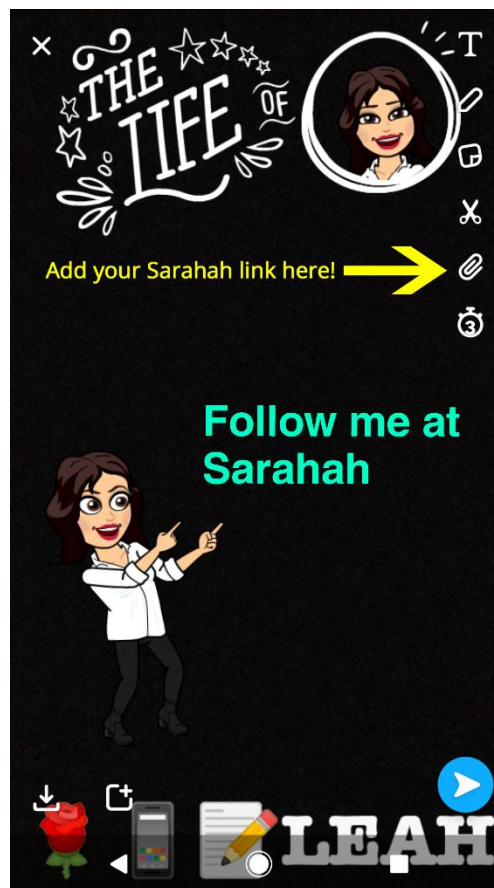
Yes and no. Remember, an app doesn't cyberbully, a person does. It's important we don't give our teens the impression that the app causes their behavior. However, we do need to recognize that if not used diligently, anonymous apps have the potential to become risky. Some reports are already showing an overwhelming number of people have indeed been using Sarahah as a tool to cyberbully others.

When we consider the usefulness of apps, we do need to begin looking at the pros and cons of anonymous apps. Using Sarahah, users have the freedom to send anonymous messages to anyone. Users aren't able to determine who has sent them the message. Furthermore, they aren't really able to ask a question of their followers. Right now, the pro of the app is it gives users a way to share feedback without fear of repercussions.

So there is one use and one use only for this app. An important question to ask, then, might be: Is there another way to share feedback anonymously? Or, is there a way to share feedback where we might approach a situation and grow in our communication skills?


What's the relationship between Sarahah and Snapchat?

There is no direct relationship between the two companies. Many people discuss Sarahah and Snapchat because Snapchat's features allow Sarahah users to share both their user ID and screenshots of messages they receive with their Snapchat audience. This gives Snapchat users content, whether it be nice, funny, or even harsh comments they receive at Sarahah, to share.



How do you create and set up a user account at Sarahah?

To set up an account, users need to enter an email, password, user ID, and their name. Uploading a photo is optional. Many users opt not to add one.

 [Register](#) [Login](#) [About Us](#) [Contact Us](#)

Register

Email

Password

Password Confirmation

Username


Name

Photo (optional) No file chosen

Notifications

I have read and accept the [Terms and Conditions](#)

Before registering, users need to read and accept Sarahah's Terms and Conditions.

 [Register](#) [Login](#) [About Us](#) [Contact Us](#)

Terms and Conditions

All users must comply with the terms and conditions on this page

Public Use

All users should commit to ethics and values and should refrain from insult and abuse of the site.

Privacy Policy

All users have to read the privacy policy linked to in the footer and their use of the website implicates agreement to the policy.

Denial of Access

Sarahah has the right to block any user from accessing the website or using it's services in general.

Impersonation

Impersonation by name or subdomain is not allowed and Sarahah has the right to take adequate actions.

Inactive Accounts

Sarahah has the right to remove inactive accounts under the duration that Sarahah sees adequate.

Removal of Messages and Accounts

Sarahah has the right to remove any message or account with the justification that the website management sees adequate.

Information

Sarahah has the right to use the information input by users with agreement to the privacy policy

E-mail

Sarahah has the right to e-mail users with what Sarahah sees adequate with the option to unsubscribe from notification e-mails

Modifications of Terms and Conditions

We have the right to modify terms and conditions if needed and whenever adequate

Limits of Responsibility

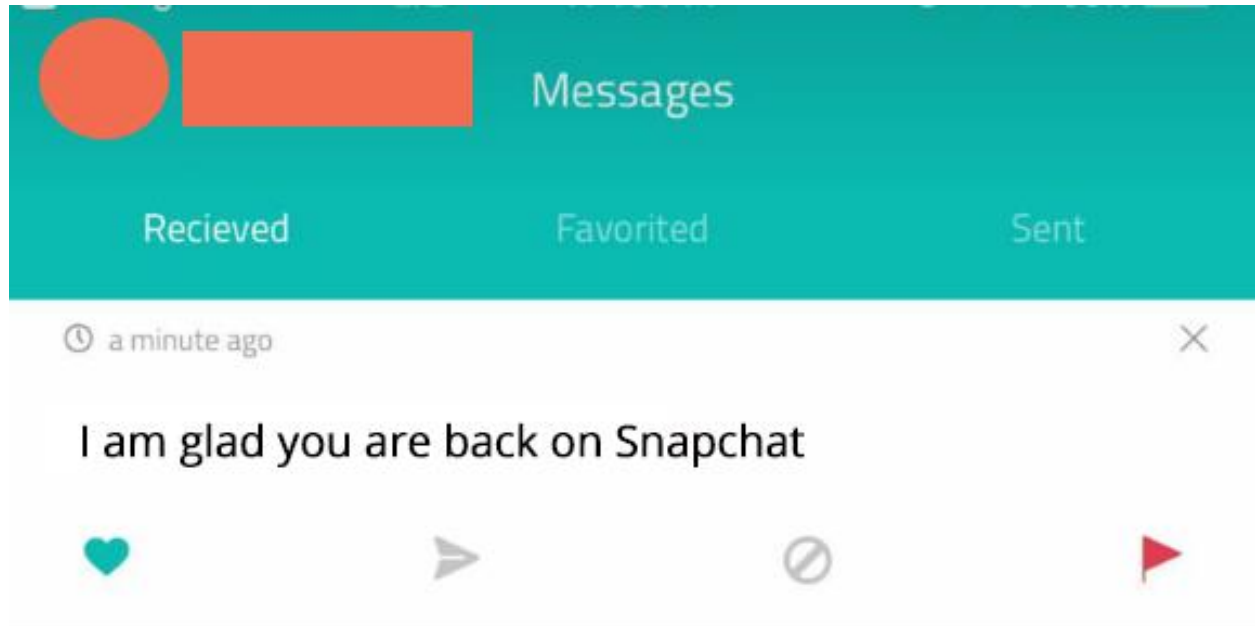
All communicated content on the website is the responsibility of their owners and Sarahah is not responsible for its content or any damage that could result from this content or the use of any of the site's services.

Contact Us

You can contact us using the "Contact Us" page.

How does Sarahah work?

Sarahah is a very simple app. Once you register with a username and password, you can share your profile link on any social platform and ask that people use the link to give you feedback. People can type anything anonymously and it will be delivered to you through the app.



You can also give feedback on others. You can find people to comment on by using the search function or a direct link.

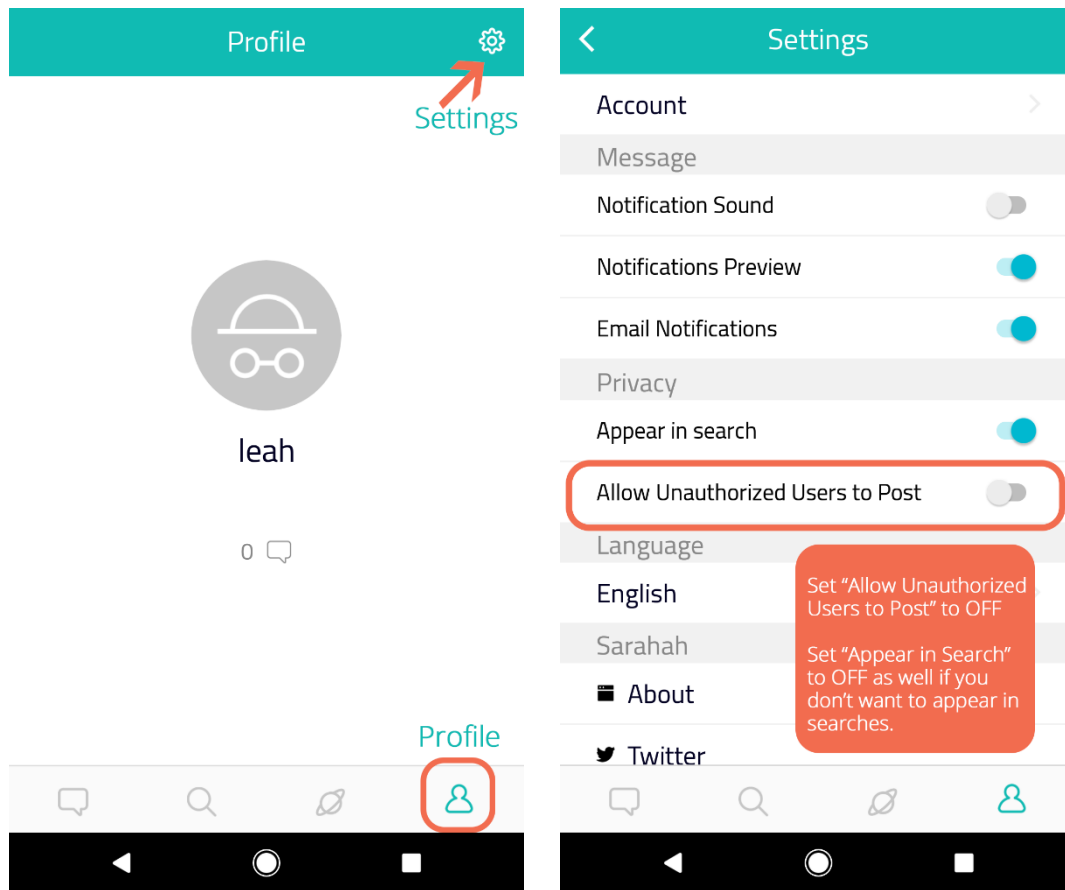


My Teen Wants to Use Sarahah and We've Decided to Allow It. How Can I Guide Them?

Help them protect their privacy on Sarahah

If teens decide to use Sarahah, they should definitely opt out of allowing unregistered Sarahah users to comment on their accounts. The default settings when first setting up your account allow for unregistered users to comment.

To change this, go to [Profile > Settings](#).



In addition, teens should also change their settings to opt out of their name or profile photo appearing in search. Instead, insist that your teen only share their profile link with very select people--people you've discussed and agreed on as a family. As always, make sure you discuss with your teen the importance of sharing with you any ugly comments or comments that make them feel uncomfortable. Let them know to always trust their instincts. If it doesn't feel right, let your teen know to grab a screenshot and talk to a trusted adult. Always!

Make Sure They Understand the 3 T's of Cyberbullying

1. **Trust** your gut
2. **Take** a screenshot
3. **Tell** a trusted advisor, mentor, or parent

Be Watchful and Ask Questions

If your family makes the decision to allow anonymous apps, be watchful for any signs your child might be experiencing cyberbullying. Or, they may be upset from exposure to graphic language. Ask them questions about the type of comments and feedback they are receiving. Stay involved in their digital life by asking questions that encourage them to share the great and not so great things they are experiencing online.

Remember: always stay involved in your child's digital life

Socially Yours
 *Leah*



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