What Parents & Carers Need to Know about BEREAL

BeReal is the latest trending social media app. The concept is that people see others in their authentic day-to-day lives, sharing candid photos without editing or applying filters. Each day at a random time, users are simultaneously notified to take a picture of what they're doing at that exact moment. The two-minute window to submit an image means there's no time to select a particularly glamorous or exciting activity. BeReal shares two pictures: a selfie, and an image of the immediate surroundings. Users can only view and react to their friends' photos once they upload their own.

AGE RATING 13+ from the App Store & Google Play

WHAT ARE THE RISKS?

CONTINUOUS NOTIFICATIONS

Like any social media app, BeReal's developers want users to be on it regularly and scrolling for long periods. BeReal only sends one notification to post a picture each day, but there are other alerts for events such as mentions, comments, friend requests and reactions to your photo. This can cause young users to feel pressure to open the app and respond, distracting them from other activities.

EASY LOCATION

BeReal's default setting is to share the exact location of where a post was sent from. Given that images are usually shared within the two-minute window, anyone your child is friends with on the app will know exactly where they are (or at least, where they *were* two minutes earlier). As we've noted, this could include strangers who are intending to use this geographical information for malicious purposes.

CONNECTING WITH STRANGERS

When someone signs up to BeReal, it highlights anyone in their phone's contacts list who already has the app – so users can connect with friends, or invite others from their contacts. The 'Discovery' feed, meanwhile, shows posts from strangers and gives users the option to add them as friends, too. This means your child could potentially connect with – and communicate with – a stranger.

VISIBLE PERSONAL DATA

As with any other form of social media, it's important that your child doesn't share too much personal information on their profile. BeReal allows for a photo, full name, approximate location and a short bio. It's safest to make sure that your child's profile doesn't display anything which could identify where they go to school or exactly where they live.

PUBLIC SHARING

As well as sharing posts with friends in the moment, the app also allows posts to be shared publicly and public content to be viewed. Before a user can see this public content, they must post their own photo first. Unfortunately, there currently seems to be a lack of moderation on the content that's being uploaded, so a young user could be exposed to posts which aren't suitable for their age.

REPUTATIONAL DAMAGE

What your child says and does online – their digital footprint – shapes the way that other people see them. It's essential that young people understand that when they post something online, they are giving the app in question the right to do whatever they wish with that image or content, including sharing it elsewhere. This form of permission is explicitly referenced in BeReal's terms of use.

Advice for Parents & Carers

LIMIT NOTIFICATIONS

BeReal offers the option to turn off individual types of notification. Doing this will significantly reduce the number of times your child is tempted to open the app by incoming comments, uploads, friend requests and so on. Ironically, it will allow them to actually 'be real' by being present in the moment and their current environment as opposed to being engrossed on social media.

KEEP IT AMONG FRIENDS

Remind your child why adding strangers to their contacts isn't a good idea, and advise them to decline any friend requests from people they don't know in real life. If something your child sees on BeReal makes them feel uncomfortable, they can report it by clicking on the three dots in the top right. The reporting tool allows them to state the reason that they're flagging up the post.

STOP AND THINK

BeReal's goal is for users to be authentic with friends, removing the pressure of that flawless photo or perfectly worded post. It's still vital, though, that children stop and think rather than uploading something risky just to meet the two-minute deadline. Point out to them what kind of information strangers could extract from an image: school crests, street names or local landmarks, for example.

CREATE A SAFE PROFILE

Remind your child to use an avatar as their profile pic (as opposed to a photo of themselves) and use a nickname or just their first name, not their full name. Any information they add to their bio (which is optional) should be kept vague, and personal details should remain private. It's also worth turning off the geolocation feature either through the device's settings or in BeReal itself.

Meet Our Expert

Dr Claire Sutherland is an online safety consultant, educator and researcher who has developed and implemented anti-bullying and cyber safety policies for schools. She has written various academic papers and carried out research for the Australian government comparing internet use and sexting behaviour of young people in the UK, USA and Australia.

Sources: https://bere.al/en/privacy | https://bere.al/en/terms
https://berealapp.notion.site/FAQ-BeReal-English-2d1d59a4168c4524bed0a40b04de892a | https://www.commonsensemedia.org/app-reviews/bereal

National Online Safety®

#WakeUpWednesday

Users of this guide do so at their own discretion. No liability is entered into. Current as of the date of release: 05.10.2022