



APP INSIGHTS

MARCH 2020

SPECIAL DATES

- 6 Mar National Day of Unplugging
20 Mar International Day of Happiness
21 Apr World Creativity and Innovation Day



Yubo



12+



12+



16+

Stranger Danger
Bullying potential
In App purchases

WHAT IS IT?

Yubo is a social media app that uses the Tinder type selections mode – swipe right if you like them, swipe left if not.

WHAT ARE THE RISKS?

Yubo encourages young people to meet strangers online.

Any Yubo user can see live streams and make comments during the stream, not just people users are friends with.

Even though the app is free, users can purchase “Turbos”, “Spotlights”, “Super Messages” and “Boosts” to get their profile and messages to be more visible.



PARENT TIPS

Did you know that fake profiles on Facebook, Instagram, Snapchat, TikTok and Youtube etc is big business? – there is reportedly over 170 million fake profiles on Facebook alone.

Influencers and businesses can ‘buy’ followers and subscribers to get their pages and content at the top of streaming services, generating more business. However, it can put extra pressure on children and young people to get more views, followers, comments and likes by undertaking risky behaviour.