

# Responsible use of internet in today’s digital age

Lessons from TikTok’s journey in Bangladesh



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We live in an era when digital platforms have revolutionised how we connect virtually. There are plenty of benefits to people integrating these platforms into their daily lives. Staying in touch with family and friends has never been more convenient, and business entities can connect with their target audience much more authentically. Content creators can build, create, and share their creations online seamlessly, with the opportunity of monetising their content as well.

In addition, the way people use digital platforms is also changing. People are leaning towards watching short video content for entertainment purposes, and consequently, brands and businesses are flocking to short video platforms to cater to the growing audience.

TikTok, for example, has quickly recognised this shift in people’s demand for concise and engaging content and is catering to its community accordingly. TikTok offers its users a window to the world with its intelligent discovery process, making it easy to find and enjoy the content that users find entertaining. As users enjoy and interact with the videos, their feeds become more relevant and tailored to their individual preferences even as they uncover videos that constantly surprise and delight. These features have a growing appeal to everyone on the internet.

TikTok has growing popularity in Bangladesh. Even though people of all age groups are quite active and make their presence felt on the platform, young people on the platform make up the majority of content creators and consumers. These users are constantly

reshaping the industry and the market, and are helping to drive businesses.

To capitalise on original content and authentic engagement between a content creator and the audience on TikTok, brands often call upon these budding creators to promote their products and add value to their brands. The influencer marketing trend is another of the many avenues that businesses in Bangladesh are investing in when it comes to promoting themselves through digital platforms.

Renowned local celebrities are now joining TikTok and creating unique content and interacting closely with their followers on the platform. This trend of celebrities joining short video platforms is a testament to the country’s shift in the trend of content creation and consumption.

At TikTok, we believe safety and security in online and offline spaces are the responsibilities of everyone. While this remains an industry-wide challenge, TikTok is committed to protecting the safety of all users in our community and has been continuously enhancing our safety measures. Our content moderation policy takes into consideration the specific country’s laws and regulations, as well as relevant cultural contexts.

For people to remain safe and secure on the platform, TikTok recently launched a dedicated Safety Centre for Bangladesh. This online Safety Centre is a one-stop destination providing access to safety policies and resources in Bangla and English. The Safety Centre includes guidance on how to prevent cyberbullying, has a Parental Guide feature, Family Pairing which allows a parent or a family member to link their



ILLUSTRATION: STAR

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TikTok account to their teens and set control over “Screen Time Management”, “Restricted Mode”, and control who can send them a message. The TikTok Safety Centre also houses several articles and safety videos that are easy to use.

TikTok also launched its Safety Ambassadors Program in Bangladesh as part of its goal to foster a safe and welcoming platform for its vibrant, diverse communities. Actor and singer Tahsan Khan and actress and media personality Dilara Hanif Purnima joined forces with TikTok to feature in-app video campaigns that cover a range of educational topics such as digital well-being and trust and safety, including some of the prime safety features.

Keeping the rich cultural heritage of Bangladesh and a diverse pool of users in its Bangladeshi community in mind, TikTok arranged campaigns to

promote responsible online and offline behaviour for all its users. Everyone, including creators and users, should work together in raising awareness of harmful online and offline behaviour. Under the #HoiShocheton campaign, TikTok raised awareness among the digital community and promoted responsible internet behaviour and user safety. Renowned celebrities, including Mehazabien Chowdhury, took part in this timely initiative to drive user safety and promote responsible internet behaviour.

Digital platforms play a vital role in our daily lives and are here to stay, but users must utilise the platforms responsibly as well. Being responsible for your usage, being aware of the reasons for your engagement, and limiting your time online can help create a healthy balance for your well-being, both physically and mentally, in the long run.

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