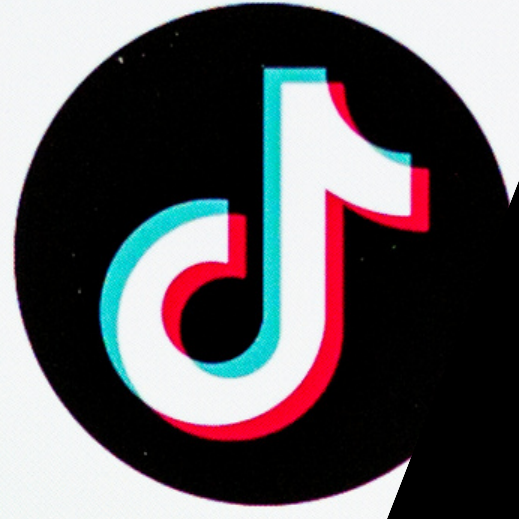




TikTok



@tiktok

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# TIKTOK UPDATE



# WHAT IS TIKTOK?

TikTok is a social media platform that allows users to create and share short-form videos, typically lasting from 15 seconds to one minute.

**Country of Origin:**

**China**

**Parent Company:**

**Byte Dance**

**Users:**

**1.2+ Billion**

**US Users:**

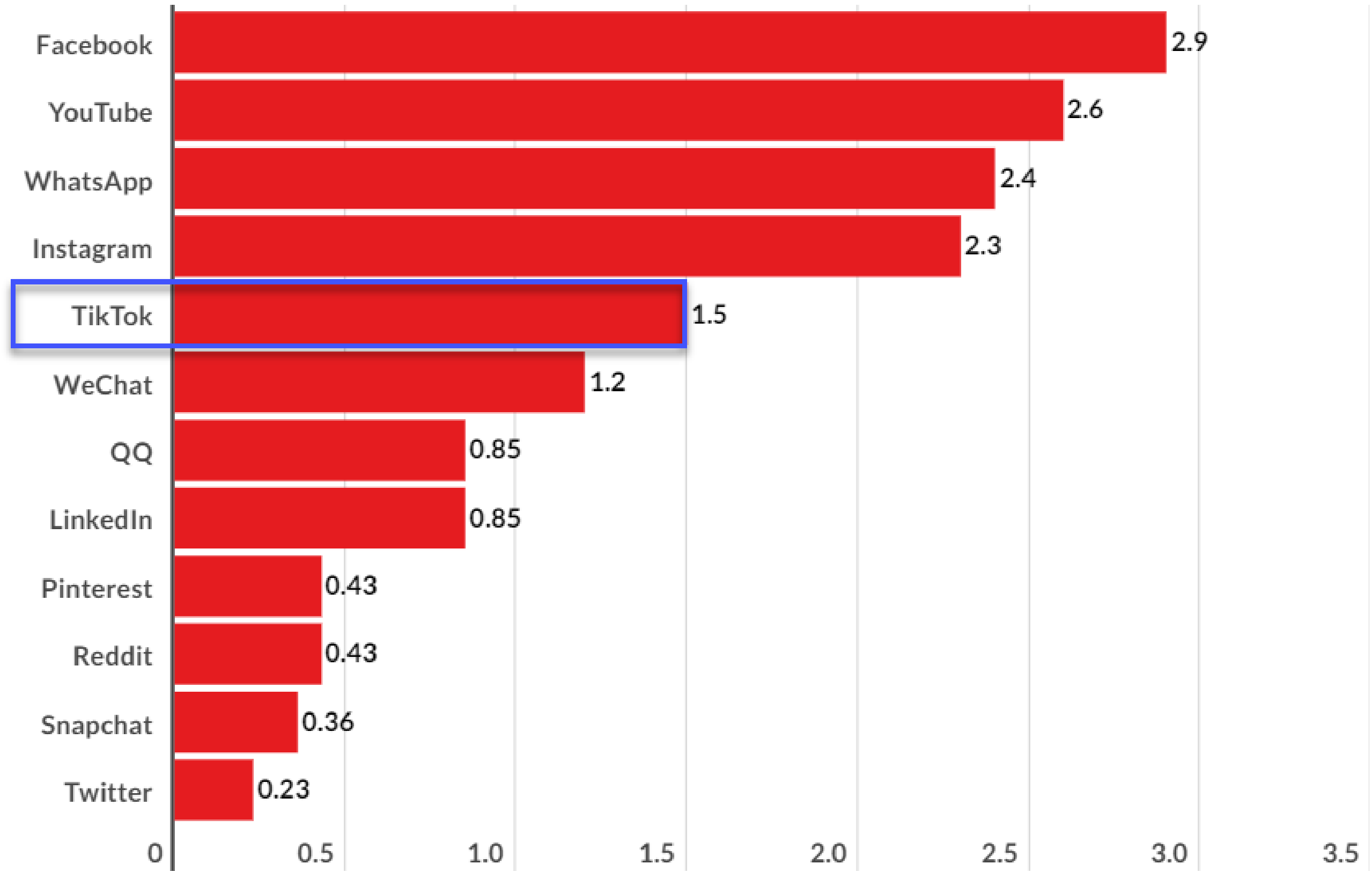
**138+ Million**

**Demographics:**

**63% of users  
under 29**



## TikTok vs social apps: users



Sources: Company data

[DOWNLOAD CHART](#)

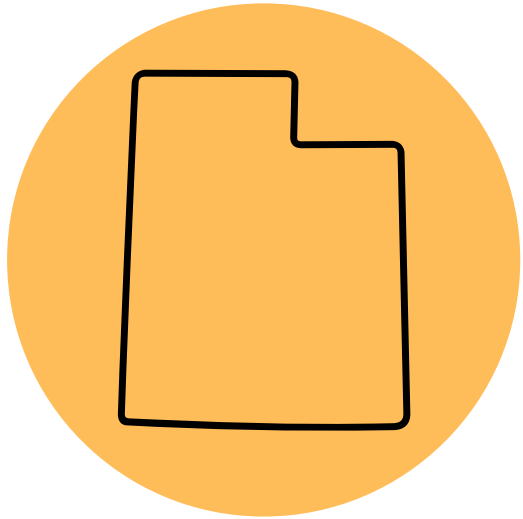
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# TIKTOK BAN IN THE US



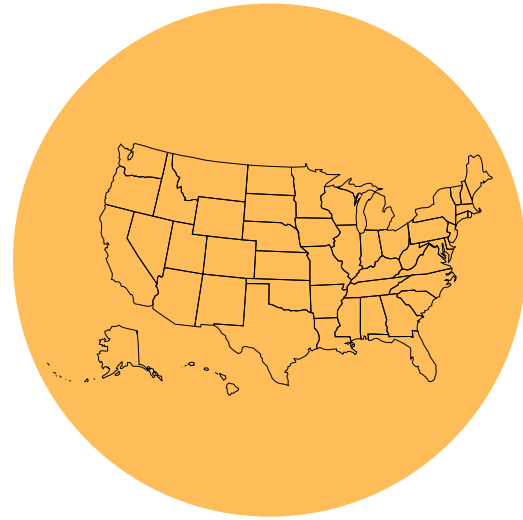
**FEDERAL**

**December 2022**  
**Banned in federal**  
**agencies**



**UTAH**

**December 2022**  
**Exec Order**  
**Banned on**  
**state devices**



**STATES**

**27+ States**  
**have banned it**

# TIKTOK USE IN SALT LAKE COUNTY

# 21

County agencies  
responded to the  
survey



# 4

County Owned Accounts

- 2 have occasionally used it.
  - Health
  - Animal Services
- 2 have accounts but not used it.
  - Clark Planetarium
  - Parks
- 1 interested in using it.

# OPTIONS



## Status Quo

Monitor TikTok business practices and national discussion.

## Device Isolation

Install TikTok on select devices.

## Policy Ban

Easy to implement, difficult to enforce.

## Policy + Firewall

Block all TikTok traffic. This would effectively block use on all county owned laptops and phones while using county-wifi.

## Policy + Firewall + Mobile Device Management

Implement device management software on all county cell phones, which would allow us to exclude / block apps.  
Cost - \$50K - \$100K

# ALTERNATIVES\*



**Facebook**



**Twitter**



**YouTube**



**Instagram**



**WhatsApp**



**Other**

*\*Most social media companies collect user data. The data collected can include personal information, such as name, email address, and location, as well as usage data, such as browsing history, search queries, and interactions with other users.*