At National Online Safety, we believe in empowering parents, carers and trusted adults with the information to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one app of many which we believe trusted adults should be aware of. Please visit www.nationalonlinesafety.com for further guides, hints and tips for adults.

What Parents & Carers Need to Know about HiPAL

AGE RESTRICTION 12+ (with reduced functionality for under-12s)

HiPal is a trending social media app which turns phones into walkie-talkies, allowing people to have voice conversations with friends or strangers. There are two account options: one for users aged under 12 and one for those aged 12 or above. The former has fewer features and limits interaction with strangers, enabling use of the walkie-talkie feature or photo sharing with friends and family only. The 12+ accounts offer more options, including adding strangers as friends, sharing photos and videos publicly, sending private messages and holding voice chats with strangers as well as friends.

WHAT ARE THE RISKS?

CONNECTING WITH STRANGERS

HiPal's under-12 accounts don't allow direct connections with strangers (although children seeking more friends can share their 'Friend Code' on other platforms), but for older users, chatting with strangers seems to be the app's main appeal. The 'Public Square' shows nine online users (hitting 'refresh' replaces these with another nine), and clicking on someone's profile starts a conversation.

SEXTING AND SUGGESTIVE PICS

Almost immediately after our expert downloaded the app, strangers began to message privately – asking for provocative images or sharing explicit photos of themselves. Likewise, in the 'Explore' feed, many of the pictures and videos are innocent ... but some are far more salacious. There is always the risk of other users secretly saving a revealing photo and re-sharing it elsewhere.

NEED FOR VALIDATION

Some users – particularly girls – post photos on apps of this type hoping for positive reactions and comments to boost their self-esteem. Suggestive images tend to attract more flattering feedback, encouraging the user to post more frequently and with more explicit content. Conversely, receiving unkind comments about their picture can impact a young user's confidence and sense of self-worth.

NO AGE GATES OR MODERATION

Although users are given an initial choice of the under- or over-12 profile, there is no verification method to confirm someone's age; it is quite clear that the 'older' option offers a more complete experience on the app, but there seems to be no content moderation in place. Likewise, there is a reporting button for users to make a complaint but these reports do not appear to be followed up.

INTRUSIVE FEATURES

HiPal's walkie-talkie gimmick is no different from a normal phone call and seems rarely used; although it allows conversations to still be heard while a phone is locked, which could have awkward results. HiPal also offers 'Boom' messages: unmissable large-text notifications which are highly distracting and briefly take over the phone – users can't access other apps until the message fades.

LARGE GROUP CHATS

The app offers group chats with up to 100 people – both friends and unknown users. This not only means excessive 'Boom' messages taking over your child's device, but near-constant notification alerts and – most worryingly – the potential for walkie-talkie chatting and sharing photos with strangers outside parental supervision and apparently with no moderation from the platform itself.

Advice for Parents & Carers

EMPHASISE CAUTION

Remind your child of the dangers of connecting with strangers online. Some may be using the app innocently; others may have more sinister intentions. Encourage your child to consider what information they disclose in private messages and emphasise that they should inform a trusted adult if someone on the internet ever attempts to persuade them to meet in person.

TALK ABOUT SEXTING

It can be an awkward conversation (which young people are often reluctant to have), but it's vital to talk openly and non-judgementally about sexting. Discuss the legal implications of sharing explicit images, as well as the emotional impact. Make it clear your child should never feel pressured into sexting – and that they should tell a trusted adult if they receive any unwanted explicit images.

BUILD RESILIENCE

With HiPal's lack of moderation, it's imperative that children are prepared for comments they might receive after uploading an image. You can build their resilience and equip them to manage these situations by having them show you any comments they've received. Together, discuss how the nice ones made them feel – and what they could do if someone posted a comment that upset them.

AVOID OVER-SHARING

Young people should think carefully about what they share in their profile, bio and posts. Talk to your child about not disclosing personal details such as phone numbers, other social media accounts or images which could reveal where they live or go to school. It's essential for children to recognise that strangers can assemble a detailed profile of someone based on things they can find online.

CONSIDER MENTAL WELLBEING

Many users on HiPal publicly share photos that are intended to be alluring in the hope of gaining more likes, friends and positive feedback – boosting their self-esteem and making them feel more self-assured. When young people regularly engage with social media platforms, it's important that parents and carers keep in mind the potential impact such platforms can have on mental wellbeing.

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.

https://hipal.app/about/privacy.html

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