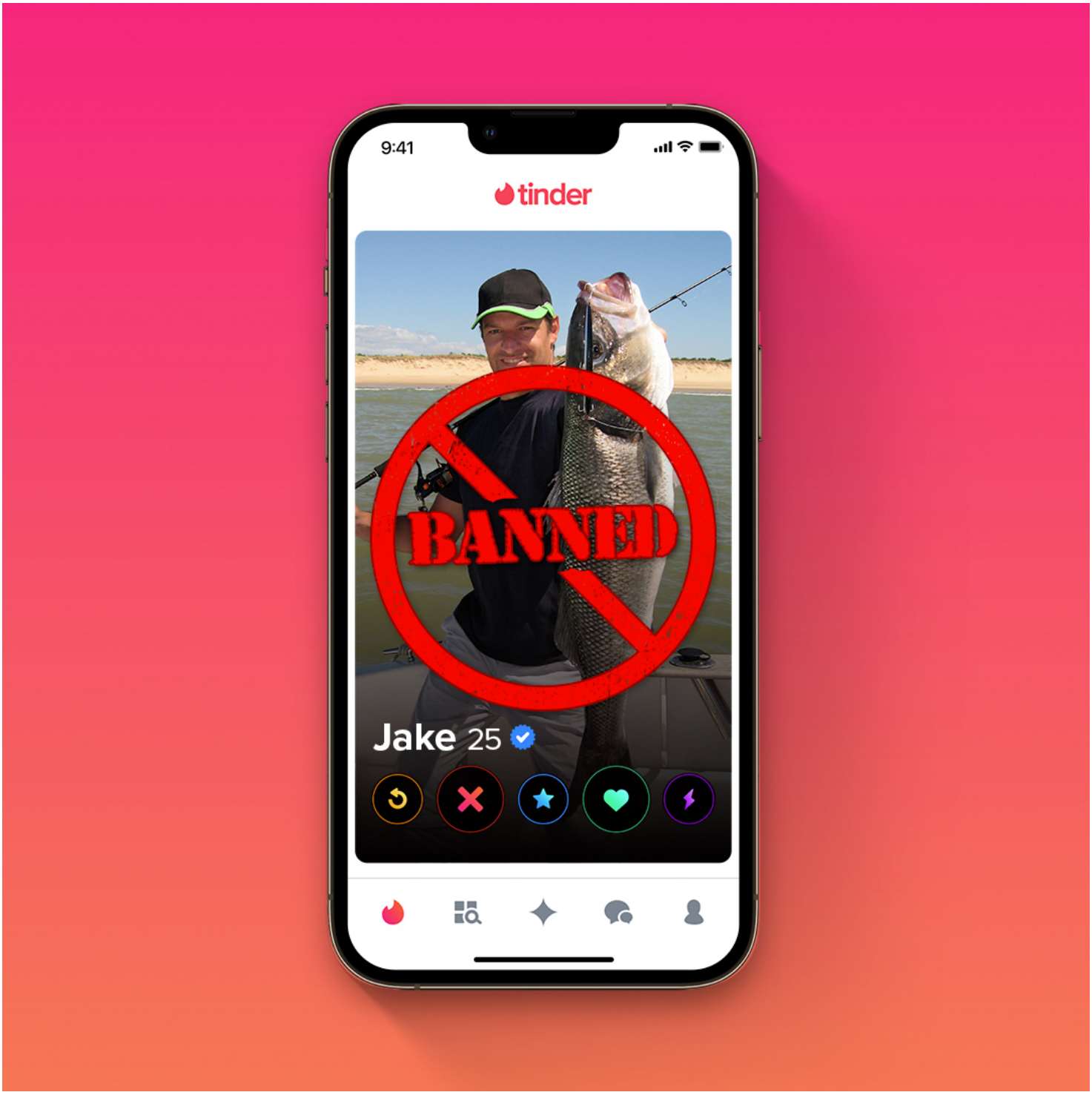
Tinder Newsroom

Tinder announces it will immediately remove all fish pics from member profiles

The app is expected to be “Fish-Free” within 24 hours



Sydney, April 1 — Fish flaunters beware! Tinder, the world’s most popular dating app, is saying enough is enough to “Fish Pics,” moderating profiles to oh-fish-ally remove everyone’s least favourite type of photo, once and for all.

For those (blissfully) unaware, a “Fish Pic” is the puzzling phenomenon where singles add photos to their dating profile posing with a fish they’ve caught. A recent Tinder study revealed 92% of singles reported “getting the ick” after coming across a potential match’s fish pic.*

Effective immediately, Tinder will start removing all photos of members holding sea creatures big and small. All fish-related content is expected to be removed within 24-hours, making Tinder the first dating app in history to be “fish free,” because let’s face it - no one looks good holding a slimy fish.

“We are always listening to our members and it's clear that the ubiquitous fish pic is something that needs to be addressed on our app,” said Sal Mon, Head of Community Pictures at Tinder. “We cast a wide net out for fish pics in order to elevate our members’ experience on Tinder and remove a barrier for them to meet their match.”

The new initiative is meant to encourage members to be more creative with their profile pictures, and is predicted to help singles make more genuine connections on the app. Tinder will begin removing fish pics on profiles globally starting today, making it easier than ever for members to reel in a catch.

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Tinder Hot Tips To Revamp Your Fish-Free Profile
The secret to a successful “fish-free” Tinder experience. Try out these nine tips to send your Profile Completeness score all the way up.

1. Having a bio will get you better matches
Profiles with bios attract more matches. Avoid being immediately beige flagged by including a quick and witty statement that shows off the best of you, while also leaving them wanting more. Try to stay away from using the most popular bio of all time: “Here for a good time, not a long time.” Trust us, it does not help your chances.

2. Flex your convo skills
The more active you are on the app the more you’ll get shown to and be seen by other members. There’s no adrenaline rush quite like matching and immediately starting a convo with someone who may or may not be your new crush, so don’t be afraid to message first. Chances are you’ll get a message back, as 75% of 18-25 year olds reply in 30 minutes or less.

3. Work hard, swipe hard
Looking for someone who shares your school spirit? Maybe a creative looking for your muse? Adding your school and job title is a great way to find your potential ride or die, or in this case, narrow down on who might not be the best fit for you. We know the urge to say you went to “School of Hard Knocks” is strong, but resist it. Your potential matches will thank you.

4. WYA?
Don’t leave potential matches guessing — set your location to meet people nearby, especially if a LDR isn’t something you’re into. And while we’re on the subject: We understand Dalston to Peckham is considered long-distance to some, so set your radius to meet people in your neighbourhood or that next one over. And if you’re feeling international, expand your horizons with Passport to meet a cutie in Croatia (or literally anywhere on the globe).

5. Four is the magic number
Your pics are a great way to show who you are, what you’re into, and get the convo started. We actually know that four is the perfect number of photos to have in your lineup. Also, make sure your first pic gives a clear view of your gorgeous face — that’s how you reel them in. Give your profile some edge by connecting your IG, so new pics will automatically upload as you post them on your grid – work smarter, not harder.

6. Music is the 6th love language
Can we all agree that music compatibility is crucial to a solid relationship? Make sure you connect with people who are on your wavelength by adding your song — your life’s soundtrack — to your profile via Spotify anthems. 40% of members between the ages of 18-25 have their anthem on their profile and experienced nearly a 10% increase in matches.

7. Unverified profiles are a red flag
Verify your profile to let your matches know you’re the real deal. Try to stick to matching with only verified profiles to avoid getting catfished. Profiles with the blue check are more likely to receive more matches.

8. Your interests are hot
Finding common ground is one of the easiest ways to hit it off with someone. Your interests are what make you unique, so lead with them to show your most authentic, real self and, in turn, match with people who are more likely to match your energy.

9. In search of…
No one has time to waste- select between 1-3 lifestyle tags to ensure you’re setting yourself up to make authentic connections with people who match your vibe.

About Tinder
Launched in 2012, Tinder is the world’s most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World’s Most Innovative Companies by Fast Company.

This stat, any names, and the entire press release is fake. It is all made up and not based on any real evidence or feedback from Tinder members.

Happy April Fools Day!

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