Tinder Newsroom

Tinder launches in-app campaign with its updated Dating Safety Guide in Australia

Newest iteration of the 101 guide continues to raise awareness of its latest safety features and to empower members to connect safely.

Australia, July 4, 2023 - Tinder, the world's most popular app for meeting new people, is releasing an updated version of its Dating Safety Guide (datingsafetyguide.com/au) in partnership with local non-government organisation (NGO), WESNET, with additional input from founder of the Teach Us Consent movement and sexual consent advocate, Chanel Contos.

First launched earlier this year, the Dating Safety Guide is part of Tinder's continuous efforts to make the app a fun and safe place to meet new people. The all-in-one guide aims to drive awareness of the tools that are readily available, and details how and when to access them. The latest editions to the guide include the recent updates to the Community Guidelines, as well as details on new safety features including Block Profile and Long Press Reporting.

Although 79%* of Aussies said dating app safety features were very important for their overall dating experience, 1 in 3 singles surveyed admit they weren't fully aware of these features. According to Tinder's latest survey in Australia, Gen Z and Millennials appreciate the importance of these features to their safety. From Unmatching and Photo Verification to Machine Learning tools including Are You Sure? and Does This Bother You?, over 4 in 5 (81%)** think it's great to see dating app safety features exist to help protect them.

"This guide is not only a reminder for daters to remain respectful on dating apps, like Tinder, and in person, but it also makes sure users know that there are safety features there to support and protect them, and that we encourage their use. This is an important initiative that addresses pertinent problems and helps educate Australian's on dating decorum" says Chanel Contos.

In conjunction with the updated guide, Tinder is also relaunching its in-app safety campaign to promote the Dating Safety Guide as well as its in-app Safety Centre. The campaign will see messaging delivered to members within the Tinder app, with the aim of proactively educating members on the resources available at their fingertips.

"We know that safety is complex and personal and are proud of the work we have done to date and the ongoing campaigns we have in the works with our external partners like WESNET and Chanel to find, create and inform innovative solutions as well as to help educate daters in Australia on best practices around dating safety, both online and in real life." says Kirsty Dunn, Tinder Australia spokesperson.

Read more about Tinder's safety features in Australiahere.

*One Poll/Tinder survey of 1,000 Aussie daters aged 18-24 in April 2022

**YouGov/Tinder survey of 2,024 Aussie daters aged 18-40 in June 2023

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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.

Tinder Australia newsroom

Dating Safety Guide media assets

About WESNET

Established in 1992, WESNET is the national peak body for specialist women's domestic and family violence services across Australia and the leading sector expert on the intersection of technology and violence against women. With over 350 members across Australia, WESNET represents a range of organisations and individuals, including women's refuges, shelters, crisis services, safe houses and information/ referral services amongst others.

About Chanel

Chanel Contos is the founder and CEO of Teach Us Consent, a campaign that was responsible for mandating consent education in Australia. Teach Us Consent continues to advocate for and provide holistic consent education. Chanel has worked closely with politicians from across the politician spectrum, including Prime Ministers, to achieve significant reforms in Australia. She obtained a First in her Masters in Gender, Education and International Development, and her work to prevent normalised sexual violence has been celebrated and recognised internationally. She consults for Match Group (including Tinder) in violence prevention and safety.

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