

Tinder Gives Parents Tips for Talking to Undergrads About Safe Online Dating

Freshman Orientations Bring The Biggest Surge Of New 18-Year-Old Members on Tinder

LOS ANGELES, Calif. (Aug. 3, 2023) — As summer comes to a close, 18 year-olds will be flooding college campuses across the country to kick off their collegiate careers by learning a lot of “firsts” - from healthy eating habits and laundry tutorials, to roommate etiquette and their first time downloading a dating app. In fact, **Tinder sees the highest influx of new 18-year-old members during freshman orientations** (between the months of August and September).¹

That’s why Tinder has created this [“Campus Crush” Dating Guide](#) to help its newest cohort of collegiate members get up to speed on today’s crush culture. It covers everything new members should know before their first dip in the dating pool, including tips for creating a successful profile, the new dating lingo they need to know, and the top dating trends to look out for. This content will also help parents, who may have never been on a dating app, speak to their adult teens about dating.

“Tinder is the most downloaded dating app among 18-25 year olds, and with 84% of them saying they’re hopeful and optimistic about dating and relationships,² we wanted to help them start this journey on the right foot. We created this Campus Crush Dating Guide to give them great tips for dating in the digital age and foster opportunities to have open conversations with their parents,” says Leyla Guilany-Lyard, Senior Vice President of Global Communications at Tinder.

What you’ll find in the Campus Crush Dating Guide:

- **Tips For Creating Your First Tinder Profile** : 10 tips for getting your profile on point for a successful Tinder experience.
- **Tips For Healthy And Safe Dating**: The steps you should take to keep yourself safe while having fun!
- **Tinder’s Dating Dictionary**: The top 20 new phrases you need to know to navigate today’s dating scene.
- **Dating Trends to Look Out For**: We pulled all the important trends from [Tinder’s 2023 Future of Dating Report](#) to give you this Dating 101 Study Guide, with everything you need to know to date like a pro.

“Even on college campuses dating has become a digital-first endeavor, so parents should feel comfortable talking to their kids about how to do it safely and familiarize themselves with the features designed to give them more control over their experience,” says Devyn Simone, Tinder’s Resident Relationship Expert. “It can seem daunting at first, but online dating is now the most common way singles are making new connections. For many 18-year-olds joining a dating app is a right of passage and their first dip into the adult dating pool, but they don’t have to go it alone. We’ve compiled the perfect ‘Dating 101’ guide to get them up to speed on all things Tinder.”

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.

About Devyn Simone

[Devyn Simone](#) is an internationally renowned matchmaker and dating expert, whose skillful guidance has helped countless singles find and create happy sustainable relationships. As a matchmaker and dating coach, Devyn has personally interviewed over two thousand singles as well as hundreds of happy couples to gain a deeper understanding of what unique challenges all of us face when we are dating in the age of technology and our new post-pandemic normal. Over the years she has analyzed that data and has developed a collection of best practices, tips, and easy-to-use formulas that help those dating with purpose find meaningful relationships.

¹ Internal Tinder data 2022.

² A study of 4,000 18-25 year old actively dating singles conducted in the US, UK, Australia and Canada during the period Jan 21, 2023 to Feb 7, 2023 conducted by OnePoll on behalf of Tinder

Additional assets available online:  [Photos \(1\)](#)

<https://ca.tinderpressroom.com/2023-08-02-Tinder-Gives-Parents-Tips-for-Talking-to-Undergrads-About-Safe-Online-Dating>