



Kids social networks fighting privacy concerns

By Tim Devaney

Aug. 2, 2010

Kids are sneaking onto sites like Facebook and MySpace to chat with friends. But many parents are afraid they'll share private information with strangers.

ScuttlePad, a New York City startup that launches Tuesday, hopes to curb the problem. It's billing itself as a "Twitter for kids."

The social networking site allows children ages 6-11 to post status updates, messages and comments, and ensures their safety by providing a list of pre-approved words they select to form sentences.

"You get these kids that say, 'Hey Mom, I want Facebook,'" said ScuttlePad founder Chad Perry. "And now you get something that's more age-appropriate for them to do that."

It's one of a growing number of social networks that target the children's market, hoping to be the next big hit. Togetherville, which launched in May, allows kids to connect through games, photos and messages. Other popular kids networks include Club Penguin and Webkinz.