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# FROM HOOKUP CULTURE TO HARM:

## Rethinking Title IX In The Age Of Tinder & TikTok

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**Lt. Ray Mendez**

Senior Police Tactics Specialist  
Senior Campus Safety Specialist



**Dr. Sandi**

CEO & Founder  
Title IX & Clery  
Compliance Expert



**Keith Labelle**

Prevention Education &  
Culture Change Specialist



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- ❖ What's Happening Online: Hook-Up Culture & Stats
  - ❖ Digital Harassment from the Law Enforcement Lens
  - ❖ Prevention Education Response- When Online Is Impacting Campus Culture
  - ❖ Five Title IX Leadership Take-Aways
  - ❖ *Q&A*

# AGENDA

RETHINKING TITLE IX IN THE AGE OF TIK TOK & TINDER

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# WHAT'S HAPPENING ONLINE:

Tinder, & Tik Tok, &  
Sex... Oh My!



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# HOOKUP CULTURE

*(What is it? What influences it?)*

- Casual relationship that is absent of a traditional relationship.
- “Hook-Up”/ Booty Call:
  - Includes kissing, intercourse, or oral sexual activity.



# DATING APPS & TIK TOK

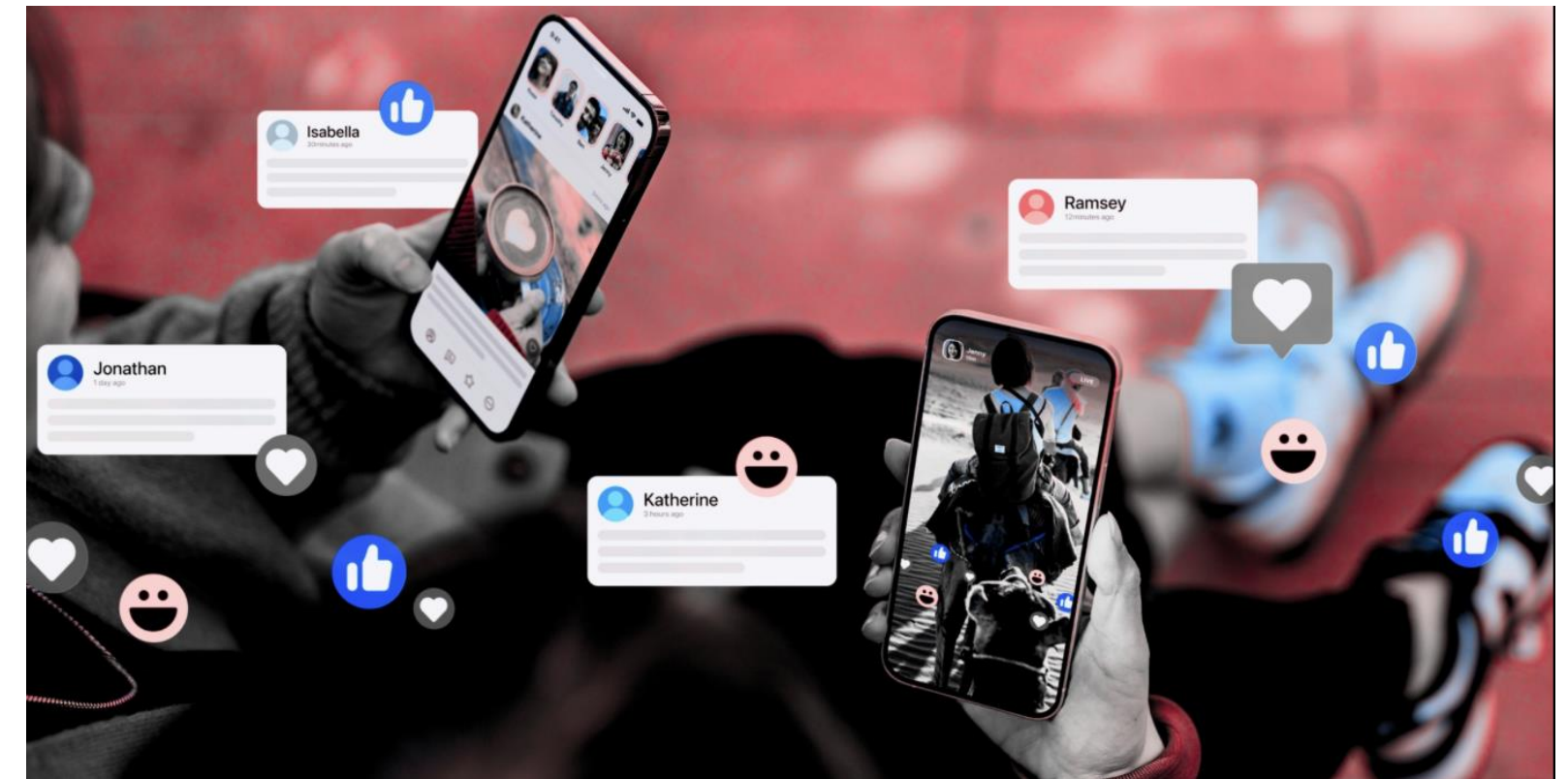
## Shape New Risks On Campus

2024: 60.5 Million U.S. Dating Service Users  
*(Statistica.Com)*

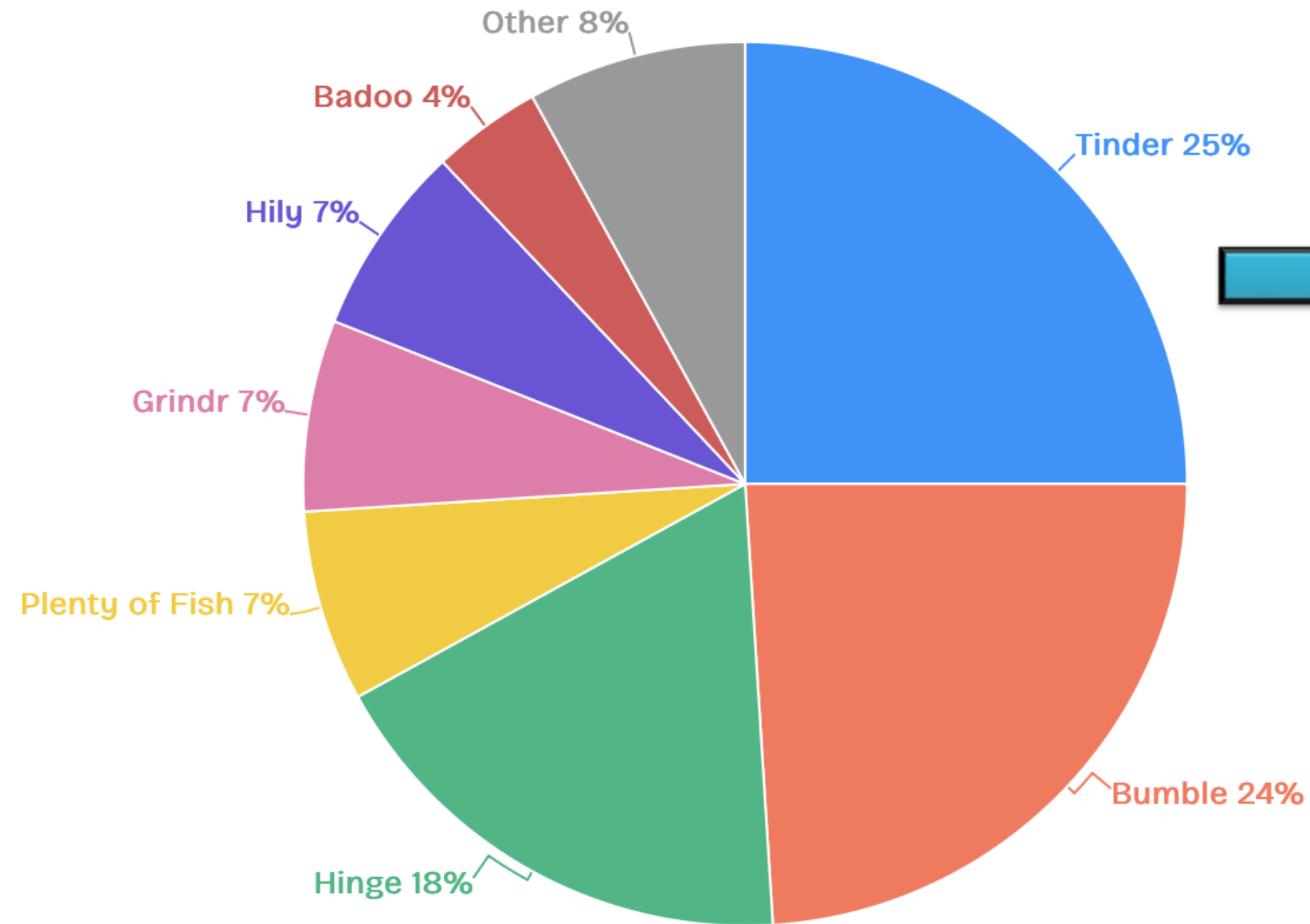
- 53- 65% under 30 years old using **Dating Apps**
- 79% under 30 years old have used **Tinder**
- **Tinder** most downloadable App in 2024
- Primary age group- “**emerging adults**”

2025: 136 Million U.S. Tik Tok Users

- 63% of users are 13-17 years old
- **TIK TOK Trends** Impacting Dating/Relationship Culture
  - Spiking drinks with pre-workout energy powders  
\*(**Title IX Insider Podcast: Season 2, Episode 1**)
  - “Date Them Till You Hate Them” method



## US dating app market share 2024 (%)



Less about lasting connections and relationships;  
**More about casual hook-ups.**

Sources: AppMagic, AppFigures, Sensor Tower, SimilarWeb

 [Download Chart](#)

 **Business of Apps**



# DIGITAL SEXUAL HARASSMENT

According to Pew Research Center- What Dating App Users Have Experienced (2023):

- 38% received unsolicited sexual images
- 30% experienced continued unwanted contact
- 24% were called offensive name(s)
- 6% were threatened or physically harmed
- **Prevalence of Sexual Harassment & Dating App Use: 57-88%**
  - Women & minority groups most at risk (*Journal of Trauma, Violence, and Abuse (2023)*)

## Contributing Factor: ALCOHOL

- 80% of the time females consume alcohol before **casual sexual experiences**
- 90% of the time males consume alcohol before casual sexual experiences

**Note:** *Over 75% of Title IX cases include alcohol consumption.*



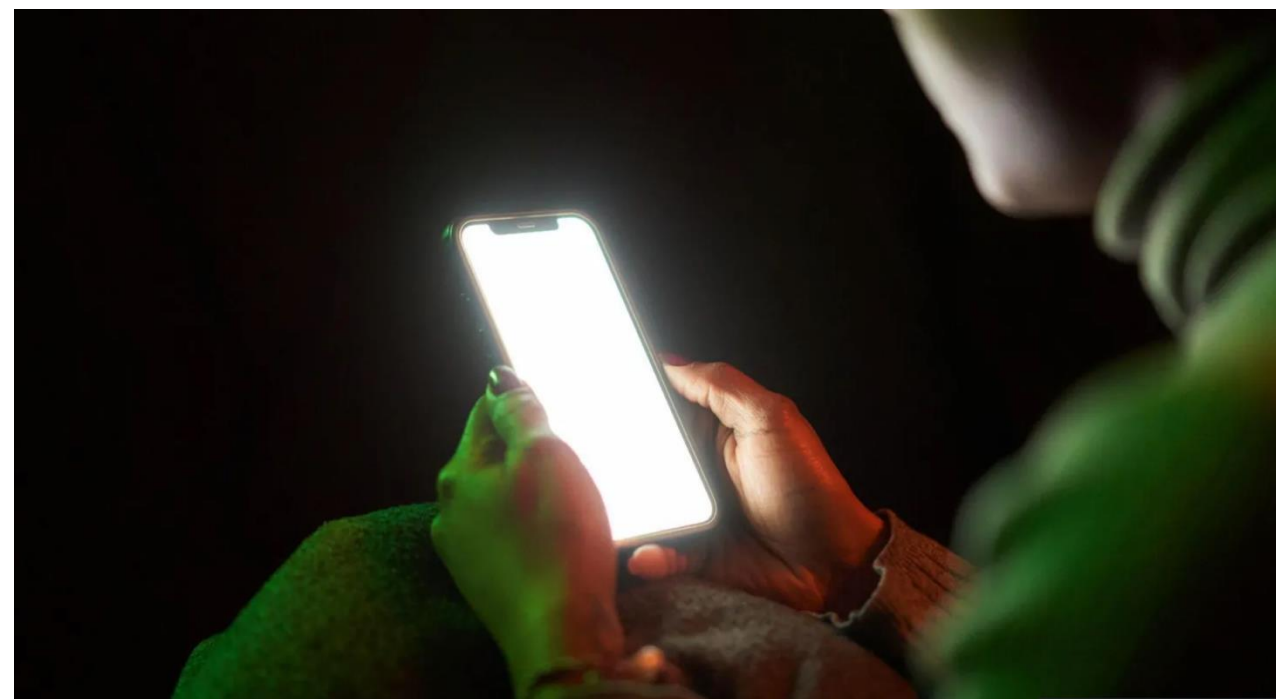
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# FORMS OF DIGITAL SEXUAL HARASSMENT

Technology Facilitated Sexual Harassment (TFSH)

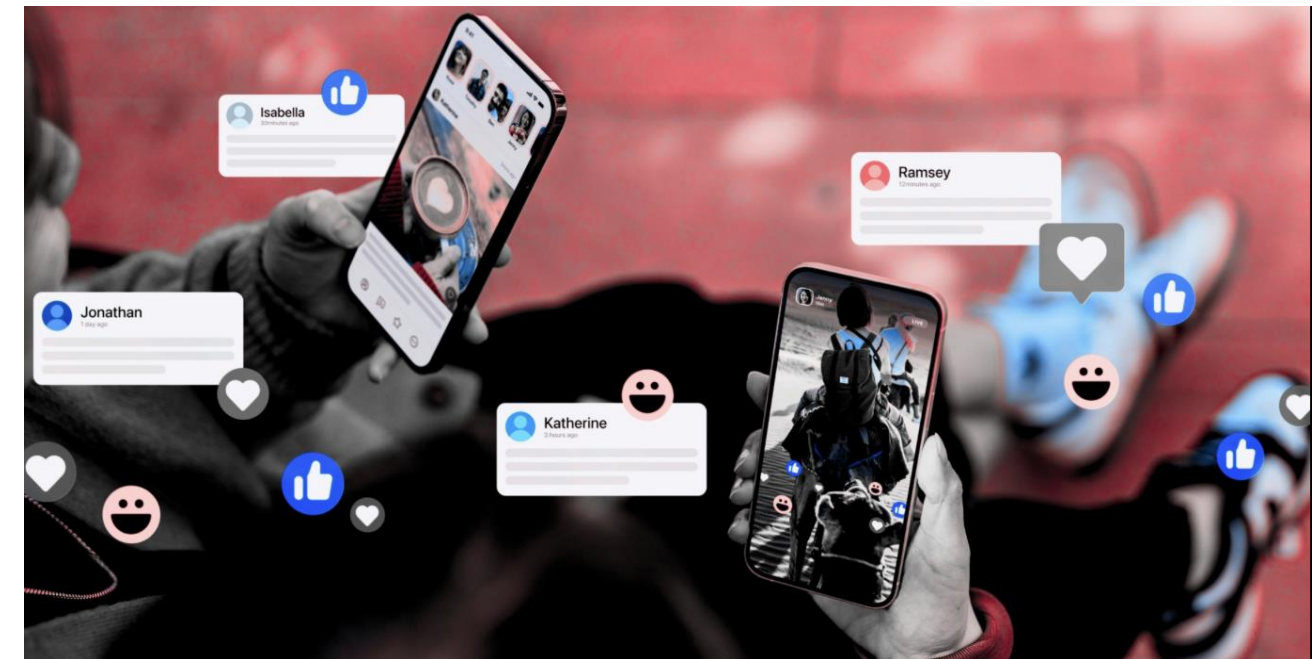
ONLINE	OFFLINE
<ul style="list-style-type: none"><li>• Unsolicited messages (sexting)</li><li>• Unsolicited images (“dick pics”)</li><li>• Revenge porn</li></ul>	<p><i>Following use of a dating app to connect:</i></p> <ul style="list-style-type: none"><li>• Face-to-Face harassment</li><li>• Rape or sexual coercion</li></ul>



# DATING APPS (TINDER) & TIK TOK

## Questions To Ask Ourselves Today When Considering Title IX

- ❖ How do students at your schools and campuses see consent around apps?
- ❖ Are your students confusing an individual's presence on an app as a sign they are interested in: sex, having sex, or receiving sex images or messages?
- ❖ Does your prevention education programming address dating app safety and Tik Tok trend caution?
- ❖ Does your policy include a digital harassment or any form of online harassment definition and prohibition?



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# CAMPUS SAFETY INSIGHT



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# DIGITAL HARASSMENT & LAW ENFORCEMENT

- **Definition of digital harassment:** The use of electronic communication (social media, email, messaging apps, gaming platforms, online forums) to harass, threaten, dox, stalk, or abuse individuals.
- **Law enforcement:** Focuses on criminality, victim protection, jurisdictional challenges, and enforcement of federal and state laws.



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# LEGAL FRAMEWORK

- Federal statutes: Interstate Stalking Act, Communications Decency Act
- State laws: Cyberstalking, cyberbullying, electronic harassment
- C.P.C. 653.2 & 646.9
- Jurisdictional issues: Crimes crossing state/national borders



# LAW ENFORCEMENT CHALLENGES

- Anonymity of offenders  
(fake accounts, VPNs, encryption, “Burner” phones)
- Evidence collection/preservation  
(digital forensics, admissibility in court)
- **DOCUMENT EVERYTHING!**
- \*Keep a log of all incidents and take screenshots or save emails and messages as evidence.
- Resource limitations in police departments





# ENFORCEMENT STRATEGIES

- Cybercrime units within police and federal agencies
- Partnerships with tech companies (Meta, Google, X, **Tea App**)
- Victim “pre-text” phone calls as directed by LEO investigators
- Public awareness campaigns:
  - digital safety
  - geo location



# SCHOOL ADMINISTRATION AND LAW ENFORCEMENT

- Identify and encourage victims to early report the crime to the Title IX office and/or campus/local police departments.
- Form partnerships with your campus police departments and have a real-time discussion about what they will need for investigations and or for an EPO or TRO.
- Inform your faculty on this subject as students often lean on them for support and advice. If they know, they can direct the student/victim to the proper department.
- **Policy development:** Schools establish clear anti-harassment and cyberbullying policies, preferably aligned with civil rights laws, to protect students and guide disciplinary actions.





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# IMPACTING CAMPUS CULTURE



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# From Hookup Culture to Harm: Rethinking Title IX in the Age of TikTok and Tinder

1. Education is the key to *Awareness/Culture Change/Prevention*
2. The Need for Bilingual Education: Fluent both in Student-Speak and Title IX Compliance Policy
3. The Fire Drill Model: Understanding & Utilizing Bystander Intervention as a Culture Change Strategy



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What do you see?

The FedEx logo is displayed in a large, bold, sans-serif font. The word "Fed" is in purple, and "Ex" is in orange. A white arrow is hidden within the negative space of the "E". To the right of the word is a registered trademark symbol (®).

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A “Forward Moving Company”

**Feed** **EX**





# New Tools for Solving the Problem Through Prevention Education

- Not an issue that will be remedied with police or policy
- Keep up with the times – message and mediums need to adapt and evolve
- Repetition of the message is crucial – ‘microdose’ education early and often
- Ongoing education is the key to prevention – NOT one and done compliance mandates

# Effective Education – Know Your Audience

- Meet students where they're at – in the digital world
- Make it fun!!! Incorporate short, funny, interactive memes, videos
- College students need to know what the problem is and WHY they should care. How can you help?
- Brand yourself as something cool – It's On Us, iSTAND



# Bilingual Education – Language Matters

- Make sure you speak the language and have educators who are up-to-date on the specific platforms
- Curate content specific to YOUR students
- Utilize students to deliver your message – train-the-trainer programs are labor intensive but effective
- The Suitcase Effect – Bring in an outsider to reinforce your message

# Utilizing Bystander Intervention: The Fire Drill Model

- Make students aware of the issue
- Get them to care
- Frame it as a leadership issue
- Be part of the solution – not the problem
- Let them lead the charge



# Changing the Culture





# Key Takeaways to Effectively Educate Gen Z

- Title IX education needs to evolve to keep up with the times
- Students respond to tone – we need to meet them where they're at and speak their language
- Education is a conversation – one that should be partially facilitated by students
- Prevention is not just compliance – it's community building

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# HOOK-UP CULTURE & TITLE IX TAKE-AWAYS



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# TOP 5 TAKE AWAYS FOR TITLE IX LEADERSHIP

Ask Yourself: *“What are we missing?”*

1. Policies should address and define **digital sexual harassment**.
2. Prevention Education should discuss:
  - *Healthy vs. Unhealthy Relationships vs. Abusive Relationships\**
  - *Dating apps & ‘app implied consent’\**
  - *TikTok trends and dangerous pranks\**



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# TOP 5 TAKE AWAYS FOR TITLE IX LEADERSHIP

Ask Yourself: *“What are we missing?”*

3. Law Enforcement and Title IX collaborations should be targeted to support efforts re: TikTok & Dating App safety concerns.

4. Educate Title IX teams on the impact of digital sexual harassment on investigations and supportive measures.

5. Educate staff and faculty on their **Responsible Employee** obligations to report concerns related to all Title IX prohibited behavior, including digital harassment.



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# QUESTIONS



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