

Tinder launches School of Swipe™, a first-ever initiative to help young adults in Singapore navigate online dating

When it comes to building meaningful connections with new people, a majority of young singles in Singapore say they are hopeful and excited but can feel awkward and need advice



Singapore, 31 August 2022 - Tinder, the world's most popular app for meeting new people, is rolling out School of Swipe (www.schoolofswipe.com), its first-ever crash course in online dating, tailored for young adult singles looking to navigate modern-day dating. A first-of-its-kind initiative for the app globally, School of Swipe offers guidance on the online-to-offline dating journey and is a long-term initiative created by Tinder to help Singapore singletons build confidence as they seek out new connections. Young daters looking to take the tips from School of Swipe to an IRL vibe check will also be able to do so at Tinder Mixers, a series of in-person events which will be held later in the coming months.

A recent survey* conducted by Tinder reveals that young people in Singapore most commonly feel “hopeful” (61%) and “excited” (56%) about their dating future and yet, when it comes to obstacles standing in the way of them exploring new connections, around half (50%) of those interviewed say that they “feel awkward” or hesitate in making the first move. Although over 75% of those surveyed say that they feel free to be themselves and choose the person they want to connect with on a dating app, about two-thirds find it difficult to start conversations with matches.

School of Swipe has therefore been built as an easily accessible mobile-first wingmate where online dating is demystified with how-to tips presented in a vibrant and informative way, focusing on common challenges shared amongst Singapore daters. In doing so, Tinder aims to inspire and ignite a fun and safe dating experience for every young single looking to meet someone new. Featuring a series of how-to guides, School of Swipe accompanies daters through the entire journey of online dating: from setting up a profile to setting up the first date. Hopeful singles will find how-to tips to rock a good conversation, make a real-life connection and safely explore potential connections on Tinder for every mood and activity.

“We’ve learnt through our study and from our conversations with young people that when they are faced with questions about dating, they are not quite sure where to go or who to speak to. And that’s where Tinder, as the world’s largest dating app, comes in. With our newly launched School of Swipe™, an easy to navigate online guide for singletons to use anytime anywhere, we want to help young adult singles feel more confident in their dating journeys,” said Papri Dev, APAC Communications Lead at Tinder. “School of Swipe™ is an all-in-one guide for daters looking to make the most of the matching experience whilst also staying alert, both online and offline. The resource complements Tinder’s continuous in-app feature innovations and tutorials to make dating fun and

safe for all young singles eager to connect with someone new.”

Over the past years, Tinder has expanded its portfolio of features, giving members new and interactive ways to enjoy the dating journey in-app. It launched [Explore](#) in September last year, a newly-created hub within the app. Similar to the IRL choices daters make between going to a bar, cafe, or even the dog park to meet someone new, Explore gives members the option to view profiles arranged by interest, and also offers them new ways to connect with an evolving list of shared social experiences, including [Blind Date](#), [Vibes](#), [Swipe Night](#). The space also hosts [Music Mode](#), an immersive experience where Tinder members can vibe out to their potential matches’ favourite songs, giving them more to chat about. Since the original invention of the Swipe feature, which was built on the premise of mutual consent, Tinder has constantly evolved to create a safer, more respectful and positive online dating experience for its members. The app recently launched a dedicated in-app Safety Centre in Singapore, and offers other [safety features](#) to provide members with more confidence and more control throughout their dating journey.

From our experts in Singapore

“Dating is fun and meaningful but it can also sometimes be daunting. Having resources such as School of Swipe can help hopeful young Singaporeans navigate dating, taking the pressure off and giving them more mind space to focus on creating meaningful connections,” added **Dr Angela Tan, intimacy coach and founder of the Academy of Relationship and Sex, Singapore.**

Dr Anuradha Rao, cybersafety and cyber-wellness expert based in Singapore spoke on the importance of keeping in mind safety precautions, “Whether online or offline, meeting someone new is exciting and it can be easy to be swept away and forget that we still need to first take care of ourselves whilst engaging with others. School of Swipe’s safety tips remind us of the simple things we can all do to interact safely and still have fun.”

More on School of Swipe

Tinder’s School of Swipe microsite is now live at www.schoolofswipe.com where more information on Tinder Mixers will also be available at a later date.

How to: School of Swipe

Step 1. Head to www.schoolofswipe.com on your Internet browser. Works best on mobile!

Step 2. Slide across the screen to navigate modules including App Academy, IRL Dating and Safety Syllabus

Step 3. Each module offers a series of classes presented in cheerful illustrated infographics to help singles feel more confident in online dating. The infographics can be downloaded.

Step 4. Share the link with a friend and be a wingmate!

** Source: OnePoll survey commissioned by Tinder of 500 Singapore residents between the ages of 18 and 25 conducted in April 2022*

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

<https://sg.tinderpressroom.com/Tinder-launches-School-of-Swipe>