

SCHOOL OF SWIPE™

FACT SHEET

WHAT?

Tinder's first-ever crash course in online dating, tailored to young adult singles navigating modern-day dating.

WHY?

Help Singapore singletons build confidence as they seek out new connections.

Most feel hopeful, but:

5 in 10 "feel awkward" or hesitate making the first move

6 in 10 find it difficult to start conversations with matches

Source: Tinder survey (2022)

WHERE?

Your wingmate through the entire journey of online dating!

<http://www.schoolofswipe.com>



HOW?

Through an easily accessible mobile-first microsite featuring a series of how-to guides:

APP ACADEMY:

A roadmap of the Tinder app (including features you might have missed!)

- How to set up the perfect profile
- How to use Tinder's "Explore"
- Top 4 Tinder features
- How to avoid dry convos

IRL DATING 101:

Walkthrough on taking the convo from URL to IRL

- First date tips

SAFETY SYLLABUS:

An all-in-one guide on safe dating

- How to safely explore potential connections both online and offline
- Consent crash course

