SHORTCUT YOUR DATING ADMIN THANKS TO TINDER'S SHARE MY DATE

From pals to parents, Tinder users can now share the who, when, and where of their IRL date with one easy link

LOS ANGELES (April 22, 2024)—Tinder, the world's most popular dating app, is launching Share My Date, a new feature that lets users share their date plans directly with friends and loved ones from the app.

Whether planning a coffee date or catching a movie, getting ready for a date is more fun when we can share the excitement with our close circle. In fact, more than half of singles (51%) under 30 already let their friends know the details of their dates,[1] and according to new in-app polling data, one in five Tinder users (18%) share their date plans with their mum.[2]

"At Tinder, we continue to release new features that aim to create a fun, safe, and respectful experience for all," said Tinder CMO Melissa Hobley. "Discussing plans with friends and family is a time-honoured dating ritual. Share My Date streamlines this basic info-sharing so singles can jump right to the exciting part, from figuring out what to wear to prepping conversation topics."

Share My Date is designed for pals, parents, and peers alike. With one easy link, users can share date information—including location, date, time, and a photo of their match—directly from the app. They can decide who they want to share their date with and create an unlimited number of dates within the app up to 30 days in advance.

Date plans are also editable, so if plans change at the last minute, users can simply update the info in the app to keep their circle in the know.

Share My Date will roll out across the US, UK, Australia, Canada, Singapore, India, Ireland, Germany, France, Spain, Japan, Brazil, Switzerland, Mexico, Netherlands, Italy, Korea, Vietnam and Thailand in the coming months.

Below, Paul Brunson, Tinder's Global Relationships Insight Expert, shares his advice in getting ready for that all-important IRL moment:

1: Explore new experiences—dates don't need to be restricted to the 'traditional' dinner and drinks. Find something that works for both of you, such as a shared interest or a simple walk in the park with a coffee.

2: Date plans aren't solo info – From deciding where to meet, what to do, and what to wear, remember to share your date plans. It should be part of your 'date ready checklist'. Thanks to Tinder's 'Share My Date' feature, it's even easier to share your date plans directly from the app with your friends and loved ones.

3: Be you – authenticity is what young singles value most. Don't try to be someone you're not. In the era of 'all or nothing' dating, value-based qualities such as respect and loyalty are highly regarded*.

4: Phone down, eyes up – make sure you give your date your full attention. It's second nature to pick up your phone – especially when nervous – but this will interrupt the flow of your date. Turn your phone to silent, pop it out of sight, and have eyes for your date only. What's important is that you're present.

5: It's cool to be kind – sometimes an IRL date can flatline. Remember always to treat your date with respect and how you'd want to be treated. Even if things don't end up working out romantically, you might just make a new friend out of it, and who knows where that could take you. But most importantly trust your gut - it's okay to call time on a date if it's just not working for you.

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 users are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

[1] Tinder research report 2023

[2] In-app Tinder polling of users aged 18-29 across US, UK, Australia April 2024.

Additional assets available online: **Photos** (1)

https://uk.tinderpressroom.com/ShareMyDate