Tinder Newsroom

A Message from our CEO: Connecting in the Time of COVID-19

These are challenging times. And while it is not a moment to be meeting matches in person, we recognize that Tinder - a platform that is about connection - can play an important role as people navigate the uncertainty that COVID-19 has introduced into our everyday lives. A new connection can make a world of difference, and having a conversation with someone, no matter where they are, helps us feel a little less alone.

We're in this together, and we take our role seriously. With that in mind, I wanted to outline the steps we're taking to help keep the Tinder community safe, what changes we're making and how this situation has influenced the ways our members around the world connect on Tinder.

Reinforcing Guidance from Experts

Our members' safety is a top priority, and on March 2nd we issued guidance to Tinder members around the world by linking them to the World Health Organization (WHO) for the most up-to-date best practices for staying safe and healthy.

Since March 2nd, the situation has progressed, and we haveupdated our guidance to strongly encourage that new connections stay digital for now. In most places around the world, it's time to stay home. And adhering to the latest local recommendations is the responsible thing to do - for the health and safety of everyone.

And while each day presents new challenges, we are inspired by the number of people who are turning to Tinder to connect. It's promising to see that, though we're distancing ourselves to prevent the spread of the virus, we are not disconnecting. As an area becomes more affected, whether it's in Seoul, Milan or New York City, we see new conversations flourishing and lasting longer. Many of our current subscribers are even reaching out across the world, using the Passport feature to find solidarity with matches thousands of miles away.

Distant, But Digitally Together

Tinder has always aimed to help connect people who may have never crossed paths - to break the limitations of who you would meet in the physical world. In these times, our community and their needs have inspired us to remove another one of these barriers: distance. After all, we know that for many of our members it's more about the connection than the location.

When universities across the U.S. began sending students home, we knew that people still wanted to connect to their fellow classmates. So, we updated our Tinder U experience to ensure that our college members could stay tapped into their campus life and match with others who have their school badge. Before this change, students far away from their shared lecture halls would not have been able to see each other on Tinder if they were separated by more than 100 miles.

Our team is also working quickly to remove the geographic barriers for everyone—so that people can match and chat with someone new, no matter where they are. Starting this week, our Passport feature, which allows paid subscribers to connect with anyone, in any destination, will instead be available for free for everyone. And we can't wait for our members to share their stories about new connections, chats and their digital dates.

Now more than ever, we all need something to look forward to, whether it's getting on Tinder tonight or the possibility of meeting a match at a later time that's still to be determined. We're grateful to be a place people turn to, and hope that our community stays safe and healthy during this time.

-Elie

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