



***Tinder's
'Campus Crush'
Dating Guide***

At the end of every summer, Back to School season starts with young singles flooding college campuses across the country, giving them their first taste of independence. Often it's the first time they've been away from friends and family, and downloading Tinder for the first time is the perfect way to meet new people. Actually, **Tinder sees the highest influx of new 18-year-old members during freshman orientations** (between the months of August and September).¹

Tinder has created this Dating 101 Guide to help those who are brand new to Tinder, or just need a refresher, with tips for creating a great profile, staying safe while dating, and the latest dating lingo and trends to look out for.

Did you know?

- Online dating is now the most common way singles are making new connections. More than 50% of people under 30 are using dating apps.¹
- For young singles, “hooking up” is simply part of the dating process, and a way to explore a connection without the pressures of labels, not something to be ashamed of or secretive about.
- More than half of millennials agree that dating is healthier for 18-25 year olds today than it was when they were the same age!⁴
- As they begin their dating journeys, this new generation of singles is more motivated by personal reasons to make new connections:
 - Dating can be a great way to boost confidence according to 73% of young singles.²
 - A long term relationship is the most popular Relationship Goal on Tinder.⁷
 - “Still figuring it out” is the most popular Relationship Goal amongst young singles on Tinder (27% VS 19% for +26 year olds).

Tinder Profile Tips For The Back To School Season

The secret to a successful Tinder experience. Try out these ten tips to get your profile on point for the Back to School Season.

What really matters

Allow us to blow your minds. The most important factor that can help our members improve their match potential on Tinder is . . . using the app. We prioritize potential matches who are active, and active at the same time. We don't want to waste people's time showing profiles of inactive members. We want our members to have meaningful connections, conversations and ultimately meet IRL - and there's nothing better than matching and immediately striking up a conversation.

Having a bio will get you better matches

Profiles with bios are proven to attract more matches, so this school year, avoid being immediately beige flagged and add a quick and witty statement that shows off the best of you, while also leaving them wanting more. Try to stay away from using the most boring bio of all time: "Here for a good time, not a long time." Trust us, it does not help your chances.

In search of...

No one has time to waste, so you'll want to be upfront about who you are and what you're looking for from the get go — select between 1-3 lifestyle tags to ensure you're setting yourself up to make authentic connections with people who match your vibe. Lifestyle tags include your preferences on anything, from whether you want pets to how you like to communicate.

WYA?

Don't leave potential matches guessing — set your location to meet people nearby, especially if a LDR isn't something you're into. Set your radius to meet people in your neighborhood or that next one over. And if you're planning to study abroad, expand your horizons with Passport to meet a cutie in Croatia (or literally anywhere on the globe).

Four is the magic number

Your pics are a great way to show who you are, what you're into, and get the convo started. We actually

know that four is the perfect number of photos to have in your lineup. Also, make sure your first pic gives a clear view of your gorgeous face. Give your profile some edge by connecting your IG, so new pics will automatically upload as you post them on your grid — work smarter, not harder.

So your school pride

If you've just started a new university it makes total sense to add your school to your bio! It is a great way to break the ice, find your future ride or die, or narrow down on who might not be the best fit for you.

Your interests are hot

Finding common ground is one of the easiest ways to hit it off with someone, so add your interests to your profile. Your interests are what make you unique, so lead with them to show your most authentic, real self and, in turn, match with people who are more likely to match your energy.

Unverified profiles are a red flag

Verify your profile to let your matches know you're the real deal. Try to stick to matching with only verified profiles to avoid getting catfished. Profiles with the blue check are more likely to receive more matches.

Music is the 6th love language

Can we all agree that music compatibility is crucial to a solid relationship? Make sure you connect with people who are on your wavelength by adding your anthem — your life's soundtrack — to your profile via Spotify. 40% of members between the ages of 18-25 have added their anthem to their profile, and when they do, they see nearly a 10% increase in matches.²

Flex your convo skills

The more active you are on the app, the more you'll get shown and be seen by other members. There's no adrenaline rush quite like matching and immediately starting a convo with someone who may or may not be your new crush, so don't be afraid to message first. 77% of Gen Z replies in 30 minutes or less,³ so chances are, your risk will be rewarded!

Tips for healthy and safe dating

Steps to keep yourself safe while having fun

1

Dating starts with you:

Make sure you're 100% ready to put yourself out there, emotionally and mentally. Knowing your self-worth and building up your confidence to meet new people will help you to put your most authentic self forward.

2

Safety is built into the matching process:

The great thing about Tinder is that it's based on mutual consent. Both daters must Like each other in order to match and start a conversation. So make sure you have a thorough look at their profile before sending a Like.

3

Look for green flags:

The most important being a **complete profile** (at least four photos, a bio, interests, age, and location). Only matching with [Photo Verified](#) members can also give you more confidence that the person you match with actually looks like their photos.

4

Familiarize yourself with the [safety features](#) available on the app:

There are many features available on Tinder to give you an extra sense of comfort while on the app, like [video chats](#) before IRL meetups; [Incognito Mode](#), which only shows your profile to people you've already Liked; and [Block Contact](#) or [Block Profile](#), which allows you to block profiles even before matching.

5

Let someone know about your IRL meetups (even if it's not your parents):

Be sure to share where, when, and who you're meeting in real life using Tinder's [Noonlight](#) integration. And, if you're ever feeling uneasy or are in need of help, use Noonlight to discreetly trigger emergency services.

6

Don't rush into anything:

You don't have to rush into anything. If someone is pressuring you to meetup quickly or switch to another messaging platform that's a red flag. Scammers will attempt to get you onto another platform quickly, so **stay on the app when getting to know a new connection.**

7

Know when to unmatch with (and report) someone:

If the vibe is off during your chats or video call, you can easily unmatch with them. If a match uses language that makes you feel uncomfortable, be sure to report them — you'll be helping someone else avoid a potentially harmful situation and doing your part to help keep the community safe.

8

Know what you're looking for:

Be upfront with your intentions with '[Relationship Goals](#),' a Tinder feature that helps matches start conversations on the same page. Whether you're looking for a fling, a friend, or something a little more serious, the choice is yours. There's even an option if you're "still figuring it out." You don't have to know your goals right now, but the more upfront you are on your profile will reduce the possibilities of sending mixed signals.

Dating Trends to Look Out For

The trends that came out of Tinder's 2023 Future of Dating Report

I am cringe but I am free

Embracing your inner cringe has become the holy grail of Gen Z's most revered value: authenticity. 64% of young singles are comfortable with cringey/awkward situations if it's in service of being genuine.⁴

Dating starts with me

Working on yourself through therapy, self care and self discovery before stepping into the dating pool is a priority. 75% of young singles say they find a match more attractive if they are open to or currently working on their mental well-being.⁴

Quit playing games with my time

Since being locked down on and off for a year and a half, young daters no longer take time for granted. 77% of Tinder members reply to a crush within 30 minutes, 40% respond within five minutes and over a third reply immediately.³

Welcome to my manifestation era

While star signs may be the top descriptor added to Tinder profiles by 18-25 year olds, there's a new spiritual sheriff in town. 41% of young singles believe manifesting is the new Astrology and has an undeniably larger influence on compatibility and connection than Zodiac signs.⁴

I'll have a scotch and soda, hold the scotch

Divorce rates among Gen Z are skyrocketing – from alcohol, that is. The numbers don't lie: 88% of surveyed singles say they're interested in going on a sober date this year, with 52% either planning to drink less alcohol this year or opting not to drink alcohol at all.⁴

Technology doesn't threaten me, it supports me

Tinder bio mentions of Chat GPT have increased 14 times since Jan 1st 2023.⁵ And young people dating today really do see its benefits. 34% agree they would use AI to help them build their dating profile – because, let's face it: writing a bio or choosing photos that feel truly representative of you can be a lot of pressure.⁴

The world is my neighborhood

Two thirds (66%) of members surveyed agree Tinder allows them to date more people outside of their friendship circle or connect them with someone they would otherwise never have met in their day to day life.⁴ The butterfly effect this has had in dating cannot be understated.

And everyone is my neighbor

For Gen Z, it's the individual and their personality that matters. Gen Z's acceptance of difference resonates in their more open and inclusive approach to gender and sexuality – they are, after all, the most fluid generation. On Tinder, LGBTQIA+ members are now the fastest growing group on Tinder, and members aged 18-25 that identify as LGBTQIA+ have more than doubled in the last two years.⁶

Should we even call it dating?

For Gen Z, the term "dating" equals seriousness and a journey that has a finite goal (i.e., a relationship) compared to older generations who view 'dating' as something more casual without a finite goal or ending. Gen Z prefers to use terminology that doesn't try to define a connection before they're ready to, or even want to.

Sources

¹ Internal Tinder Data 2022

² Internal Tinder Data from Spotify feature 2022

³ Tinder in app Survey among Tinder users aged 18-24 in UK, US, AU. Data was collected between 1/09/22 – 7/09/22.

⁴ A survey of 4000 18-25 year olds in the US, the UK, Canada and Australia between April 21, 2023 and April 25, 2023 conducted by Opinium on behalf of Tinder.

⁵ From Tinder bios April 2022 - April 2023.

⁶ Internal Tinder Data on Member Orientation 2022

⁷ Tinder internal data from Relationship Goals profile feature 2023.

Tinder's Dating Dictionary

The top 20 wild and wacky new dating phrases to help you navigate the dating scene.

Benching

Keeping a contender on the roster warm without ever making any real plans. This often happens through constant but irregular communication, with no binding date set for a meet up.

Bounceback (season)

You've gone through the stages of grief, and now you're ready for your next hot girl/hot boy era. Pulling your life together after a recent breakup = your official bounceback season.

Breadcrumbing

A low-effort form of flirting, with non-committal messages or signals which show potential interest without the intention to actually date someone. Breadcrumbing keeps someone interested without actual commitment to pursuing flirtation further.

Cushioning

Refers to keeping several alternatives or backup relationships (safety pillows) in case the main relationship isn't permanent.

Daterview

A date that feels more like an interview because no natural conversation develops, but a person constantly "processes" their questions.

Gaslight(ing)

Manipulating someone by using psychological methods so that you end up questioning your own reasoning and abilities. 0/10 - Do not recommend.

Hatfishing

A phrase particular to dating sites, hatfishing is when someone wears a hat in every single one of their profile pictures. Whether or not they are concealing baldness, they're certainly concealing something.

Ick

When a small but noticeable negative trait turns you off from continuing a potential relationship. Icks may or may not be sexual, and can be as basic as chewing loudly, but always result in the death of the relationship. :/

Kittenfishing

Changing aspects of yourself to appear more attractive to others. Unlike catfishing, this refers to things such as falsely depicting your actual physical appearance rather than making up an entire identity.

Link / Sneaky link

The link is a cool and casual way to get together with the person you're talking to. The sneaky link is an infinitely more fun, secret way to get together.

Love Bombing

Bombarding someone at the beginning of the relationship with expressions of love, only to switch up their actions as time goes on. A quintessential red flag.

Love Language

Therapy language is creeping into the way that Gen Z dates, as they look to connect based on authentic compatibility. Young daters first rank the five love languages, and then look to find partners with similar ways to express love.

Simp

Leaving behind "whipped", nowadays young daters "simp" for their significant others. Simps are completely enamored with their partner and often at their beck and call. Unrelated, they also instantly become the #1 target of getting teased in the group chat.

Situationship

More than a hookup, but not quite a traditional relationship, the situationship is currently evolving. In 2023, the most updated situationships are casual - yet clearly defined - relationships that allow the freedom to explore, and rely on transparency.

Soft / Hard launch

Launching a relationship on social media is serious business. A soft launch refers to sly hints online that share just enough detail to discern that you are dating someone. Hard launches, on the other hand, involve the first official “couple photo” posted with a full face reveal of your partner.

Spin the Block

When you slide back into the dms of an ex or an old situationship. No judgment here - SZA herself said, “I’d rather just f*** on my ex again”.

Rizz

Short for charisma and formerly known as “having game,” someone with rizz has the ultimate ability to charm others.

Roster

Typically recruited during cuffing season, the roster is a group of dating contenders that can be called on at any time, and benched as necessary.

Uncuffing Season

A counterpart to the ever-popular “cuffing season,” uncuffing season refers to the early summer months when people break off relationships that formed during the winter prior.

Vibing

Crushing is out, and vibing is definitely in for young daters. The best way to determine whether you like someone is to just ~feel the vibe~, and assess how comfortable you are together.
