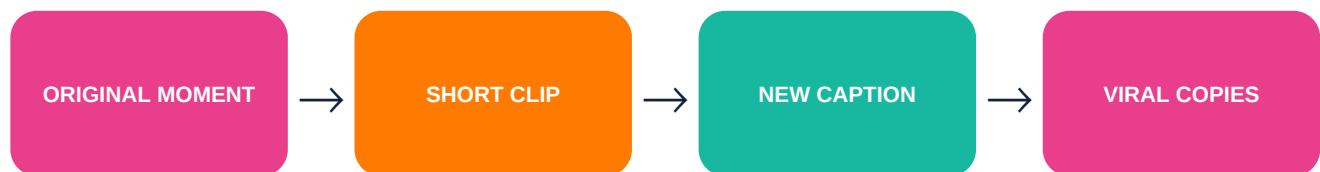


Childhood Footage Being Turned into Memes or Viral Clips



WHY IT MATTERS

A few seconds of childhood footage can be separated from its original context and spread to millions of people. Viral attention may be impossible to reverse, particularly when the child becomes the subject of a joke they never agreed to participate in.



THE IMPACT RETURNS TO THE CHILD

The joke, altered meaning and permanent audience can follow the child long after the original post.

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PRACTICAL SAFEGUARDS — POINTS 1-5

1

THINK BEFORE POSTING 'FUNNY' MOMENTS

The child may eventually experience the joke very differently.

2

DON'T MAKE HUMILIATION THE ENTERTAINMENT

A child's embarrassment shouldn't be the reason people share the clip.

3

REMEMBER CONTEXT DISAPPEARS

Viewers of a meme may never see the original explanation.

4

VIRAL SPREAD CAN HAPPEN QUICKLY

Control can disappear within hours.

5

OTHER PEOPLE CAN ADD THEIR OWN CAPTIONS

A new caption can completely change how the child is portrayed.

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PRACTICAL SAFEGUARDS — POINTS 6-10

6

MEMES CAN OUTLIVE THE ORIGINAL ACCOUNT

The copied version may remain online even after deletion.

7

PEERS MAY EVENTUALLY FIND IT

Internet humour can become school bullying.

8

DON'T CHASE VIRALITY WITH CHILDREN

The audience reward belongs to adults while the consequences may belong to the child.

9

RESPOND EARLY TO UNWANTED SPREAD

Reporting and takedown efforts are more useful before proliferation becomes enormous.

10

PROTECT THE CHILD'S DIGNITY

If a clip depends on strangers laughing at the child, reconsider publishing it.

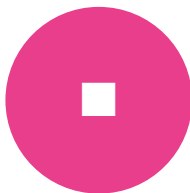
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BOTTOM LINE

Going viral can last much longer than the joke, especially for the child who becomes the meme.

A FEW SECONDS CAN CREATE A LASTING DIGITAL ECHO



PAUSE

Could this embarrass them later?



PROTECT

Keep vulnerable moments private.



RESPOND

Report unwanted reuse early.