

CHILDREN BEING FORCED INTO ADULT-LEVEL CONTENT SCHEDULES



WHY IT MATTERS

Successful online channels can operate like demanding businesses, with upload schedules, sponsored campaigns, travel, retakes and filming commitments. Children need sleep, education, play and unstructured time rather than adult-level production pressures.



DON'T GIVE CHILDREN UPLOAD DEADLINES

Publishing schedules are adult responsibilities.

PUT EDUCATION FIRST

School and learning should not be repeatedly disrupted to create content.

PROTECT SLEEP

Filming should never routinely interfere with appropriate bedtimes or rest.

KEEP EVERYDAY ROUTINES NORMAL

Meals, homework and family routines shouldn't constantly be rearranged around filming.

LIMIT CHILD-INVOLVING SPONSORSHIPS

Commercial commitments should not dominate a child's schedule.

PROTECT WEEKENDS AND FREE TIME

Children need genuine periods when they are completely off camera.

LET HOLIDAYS BE HOLIDAYS

Travel shouldn't automatically become an intensive filming schedule.

WATCH FOR BURNOUT

Exhaustion, irritability, withdrawal or reluctance to participate may signal excessive demands.

LET CHILDREN STOP

They should be able to withdraw from filming regardless of the production schedule.

PRIORITIZE REST AND PLAY

Healthy development matters more than consistent uploads.

BOTTOM LINE

A child's timetable should be built around growing up, not feeding an upload schedule.