

CHILDREN BEING TREATED AS PERFORMERS, EMPLOYEES OR PROPS



WHY IT MATTERS

Children in monetized family content can gradually be treated less like family members living ordinary lives and more like performers expected to appear, react and help generate material. Children may also be given inappropriate adult responsibilities connected to the channel or household.

PRODUCTION
PRESSURE

CHILDHOOD FIRST

care • play • learning • choice

ADULT
RESPONSIBILITY

CHILDREN ARE NOT PROPS

Their purpose is not to complete a thumbnail, challenge or storyline.

DON'T TREAT THEM LIKE EMPLOYEES

Children should not be expected to meet adult production demands.

KEEP FILMING VOLUNTARY

Participation must remain something they can refuse.

PROTECT PLAYTIME

Free time should not become unpaid production time.

KEEP BUSINESS PRESSURES ADULT

Sponsors, deadlines and analytics belong to adults.

KEEP ADULT PROBLEMS WITH ADULTS

Children should not carry financial or emotional responsibility for the channel.

DON'T MAKE THEM MEDIATORS

Children should not be placed between parents during adult disagreements.

WATCH EXCESSIVE RESPONSIBILITY

Older children should not become substitute parents or managers for younger siblings.

GIVE THEM A LIFE OUTSIDE CONTENT

Their identity and daily routine should not revolve around filming.

PUT CHILDHOOD FIRST

Their developmental needs always outrank production needs.

BOTTOM LINE

Children are family members first. They should never become interchangeable performers, props or substitute adults for the sake of content.