

CONTENT BEING PRIORITIZED OVER CARE



WHY IT MATTERS

The camera can fundamentally change a parent's response to an event. A moment that ordinarily demands immediate comfort, privacy or intervention may instead be viewed as compelling footage.

CHILD NEEDS HELP



CAMERA OFF



CARE + PRIVACY



SAFETY + TRUST



PARENT FIRST

When a child needs help, stop recording.



DON'T FILM DISTRESS

Crying, fear and emotional crises require care, not an audience.



CREATE OFF-CAMERA RELATIONSHIPS

Children need attention that isn't connected to content.



ESTABLISH NO-FILM SPACES

Children should know some areas are always private.



RESPECT REFUSAL

A child's objection should matter more than the video.



QUESTION THE CAMERA

Would you behave differently if nobody were watching?



DON'T PROLONG EMOTIONS

Never extend a child's distress because it makes compelling footage.



MODEL BOUNDARIES

Teach children that some moments belong exclusively to family.



REPAIR BROKEN TRUST

Take concerns seriously if children object to previous uploads.



KEEP THE PRIORITIES CLEAR

Parenting is the responsibility. Content creation is optional.

BOTTOM LINE

When something happens to a child, the first instinct should be 'What do they need?', not 'Where's the camera?'