

FAVOURITISM ON CAMERA DAMAGING SIBLING BONDS



WHY IT MATTERS

Different children may attract different levels of attention, views and audience affection. Parents can unintentionally reinforce this through screen time, thumbnails, praise or recurring labels. When children feel publicly ranked against their siblings, confidence and sibling relationships may suffer.

**PUBLIC
RANKING**

SIBLING BONDS

equal worth - individuality - cooperation

**FAMILY
FIRST**

DON'T CREATE A "FAVOURITE"

Present every child as equally lovable and important.

WATCH YOUR LANGUAGE

Recurring labels can become deeply ingrained.

MODERATE COMPARISON COMMENTS

Viewers should not rank children against each other.

GIVE PRIVATE AFFIRMATION

Give praise and attention without an audience.

ENCOURAGE COOPERATION

Do not repeatedly frame siblings as rivals.

NEVER COMPARE SIBLINGS

Competition can damage relationships.

DON'T TURN VIEWS INTO STATUS

Popularity should not determine a child's importance.

CELEBRATE INDIVIDUALITY

Value different strengths without creating a hierarchy.

ASK HOW EACH CHILD FEELS

Attention and exposure may affect siblings differently.

PUT THE RELATIONSHIP FIRST

Sibling bonds matter more than engagement statistics.

BOTTOM LINE

Siblings should grow up as family, not as competing characters fighting for a camera, an audience or parental approval.