

GAPS IN CHILD LABOUR PROTECTIONS FOR FAMILY VLOGGING



WHY IT MATTERS

Traditional child performers may be covered by rules concerning working hours, education, earnings and welfare. Family vlogging does not always fit neatly into these established systems. Protections for children appearing in monetized online content vary considerably between countries and jurisdictions, and laws are continuing to develop. This can leave significant gaps between what is legally required and what may be ethically appropriate for a child.



LEGAL BASELINE



ETHICAL CARE



CHILD WELFARE



KNOW THE LAW WHERE YOU LIVE

Rules covering children in monetized content vary by jurisdiction.



DON'T RELY ONLY ON THE LEGAL MINIMUM

Something being permitted does not automatically make it appropriate for a child.



LIMIT FILMING HOURS

Children need substantial time when they are not participating in content creation.



PROTECT EDUCATION

School and learning should always take priority over production demands.



PROTECT PLAY AND REST

Children need free time regardless of whether regulations specifically require it.



SAFEGUARD CHILD-GENERATED EARNINGS

Where children materially contribute to profitable content, adults should consider transparent and child-focused financial protections.



KEEP RECORDS

Families earning significant income from child-involving content should document participation and relevant finances.



RESPECT REFUSAL

Children should be able to stop participating even where no law specifically grants them that power.



KEEP UP WITH CHANGING RULES

Child-influencer regulation is evolving and families should remain informed.



USE THE CHILD-WELFARE TEST

When the law is unclear, ask what best protects the child's wellbeing, privacy and future interests.

BOTTOM LINE

The law provides minimum standards where protections exist. Responsible parenting should not wait for legislation before protecting a child.