

IDENTITY DEVELOPMENT BEING SHAPED BY AN ONLINE BRAND



WHY IT MATTERS

A child who grows up as part of a successful family brand may receive powerful messages about who audiences expect them to be. Their personality, interests and even weaknesses can become recurring elements of entertainment.

PUBLIC PERSONA



AUDIENCE EXPECTATIONS



FIXED LABELS



IDENTITY PRESSURE



LET CHILDREN EXIST OFF CAMERA

Not every experience needs an audience.



AVOID SCRIPTING PERSONALITY

Children shouldn't have to perform a character.



DON'T TURN TRAITS INTO BRANDING

Shyness, humour, behaviour or difficulties shouldn't become permanent labels.



SEPARATE FAMILY FROM PUBLIC PERSONA

Children need identities outside the channel.



LIMIT EXPOSURE

Constant appearances can make the public persona harder to escape.



ENCOURAGE PRIVATE INTERESTS

Children need hobbies belonging only to them.



SEPARATE WORTH FROM POPULARITY

Views should never measure a child's value.



ALLOW IDENTITY TO CHANGE

Children naturally reinvent themselves as they develop.



RESPECT WITHDRAWAL

A child should be able to leave the online persona behind.



PROTECT THEIR FUTURE SELF

They deserve freedom to decide who they become.

BOTTOM LINE

A childhood character created for an audience should never become a cage for the adult the child eventually becomes.