PARENTS MISUSING OR SPENDING MONEY THEIR CHILDREN HELPED EARN

WHY IT MATTERS

When children materially contribute to profitable family content, difficult questions arise about how much of that income should benefit them and how it should be protected. Exact legal rights vary by jurisdiction, but parents can still adopt transparent safeguards so that money generated through a child's participation contributes to that child's future rather than disappearing entirely into ordinary household spending.

C → S → F

CONTRIBUTION → SAFEGUARDS → CHILD FUTURE

RECOGNIZE THE CHILD'S CONTRIBUTION

If content earns money partly because viewers are watching the child, their contribution should not be ignored.

CREATE PROTECTED SAVINGS

Consider setting aside an appropriate portion of child-related earnings for the child's future.

FOLLOW LOCAL LAW

Some jurisdictions have specific requirements concerning earnings generated by child influencers.

KEEP CLEAR FINANCIAL RECORDS

Document relevant income, payments and amounts reserved for the child.

BE TRANSPARENT

As children mature, explain in an age-appropriate way how money connected to their participation is being handled.

DON'T BUILD THE FAMILY LIFESTYLE AROUND THEIR INCOME

Children should not become financially responsible for maintaining adult spending.

THINK LONG TERM

Education, housing, savings and adulthood may provide more lasting benefit than short-term purchases.

GIVE OLDER CHILDREN AN APPROPRIATE VOICE

As they mature, children should increasingly understand and participate in decisions concerning money generated through their involvement.

GET PROFESSIONAL ADVICE WHEN INCOME IS SIGNIFICANT

Tax, trust and legal arrangements can become complicated.

USE THE FAIRNESS TEST

Ask whether the arrangement would still seem fair when the child becomes an adult and understands how much their childhood content earned.

BOTTOM LINE

If a child helps generate the income, their future should receive meaningful consideration when that money is used.