

PRESSURE TO PERFORM FOR THE CAMERA



WHY IT MATTERS

Children who regularly appear in family content may begin to feel expected to entertain, react, smile or participate whenever the camera appears. When family income, audience expectations or upload schedules depend on their participation, saying no can become increasingly difficult.

CAMERA APPEARS

PRESSURE BUILDS

CHOICE + NO

FREEDOM + TRUST



MAKE PARTICIPATION OPTIONAL

Children should be able to decide that they don't want to appear.



ACCEPT NO IMMEDIATELY

Refusal shouldn't lead to guilt, persuasion, anger or punishment.



DON'T DEMAND REACTIONS

Children shouldn't have to look excited, surprised or happy because the camera needs a reaction.



AVOID ENDLESS RETAKES

Ordinary family experiences shouldn't become repeated performances.



DON'T SCRIPT PERSONALITY

Children shouldn't be expected to play exaggerated versions of themselves.



KEEP PLAY AS PLAY

Games, hobbies and family activities shouldn't automatically become filming opportunities.



WATCH FOR CAMERA FATIGUE

Irritation, avoidance and withdrawal may indicate that a child has had enough.



DON'T MAKE CHILDREN RESPONSIBLE FOR VIEWS

Channel performance is an adult responsibility.



CREATE CAMERA-FREE DAYS

Children need substantial periods when filming simply isn't happening.



LET CHILDREN WALK AWAY

Participation should be something they can end, not an obligation they must fulfil.

BOTTOM LINE

A child should never feel responsible for entertaining an audience or keeping the family channel successful.