



the
world of
youtube

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GIRLS ABOVE SOCIETY

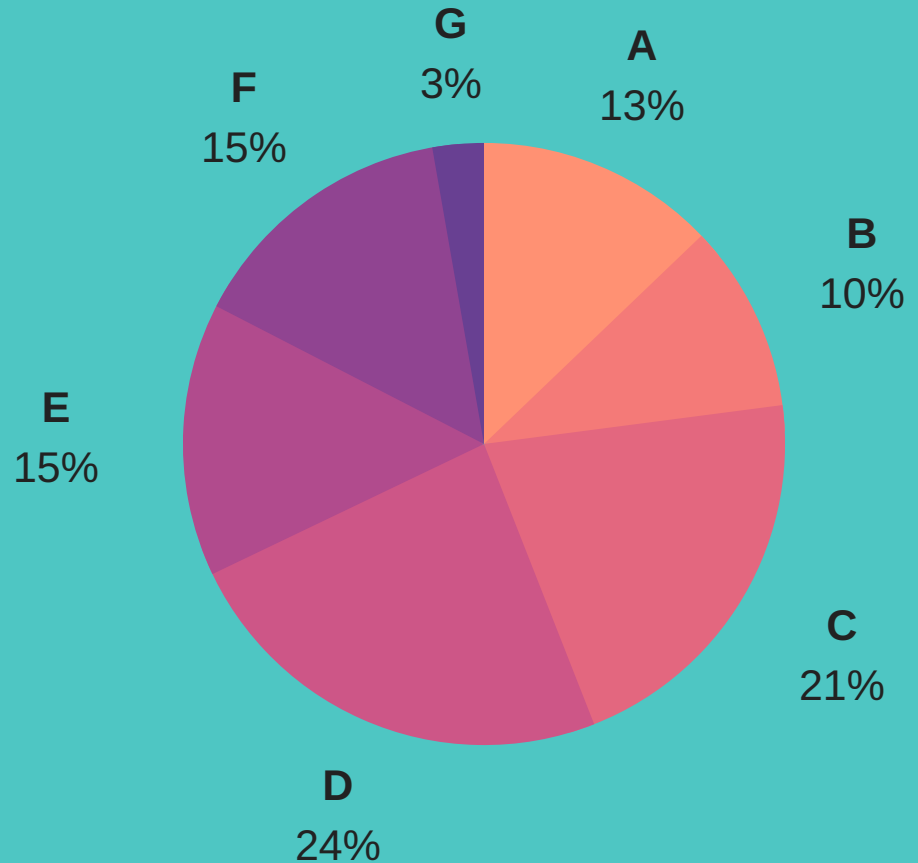
If your child has...

access to a smart phone, tablet or computer, you can bet they are YouTube fans. YouTube influencers often appear more relatable than traditional celebrities and are seen as role models by today's youth. This popular media plays a larger role than you might think in your child's online usage. YouTube's massive audience and popularity has it's own culture and I believe it's time for parents to join in the conversation with their children not only to educate, but to help shape a more empathetic generation of kids who can smartly navigate our digital world.



User Percentage by Age

- A. Under 18
- B. 18-24
- C. 25-34
- D. 35-44
- E. 45-54
- F. 55-64
- G. 65+



YouTubers DO have influence

As I travel and speak to young girls, there is always lively discussion surrounding YouTube. I like to summarize this media outlet as an ongoing reality show filled with the expected drama, fandom, outrageous challenges, and daily life bloopers mixed in with some helpful tutorials we all Google from time to time. Whether you like it or not, YouTubers DO have influence on our child's behavior. This influence might not be a bad thing, but parents should be just as savvy as their children when it comes to online usage, especially when random Vloggers become a go-to weekly role model in your child's life.

This YouTube for parents guide offers an inside perspective as well as helpful tips that keep the conversation lines open as a family.

Knowledge is power. Conversation and education is the best influence you can have on your child when it comes to shaping a positive digital footprint.

THE TOTAL NUMBER OF PEOPLE WHO USE

YOUTUBE

1,300,000,000

A YouTube account is free and easy to obtain

Your child may already have an account and if they do, they are most likely subscribing and conversing with other subscribers and vloggers (which may or may not be your child's age) by liking/commenting on videos they choose to view. This brings up a good question. Who is your child subscribing to and what type of content are they choosing to view? Here's a short list of some of the most popular Vloggers in 2017.



- PewDiePie
- Smosh
- NigaHiga
- Bethany Mota
- Shane
- DawsonTV
- Tyler Oakley
- Zoella
- Joey Graceffa
- Nash Grier
- Todrick Hall

TUNE IN & ENGAGE

Take some quality time and ask your child to show you some of their favorite YouTuber's. Be prepared to watch stupidity at it's best, but keep your thoughts neutral as you are introduced to a world your child navigates on a daily basis. Use this time to create a positive conversation when it comes to content, privacy (their account settings) and of course discuss what is real every day acceptable behavior and what is scripted and edited mindless entertainment. Remember, your child's friends are watching too and there's always chatter about the latest video and all the drama that goes along with it. Your engagement is a teaching tool that can not only create positive communication, it can also help shape your child's digital footprint.

300 HOURS OF VIDEO ARE

uploaded to YouTube

EVERY MINUTE!

THE DROP

Youtuber's usually drop new content once a week. Ask your child each week what happened on their favorite accounts. This is a great way to stay in tune and engaged but be mindful of how you react to what your child shares with you. Don't just say the video is stupid, because trust me most of them are all stupid. Pick and choose your moments to offer a teaching moment for times where safety and character come into play. For example: Youtuber eats 50 popsicles in an hour = funny but stupid. Youtuber throwing food at drive through employee = morally unacceptable and conversation needed.

DRAMA

is rampant on YouTube. Vloggers have drama with each other which brings added drama between subscribers, which brings more \$\$ to YouTube. If that's not mind blowing enough, many YouTubers post videos judging other YouTubers videos which can create chaos much like that of The Bachelor in Paradise. It's really one big reality show in my opinion. Don't be surprised if your child is contributing to the comments in defense of the favorites. In case you didn't know, YouTubers have a fan base (fandom), a subculture that joins fans together online. Youth often align in support of these famous YouTube Vloggers and the drama can get heated and become the topic of interest amongst friends in your child's peer group. Know who your child is watching and stay up on the latest juicy gossip. Commenting on social media affects your child's digital footprint more than they might understand. Empower them to keep comments KIND online and of course offline.

ALMOST 5 BILLION VIDEOS ARE

**watched on
Youtube every
single day**

The OMG Moment

As your child gets older, he/she will one day venture into the part of YouTube where Vloggers may be acting in a way in public that you might feel mortified if your child emulated. Again, this is a teaching moment discussing appropriate and not appropriate behavior. Pranks and challenges are not always safe & most of the time very staged. Keep this mindset! Recognize that these YouTubers are just glorified actors/entertainers. Here's a great method to offset those OMG moments you might find your daughter watching. Say something like...

"I wouldn't want to give him any attention or views. He clearly is rude, disrespectful etc...". If you forbid him/her from watching certain YouTubers they will most likely view the videos with their friends and then you may be at risk for a decrease in communication regarding videos they are watching. Developing a positive and open communication is beneficial digitally and personally, especially as your daughter/son enters the dating world, so why not keep the open line for both you and your child?

While YouTube is technically only for teens 13 and older, this hasn't stopped youth from making this media outlet a part of their daily life

There is a safety mode that gives users and parents the option to filter out the sketchy content. Scroll down any YouTube page and click on Safety but be aware your child may be viewing from friend's devices that may not be toggled to safety mode. Even though YouTube does it's best to offer a safe experience, there's always a hack that kids seem to learn before the parents!



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