

KIDS
ARE NOT CONTENT

Kids Are Not Content

team **SHARE** sponsored by

Mom.uncharted

Meet Our Team



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Problem Context

1.

Over **75% of parents** share information, including **images, videos, and stories** of their **children** on social media ¹

2.

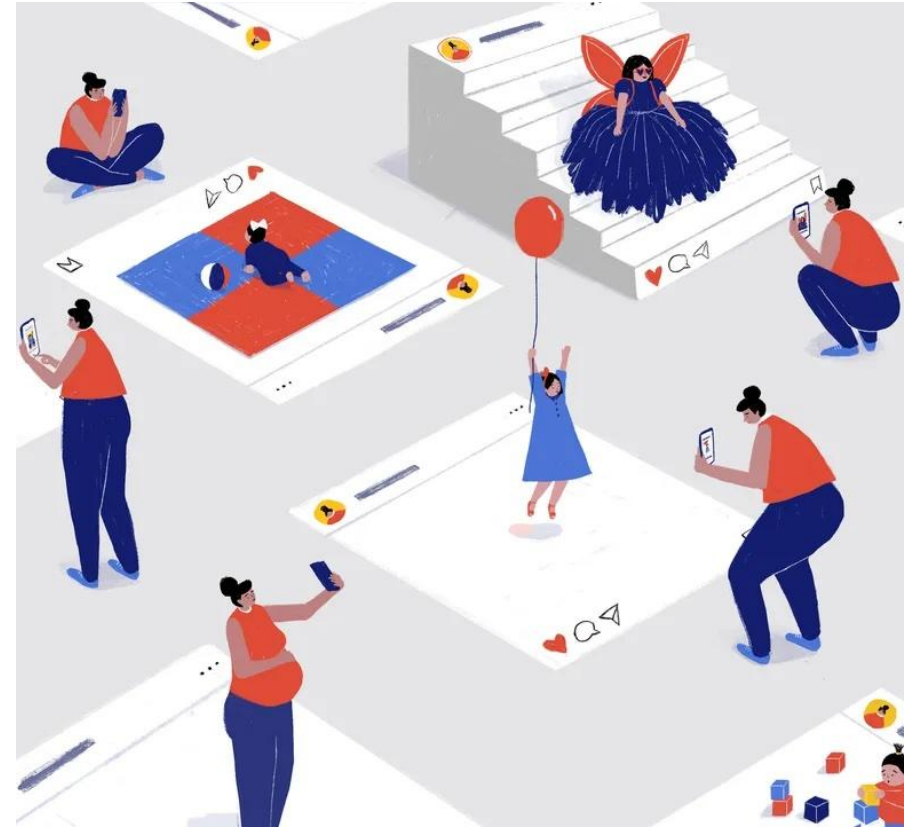
There is a notable **lack of legislation** regarding children's online safety and privacy.

3.

There is an absence of centralized **media literacy** and **educational resources** regarding parents online sharing

Problem Statement

“How might **parents, caregivers, and young adults** understand the issue of **sharenting** and the **exploitation of children online** in order to increase **awareness, understanding,** and drive **legislative change?**”



Key Research Insights

Recent topic & conversation growing

60% of sources found were written within the past 5 years



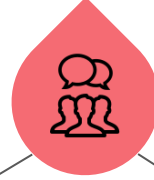
Fear tactics used in existing resources

Dutch Telekom Ad and Assam Police Campaign



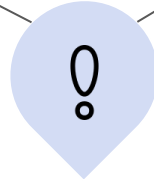
Caregivers opinions about sharenting range significantly

Some do not share their children at all, some share only privately, others share publicly



Existing legislation does not account for **child influencers** and **vloggers**

COPPA and the Coogan Act



There is an emphasis on digital literacy for children, but **not enough** of one for parents



Clearly defining this topic matters

40% of our young adult (18 - 22) users were unfamiliar with the term "sharenting"

User Personas



Rachel Watson

Rachel is aware and critical of the issue of sharenting and chooses not to post her children online. She follows **mom.uncharted** on social media platforms.

PAIN POINTS

Rachel dislikes having to constantly **explain** what sharenting is to other parents and her **inability** to take action on this issue.

NEEDS

Rachel needs **guidance** on social media privacy and collective **resources** to further understand the topic and the **legislation**.



Amy Johnson

Amy writes about and shares her children on social media platforms to provide parenting advice. She is aware of sharenting but **finds the topic confusing** as she is sensitive to what she shares about her children.

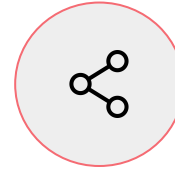
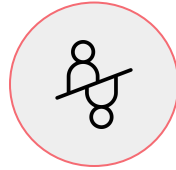
PAIN POINTS

Amy receives occasional critical blogpost **comments** which causes her stress and confusion; she gets **overwhelmed** by the topic and the range of information and opinions on it

NEEDS

Amy needs a simple, accessible platform to **understand sharenting** and learn how to foster **safer** sharing practices on it

Key Concepts



Media Literacy

Clearly define and explain the issue, fostering deeper understanding and awareness

Legislation

Provide direct action and measurable change through legislative progress

Reflection

Reflection on personal sharing habits, allowing individuals to reconsider their own choices

Conversations

Encourage conversations on this topic, helping inform people of the issue rather than shaming them

Resources


Uplift existing platforms to help expand collective knowledge and add credibility

4:39



Comments



kidsarenotcontent  Our website is content heavy, but sourcing ethical imagery and media to underscore the significance of the Kids are Not Content mission is challenging. While we aim to raise awareness about online child exploitation, we must avoid fueling the problem by inadvertently becoming a reference for malicious traffic and online predators.

[#kidsarenotcontent](#)

5d



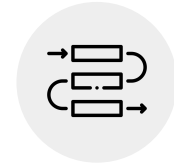
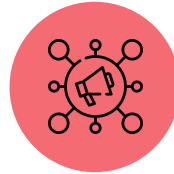
mom.uncharted 



4d 2 likes Reply



Validated Concepts



Concept Validation

Different groups will have **different “wants”** when visiting our website

Prioritizing creating **conversations** rather than placing blame

Lessons Learned

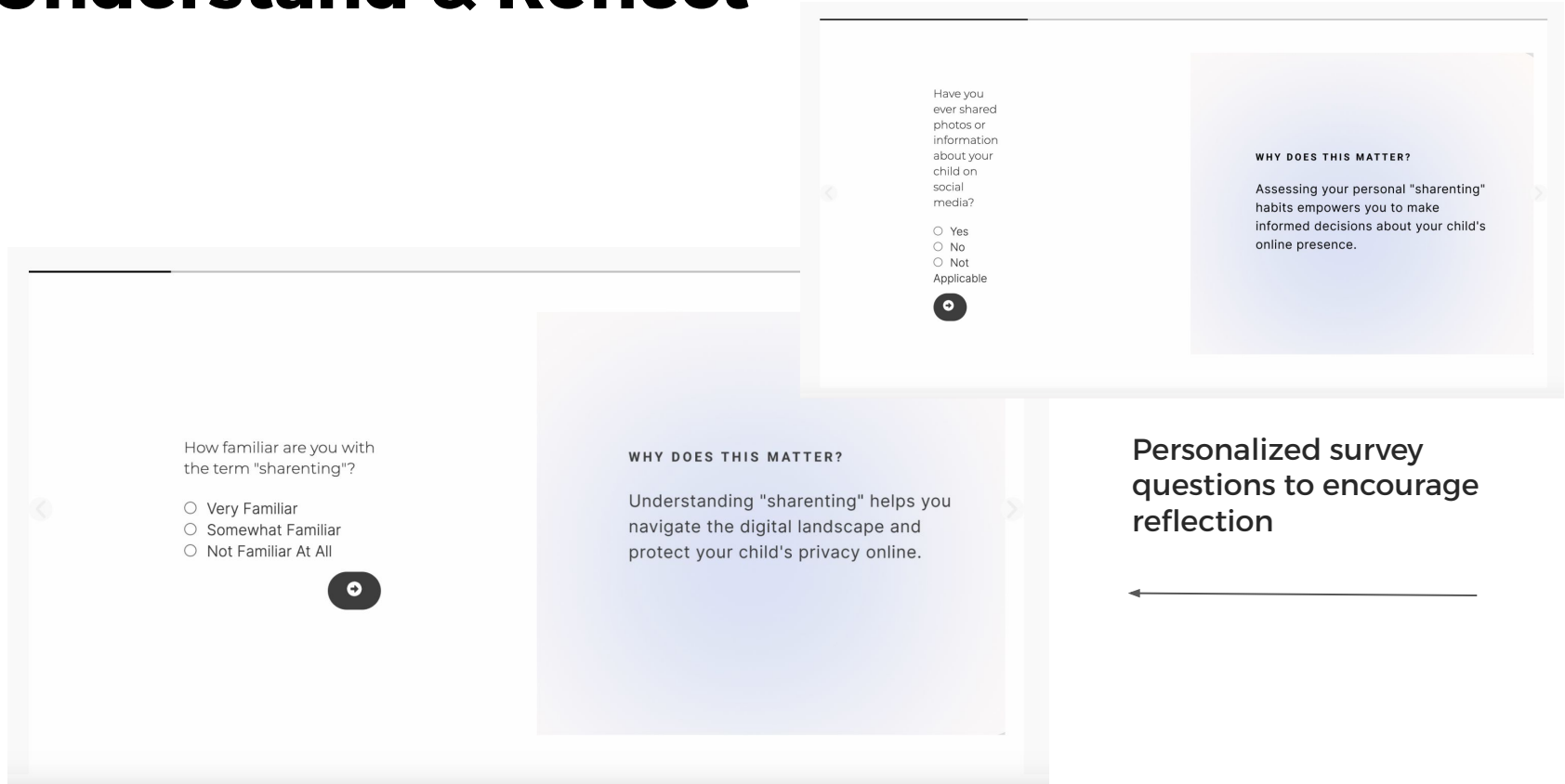
Word of mouth engagement will likely be more effective than **seeking out “sharents”**

People want **reputable insights** with **key points** to make message straightforward

Design

Present flow of information in a “guiding” way - capture interest with **facts** and THEN lead to **actionable items**

Understand & Reflect

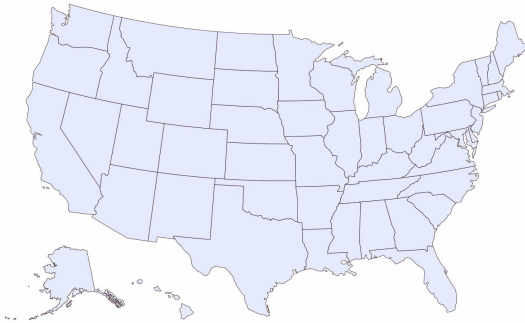


Take Action

View individual state progress →

JOIN THE MOVEMENT: STOP SHARENTING

1. Click on the interactive map below to view state specific legislation on child influencer laws
2. View the Advocacy Guide to understand ways to contact your local representatives
3. Take action! Call or email your state representatives to advocate for legislation on this matter



Advocacy Guide: →



THE ISSUE TAKE ACTION RESOURCES ABOUT

WASHINGTON STATE LEGISLATION

House Bill 1627

IN 2021, HB 2032 was introduced in Washington state. HB 2032 is a bill tailored specifically to **prevent the monetization** of children online. HB 2032 states that family vlogging accounts that generate revenue equal to or greater than \$0.10 per view from their account and at least 30% of the vlogger's content, produced within a 30-day period that features their kids must set aside a certain percentage of the money generated from those videos for the children featured in escrow. The bill requires both thresholds to be met to ensure that smaller, non-monetized family accounts or accounts that only occasionally feature children will not be subject to this legislation. The bill also protects minors' privacy by allowing them to request the **deletion of a video** they are in once they reach the age of majority.

HB 2032 was created through the efforts of **Chris McCarty**, a local activist and student, and introduced by former Representative Emily Wicks. Following Representative Wicks's retirement, HB 2032 was re-introduced as HB 1627 by WA State Representative Kristine Reeves with no subsequent language changes.

[VIEW THE BILL](#)

ADVOCACY GUIDE

STEP 1: FIND YOUR REPRESENTATIVES

Explore your federal and state representatives by entering your full address on **Plural Policy**. Click on individual representative icons for direct access to their contact information, including phone numbers and emails

[Click Here To Find Your Representatives](#)



STEP 2: CALL YOUR REPRESENTATIVES

Calling your representatives is the most effective way to contact them. Please use the template provided below

View Resources

Resources landing page organized by our main stakeholders, informed by our user testing

RESOURCES

For Parents/Caregivers



For Young Adults



Encouraging conversations on this topic

JOIN THE CONVERSATION

If you have posted pictures of your child online without their consent, it's important to have a conversation with them so that they can express how they feel about this.

Listen to your child's concerns. Show them what you post, and if they don't like it, **take it down** because that's their body or their thoughts. If they ask you to not post something, don't post it.

The New York Times did a video piece on children of all ages talking to their parents about Sharenting in 2019. We encourage young adults and parents to watch the video and understand how to have a conversation regarding this topic. View the video [here](#).



ADDITIONAL RESOURCES FOR PARENTS

BOOKS:



Sharenthood: Why We Should Think before We Talk about Our Kids Online
Book by Harvard professor Leah Plumbett. Exploring how the news in the United States have led to a sharenting crisis that undermines our children—and how we can make choices that restore their privacy, as well as their freedom to play & grow.
[View the book here](#)



Growing Up Shared: How Parents Can Share Smarter on Social Media—and What You Can Do to Keep Your Family Safe in a No-Privacy World
Book by legal scholar and professor Stacy Steinberg. Shares tips and best practices for parenting in the age of social media while also the impact of online sharing on your children's digital footprints.
[View the book here](#).

ARTICLES:

Sharenting: What parents should consider before posting their children's photos online

Kaspersky

[Read the full article here.](#)

The psychology of 'sharenting': Why parents can't resist talking about their kids online — and what experts say about it

By Sarah Hunter Simanson for Yahoo Life

[Read the full article here.](#)

Parenting influencers try something new: giving their kids privacy

By Fortessa Latifi for the Washington Post

[Read the full article here.](#)

'Sharenting' may seem like harmless family fun, but experts are concerned about its impact on kids' privacy

By [Mouhamad Rachini](#) for CBC Radio

[Read the full article here.](#)

Additional resources for each section

Demo Video



KIDS ARE
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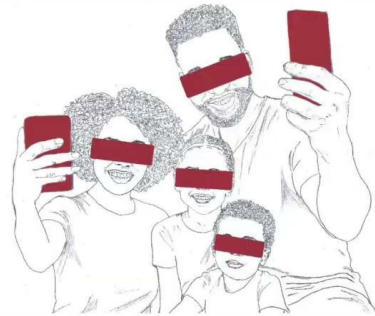
THE ISSUE

TAKE ACTION

RESOURCES

ABOUT

OVER 75% OF PARENTS SHARE
PERSONALLY IDENTIFIABLE
INFORMATION ABOUT THEIR CHILDREN
ON SOCIAL MEDIA



THIS NEEDS TO CHANGE NOW.

Ethical Considerations

Team Values

- 1 Ensure **accessibility** and **clarity** for all kinds of users
- 2 Be a **trusted**, well-researched resource
- 3 Create a **helpful** resource **not based around shame**

Considerations

- 1 Consider the **future implications** of the children's online presence
- 2 Taking a **non-political**, fact based approach to media literacy
- 3 Ensuring we actively **avoid "call outs"** of family vlogger accounts

Next Steps beyond Capstone

Project Handoff



Deliver our wordpress website to our sponsor Sarah, Mom.uncharted

Expand



Expand on the topic of child exploitation and family vlogging, consider additional features and more illustrations

Deliver



Promote our website through SEO and leveraging our sponsors following and influence



**Thank you for
listening**