



# Made for Kids Shorts Overview

# AGENDA

- 01** Our Approach
- 02** Creation Best Practices
- 03** Tools

# **OUR APPROACH**

# Shorts Is Growing Rapidly

2<sup>B</sup>

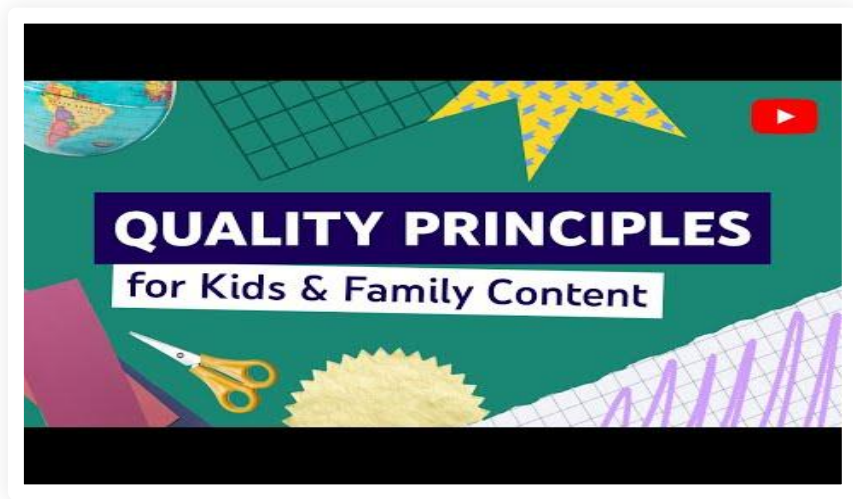
MONTHLY LOGGED  
IN USERS

70<sup>B</sup>

VIEWS  
PER MONTH

80%<sup>+</sup>

NUMBER OF CHANNELS  
THAT UPLOADED TO  
SHORTS GREW 80%+



**Quality Content First**

## More Ways To Deliver Quality Content

Surfacing high quality content for kids and families is a priority for YouTube across all formats—including Shorts! YouTube may recommend Made for Kids Shorts that meet our safety and quality bars. Just like with long-form video, Shorts that are set as 'made for kids' are more likely to be recommended alongside other kids' videos.

→ [Learn more about our quality principles](#)

# High Quality Principles

Shorts might come in a smaller package, but they still have a **BIG** impact. Kids learn from everything they watch, including short-form video. And our High Quality Principles are just as relevant, inspirational, and necessary to incorporate in your Shorts.



*Being a good person*

Children learn and imitate what they see onscreen. So consider ways to model positive, helping behaviors and demonstrate character strengths such as gratitude, wisdom, and friendship!



*Creativity, play, and a sense of imagination*

Teach viewers to see new possibilities for their world and themselves! Content can foster these abilities in countless ways ranging from teaching soccer tricks, to telling stories set in imaginary worlds, or creating arts and crafts.



*Diversity, equity, and inclusion*

Viewers come to your videos with an array of backgrounds, resources, and abilities. Think about how aspects of your content—such as diverse casts and messages that encourage equity and inclusion—can make all viewers feel included and welcome.

Spark children's natural curiosity! Think about engaging viewers by asking questions; featuring DIY science experiments, nature scavenger hunts, or sing-alongs; and incorporating tools such as repetition, rhymes, and mnemonics to help young minds understand and absorb information.



*Learning and inspiring curiosity*

Connect your content with what's relevant to children: their interests and identities, their abilities and experiences. For instance, content for families with very young children could focus on issues such as learning to share, while content for older kids could focus on issues such as getting good grades.



*Interaction with real world issues*

# Low Quality Principles

It is just as important to avoid these low quality characteristics when it comes to Shorts. Use your limited time wisely: If your storytelling requires more space to develop your narrative and/or characters, or deliver on what is promised in your title, consider a longer-form video. Use Shorts only when it works for your creative concept, and consider what your audience will take away after they watch..



*Heavily commercial or promotional*

Avoid Shorts that focus on promoting brands and logos, or feature excessive consumerism. For instance, although toys and other consumer goods can be a part of high-quality Shorts, such content should also provide new perspectives, experiences, or educational elements.



*Deceptively educational*

Avoid misrepresenting the educational value of your content. To make sure it really can have a learning impact, be sure it includes clear, meaningful guidance and explanations, and is tailored to young viewers' cognitive abilities.



*Sensational or misleading*

Young viewers can be especially impressionable and trusting. That's why it's so important to ensure that Made For Kids Shorts avoid trying to shock or deceive viewers, and to never mislead audiences on the veracity of information (e.g., presenting things as facts that are untrue or purely opinion-based).



*Encouraging negative behaviors or attitudes*

Be sure your content encourages positive, prosocial behavior and attitudes. Negative behaviors or attitudes may range from unhealthy eating habits, to disrespecting or lying to parents, to performing dangerous stunts, to doing hurtful pranks.



*Hinders comprehension*

Take care to ensure your content is comprehensible for young viewers. You can think of incomprehensibility as having two causes: creative (i.e., it "feels random/pointless," lacks a cohesive narrative, etc.) and technical (i.e., poor audio and visual quality, too many rapid cuts, etc.).



*Strange use of children's characters*

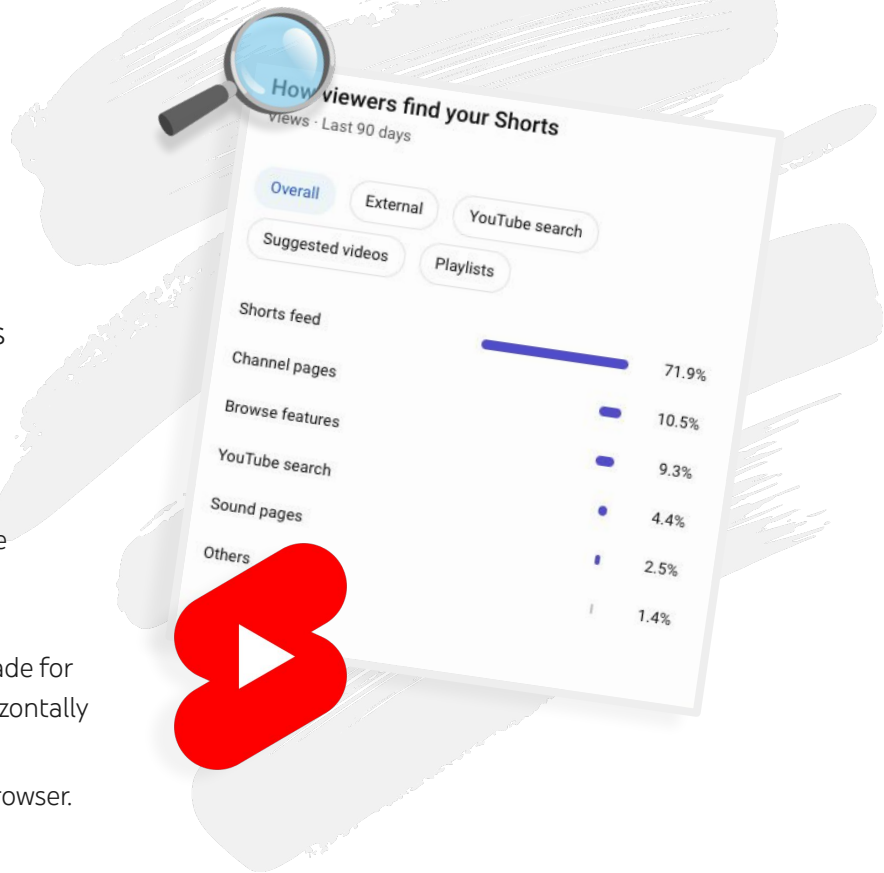
Never depict children's characters in objectionable situations. Such scenarios can include (but aren't limited to) those that are violent, lewd, sexual, repulsive, or otherwise objectionable. This content may also be in violation of our [Community Guidelines](#) and can be removed with a strike penalty.

**SAFETY FIRST**

# Shorts Discovery

We use a variety of signals to surface which Shorts are recommended for different viewers to **ensure a safer experience for your family**. There are a few other ways in which 'made for kids' Shorts can get views:

- 1. Shorts feed:** viewers can watch Shorts set as 'Made for Kids' in the Shorts player.
- 2. Home, Search, the WatchPage, and the Channel Page** are surfaces where viewers can enter the Shorts Feed and find 'made for kids' Shorts.
- 3. In the YouTube Kids app** it's possible that a Short set as 'made for kids' will show as a standard video (it would be displayed horizontally with black bars on the sides)
- 4. Direct links** to the video when Shared or entered in a web browser.





## CONNECTIONS

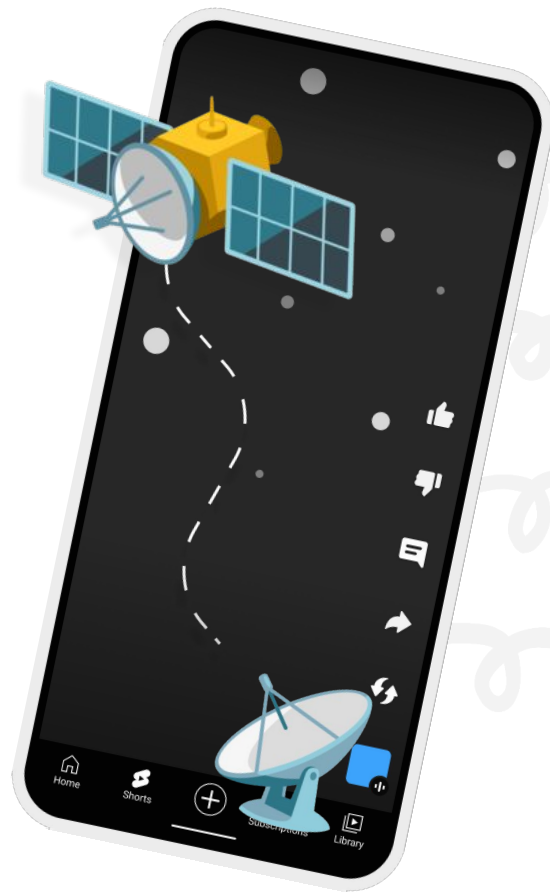
# Building Bridges

We aim to recommend more of what viewers enjoy across different formats (short and long-form). This means that:

- **Shorts signals** may inform long-form recommendations.
- **Long-form signals** may inform Shorts recommendations.

Although the bridge exists between algorithms, **Shorts performance doesn't negatively affect recommendations of long-form content from your channel or vice versa.**

We use viewer signals across formats to ensure that the right viewers will be offered that bridge. We learn from user feedback and continue to improve recommendations based on what the user's preferences are.



# The Algorithm Follows the Audience



High-quality MFK content gets raised up in recommendations & also guides decisions both for inclusion in YouTube Kids and channel and video monetization

CONTENT FOR ALL

# Balance Your Content Supply



YouTube is the **only destination** where creators can **produce** all forms of content, **build** community, and **earn money** from multiple revenue streams.

Within recommendations there are signals available across short-form and long-form, so that a viewer's watch preferences in one format, informs what they may see in another.

With long-form, your viewers know they can get safe, family-friendly content that provides a lean back experience on devices beyond mobile. Maintain your long-form content supply to your core audience and continue to provide evergreen videos that can resonate for all ages.

Shorts can broaden your base by providing the opportunity to supply cut-down clips from your long-form that highlight your most popular content & standalone Shorts that complement your existing youth focused catalog.

**TRENDS-FUELED**

# Family-first Trends

The Shorts algorithm is designed to power the ecosystem by recognizing and recommending trends.

**When tapping into trends, keep the high quality principles in mind for MFK Shorts.**

- **Recognizing:** To help ensure that a short is considered as part of a trend you can pick the sound from the audio library or sample the audio from another short that already features the trending sound.
- **Recommending:** Shorts based on trends are suggested to users who are more likely to enjoy watching that trend.



# CREATION BEST PRACTICES



## MFK Shorts Creation Tips

1

### Comprehension is Key

Start with recognizable characters / faces or branded visuals to relay and get the attention of your viewer.

2

### Steady Tempo & Flow

Limit cuts / scene changes for your younger audience to retain their attention throughout the Short.

3

### Visuals First

Lean into visuals over text to convey your story and consider language-agnostic content when appropriate for broader reach.

4

### Flex Your Creativity

Find creative ways to reuse your existing catalog & bring your unique style to your brand through Shorts-first content.

Remember to implement the high quality principles throughout your Shorts creation process!

COMPREHENSION IS KEY

# Capture the Attention Of Your Audience

- **Use recognizable faces or brand logos on opening.**  
Without packaging, the first few seconds of your Short play a key role in audiences deciding to stop or swipe, so pay extra attention to how you are helping your audience stick around your content at the initial jump.
- **Remember the casual viewer.** Some viewers might be coming across your content or channel for the very first time, so be sure to explain the purpose of your Short in the first few seconds. The example on the right showcases both of these principles for all audiences!



[StoryBots Play with Satisfying Sand!](#) 🌈 #shorts



[If You're Happy And You Know It Emotions Game](#)  
[Kids Songs and Games | The Mik Maks](#)

## STEADY TEMPO & FLOW

# Be Creative To Sustain Attention

- **Limit scene changes and cuts.** To ensure these viewers can enjoy your Shorts along with the rest of their family, avoid having overly “hyper” visuals or too many cuts per second, and consider repeating important information.
- **Get creative with how you present these moments.** Brainstorm how you might bring them to life as comedy skits, story times, or something else entirely. Utilize trends responsibly & keep the high quality principles in mind throughout.



**VISUALS FIRST**

# Create For Broad Reach

- **Let the visuals tell the story.** It might not always be possible, but in general try to focus on making your visuals so compelling and clear that the Short could be understood even without audio.
- **Effects in focus.** While special visual effects can be terrific additions, be sure to use them only when they're relevant to the main content of the video, not for their own sake.
- **Remember your young viewers.** Some viewers watching with their families may not be able to read yet—another reason not to rely too heavily on text. As an added bonus, language-agnostic content can have broader reach, too.



[Sharing is Caring](#) [#balita](#) [#cartoon](#)  
[#kartunanak](#) [#kartun](#) [#goodhabits](#)



[Ellie and Maddie's Playroom: A Lesson in Sharing](#)

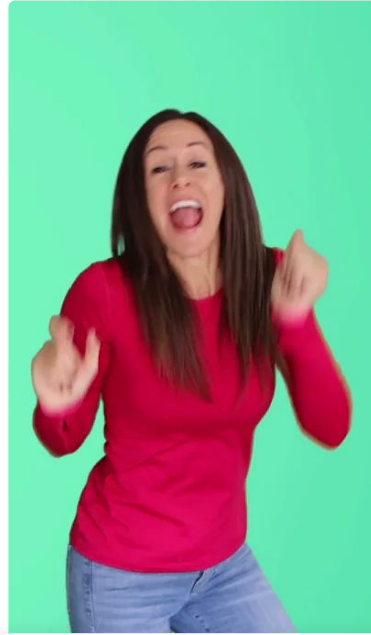
**FLEX YOUR CREATIVITY**

# Storylines & Experimentation

- **Self-contained storylines increase accessibility.** Be intentional if you choose to create Shorts based on existing long-form content, and try to make sure viewers don't need to have seen your previous content to enjoy your Shorts!
- **Reuse responsibly.** If you reuse your content for Shorts, focus on ways to create Shorts that are still standalone pieces of content.
- **Use Shorts to experiment on content ideas.** Try new content themes, characters, visualization techniques to see how you can experiment back on long-form if successful!

# Other Considerations

- **Collabs.** Connect with other Short-form MFK creators to reach a potentially wider audience with your Short-form content.
- **Use music when applicable.** Accompany your Shorts with a song or other audio clip. The music and sounds found in our library are free of charge to use, but only for personal, non-commercial use, unless you have the appropriate licenses.
- **Designate for MFK!** Remember when it's time to upload always be sure to designate your Shorts as Made For Kids!=-.



Let's Do the Alphabet Dance  
with Patty Shukla! | A-F | Jack Hartmann



 #KIDZBOPChristmas #LastChristmas  
#Christmas #KIDZBOP #KIDZBOPKids #holidays

# TOOLS



## MOBILE CREATION

# Picking Your Audio

## Add a Sound

To add audio to your short, click “add sound” in the top center of the Shorts camera. From there, you can choose a sound and pick the section that you want to include in your video. If you want to adjust the volume, you’ll need to click “volume” while in the Shorts editor and drag the lever until it’s where you wanted it!

## Find It In-Feed

Hear something you like while you’re scrolling through your Shorts feed? You can use it in the moment, or you can tap the audio and save it to your favorites, where you can find it in the favorites tab later on.

## Family Quality

Remember, always ensure all sounds you use are family-friendly, and keep in mind that audio that hinders comprehension (too soft, too busy, etc.) is not good for kids.



[Ducky's Photo Dump](#) [#shorts](#)  
[#photodump](#) [#collage](#) [#toys](#) [#dance](#)

## MOBILE CREATION

# Get Creative

### Change Speed

Want to speed it up or slow it down? Tap the speed icon, select the speed of your choosing, and begin recording.

### Set Timer

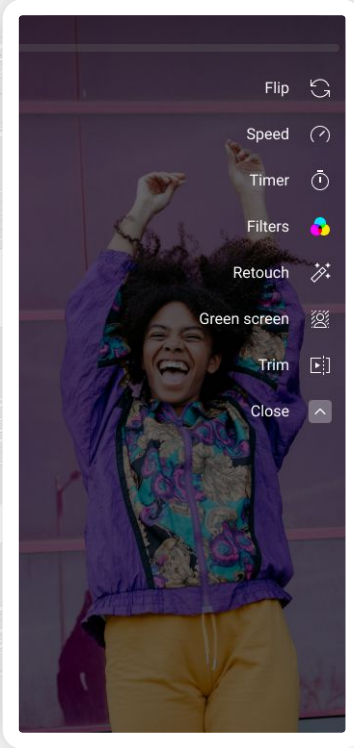
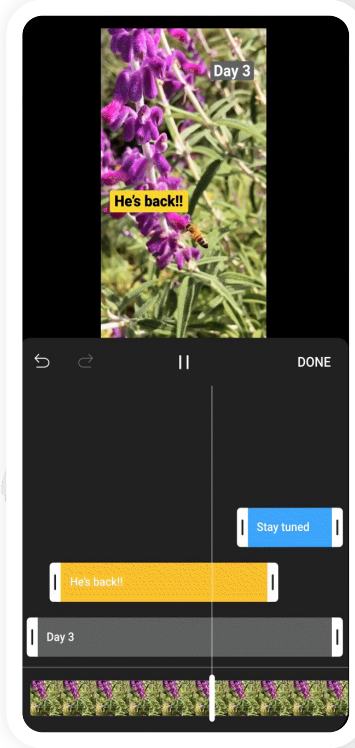
No cameraman? No problem. You can now film hands-free by tapping the timer button and picking a countdown length.

### Add Text Mindfully

Looking to create the perfect transition? The Align tool allows you to align the subject from the last frame into the new one!

### Align Your Frames

Looking to create the perfect transition? The Align tool allows you to align the subject from the last frame into the new one!



## MOBILE CREATION

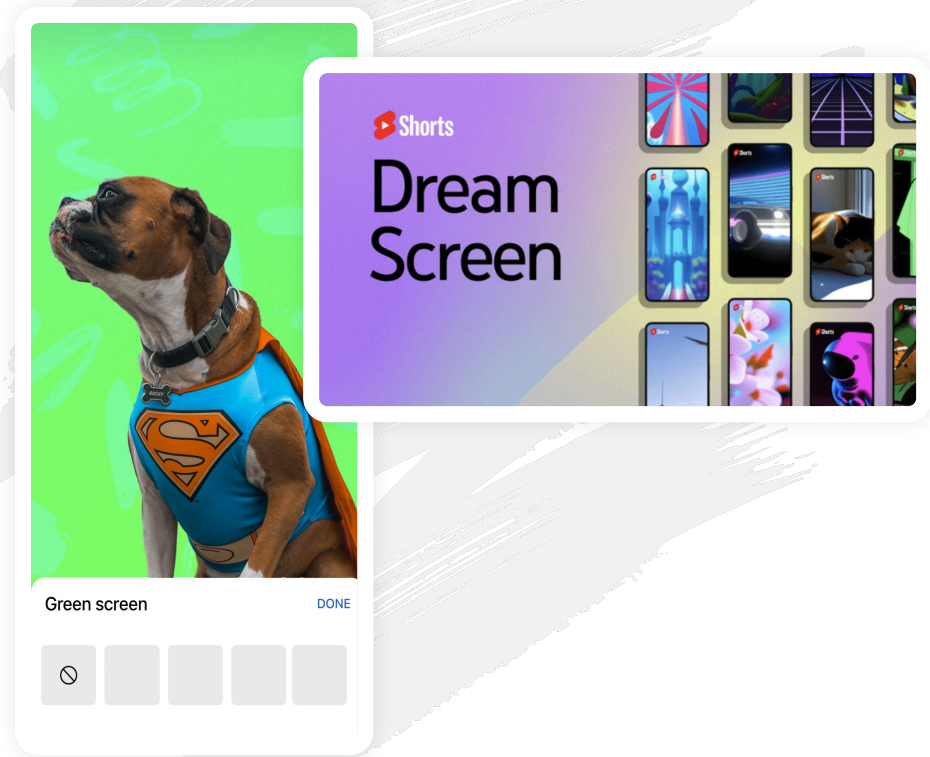
# Green Screen Creativity

### With Green Screen

You can use any eligible YouTube video or Short as the background for your original Short video. You can create using both the audio + video or video-only if you choose to mute the audio.

Dream Screen is a new experimental feature that allows you to create AI-generated image and video backgrounds to your Shorts. This feature will be available in the coming months!

**Stay tuned.**



## MOBILE CREATION

# Remix

**Shorts are automatically opted in to remixing on YouTube and you can't opt them out.**

However at this time, Shorts set as 'made for kids' can be only remixed from the Audio Library—Shorts set as 'made for kids' cannot be remixed from the Shorts player page. You won't be able to select the "Remix" button while watching a Short set as 'Made for Kids'.

 Remix

### Top remixed

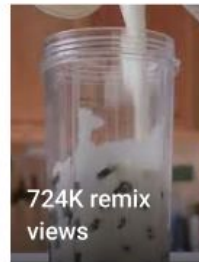
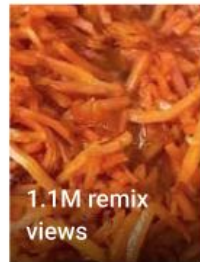
Your content used to create Shorts

21.3M

Remix views

205

Total remixes







TH  
AN  
KY  
OU