



Best practices for **children** **and family content**

A guide to creating enriching, engaging and inspiring content for children and families.

Welcome

*At YouTube, we believe that children can **discover new interests, learn about the world and foster a sense of belonging** when they explore the world through **online video**.*

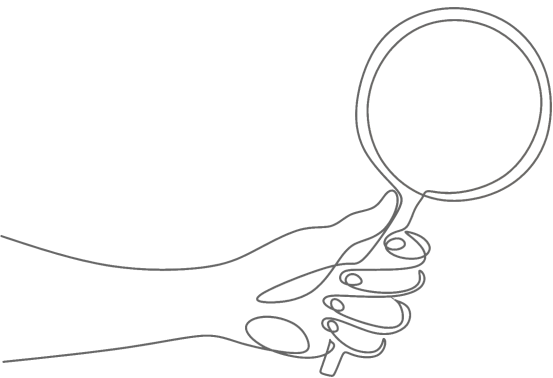
That's why we've collaborated with child-development specialists to develop a set of **quality principles** to help guide YouTube's children and family creator ecosystem.

In this resource, we'll explore the details of each principle. Our hope is that sharing **the ins and outs of the dos and don'ts** will make it easier for you to create enriching, engaging and inspiring videos for children and families. (You can learn even more on this topic by exploring our [Creating for YouTube Kids Field Guide](#).)

We're committed to **helping children and families discover high-quality content by raising it in recommendations** on our platforms, and we'll continue to re-evaluate and update these principles as needed.

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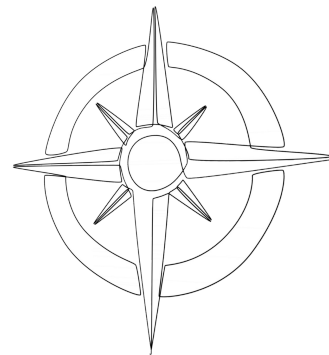


IMPORTANT NOTE:

The list of principles in this guide is meant to give you a better idea of what may be considered high- or low-quality content, and is not exhaustive. These principles also supplement our [Community Guidelines](#), which help to provide a safe viewing experience for everyone. You're still responsible for following our Community Guidelines on all content that you create.

Additionally, although the tips in this field guide are designed to help you create content aligned with our quality principles, they do not guarantee that your content will appear in YouTube Kids.

1. Start with **WHY**



*Remember: Though this resource supplies the **HOW** for making quality children and family content, there's another question that's just as important... and one whose answer must come from you:*

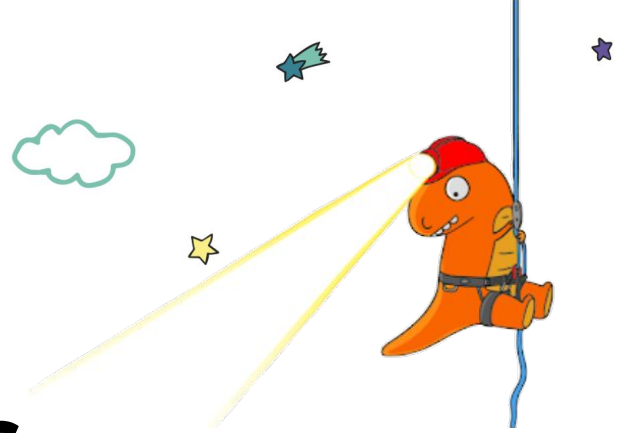
WHY are you making this content?

What value do you hope that your content will give audiences?

Will it make learning maths fun? Empower young viewers to walk into the big, wide world with compassion and confidence? Provide hilarious, wholesome experiences that the whole family can enjoy?

There are no wrong answers, of course. But with the truly awesome impact quality that children and family content can have, and the effort that goes into creating it, it's vital that you, as creators, know what takeaways you intend to impress upon your audience.

2. What are YouTube's **high-quality** principles?



High-quality principles

To align with **YouTube's high-quality principles**, content should promote one or more of the principles below.



Being a good person



Learning and inspiring curiosity



Creativity, play and a sense of imagination



Interaction with real-world issues



Diversity, equity and inclusion

1. Promotes being a good person



As a Harvard Graduate School of Education study* on values suggested, children need strong moral role models. By showcasing traits such as honesty, fairness, empathy, kindness and caring for the common good, quality content can inspire young viewers and leave a lasting impact.

Being a *good* person doesn't mean being a *perfect* person, of course, but it's important that content models positive behaviours.

Children look up to the hosts and heroes of their favourite content, and by modelling behaviours such as respect, helping, being a good friend and having healthy habits (to name just a few), you can help young viewers to learn, grow and be inspired to adopt those behaviours as their own.



Brush Your Teeth Story for Kids!!!
| Cartoon Animation for Children



WORKING TOGETHER
ft. Linda Dong | The FuZees



Learning good habits for kids | Good manners with KidloLand | Stories for kids



* ['The Children We Mean to Raise: The Real Messages Adults Are Sending About Values'](#)

2. Inspires learning and curiosity



Spark children's natural curiosity, wonder and enthusiasm for understanding the world.

Your content may or may not deal with academic topics or be educational in the traditional sense, but no matter what, young viewers are going to learn something from it. So, ask yourself early and often:

'What do I want viewers to take away from my show?'

It's important for children to enjoy the process of learning. Quality content can encourage this learning by leaning in to the methods below.

- **Inspire your audience** to take the learning into their own hands with activities like DIY science experiments and nature scavenger hunts.
- **Invite audience participation.** Try sing-alongs, call-and-response chants and asking questions.
- **Incorporate tools** such as mnemonics, rhymes, repetition, alliteration and acronyms.

Additionally, tailor your content so that young minds can easily understand and absorb it. This can help you to figure out which words to choose, how high to count and how many steps to include in directions.



What Is An Earthquake? | The Dr. Binocs Show | Educational Videos For Kids

Numberblocks – Pattern Palace | Learn to Count



DIY Make Your Own Ice Cream Using Science! | Science Experiments for Kids



3. Creativity, play and a sense of imagination



Create videos that are thought-provoking, interactive and/or invite the use of imagination.

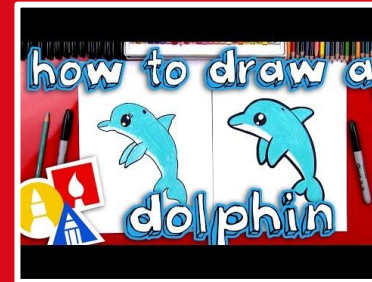
While artistic expression is wonderful and vital, it's not the only thing that content exploring creativity can offer: Content of this type also teaches viewers about thinking flexibly, solving problems with unique solutions and seeing new possibilities for their world and themselves.

Content can foster these abilities in ways ranging from teaching football tricks, to building imaginary worlds, to creating arts and crafts. **Above all, it's about encouraging children to create, make or engage with something in a meaningful and novel way.**



Wheels on the Bus and More Nursery Rhymes by Mother Goose Club Playlist!

DIY Halloween Costume – Monster Mask | Easy Cardboard Crafts to Make at Home



How To Draw A Cartoon Dolphin | Art For Kids Hub



4. Interaction with real-world issues



Help young viewers prepare for experiences that they face as part of growing up.

Each stage of a child's development introduces new social and emotional experiences. Quality content helps children and families to navigate the issues and challenges that these stages bring.

Crafting videos that resonate begins with understanding your viewers' specific concerns and developmental stage. For instance, content for very young children who have limited life experience and frames of reference may focus on issues in their immediate environment, such as learning to share their toys. Content for older children, meanwhile, could focus on issues such as getting good marks or the transition to secondary school.

It's also important to help viewers understand that making mistakes along the way is a normal and welcome part of life. Characters should have stumbles and triumphs, interests and quirks, and hopes and fears that make them real and inspire viewers to grow alongside them.

While quality content aligned with this principle comes in countless styles, there is a common thread: presenting relevant issues in a way that feels authentic, compelling and relatable to your particular audience.



Succeed by Failing: Crash Course Kids #42.1 | Crash Course Kids



Betsy's Kindergarten Adventures: Happy Earth Day | Janson Media



Becoming an 'Upstander' | Sesame Street In Communities



5. Diversity, equity and inclusion

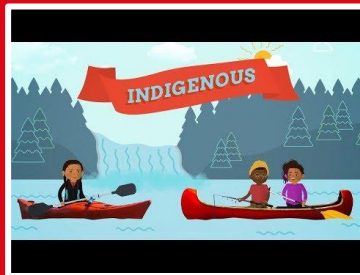


Create content that reflects diversity, encourages equity and shares the value of inclusion.

Children and families come to your videos with an array of backgrounds, cultures, resources and abilities. Quality content recognises and reflects this, and makes all viewers feel included and welcomed.

Casting is one of the ways that content can send powerful, positive messages to children and families. For instance, content featuring a roughly 50/50 split of boys and girls helps champion gender equality.

Remember that representation alone is insufficient, though: All characters, including those with diverse backgrounds and abilities, should be unique and multidimensional. Otherwise, content runs the risk of tokenism or stereotypes that can inadvertently perpetuate damaging attitudes.



The word Indigenous – explained | CBC Kids News



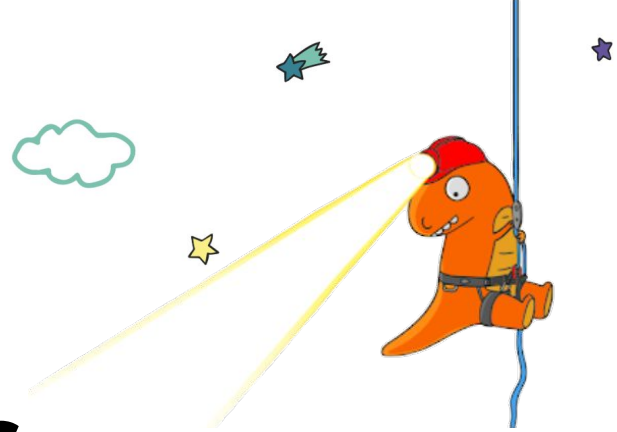
The Blue's Clues Pride Parade 🌈 Sing-Along ft. Nina West!



So Many Colors, So Many Shapes | Diversity Song | The Singing Walrus



3. What are YouTube's **low-quality** principles?



Low-quality principles

Creating content for children is a gift, but also an extraordinary responsibility. We know that the **vast majority** of our creators understand this and act in good faith. Regardless of intent, however, these low-quality characteristics must always be avoided.



Heavily
commercial or
promotional



Encouraging
negative
behaviours
or attitudes



Deceptively
educational



Hinders
comprehension



Sensational or
misleading



Strange use of
children's
characters

1. Heavily commercial or promotional



Avoid focusing on promoting brands and logos, or featuring excessive consumerism.

Although toys and other consumer goods can have a place in high-quality content, videos will be considered low quality if they do not provide new perspectives, experiences or educational elements.

Often, it's a video's focus that distinguishes between high- and low-quality content.

Take the fictional Megatruckz toy brand as an example.

While a video that focuses on creative play and imagination with the Megatruckz toys may align with our high-quality principles, and a sponsored video for Megatruckz may be appropriate when the required disclosures are made, a video that focuses excessively on the product or on accumulating or purchasing multiple Megatruckz products would be unacceptable under these principles.

Note: This quality distinction is separate from whether a brand has paid or otherwise incentivised you to feature their product or service. Paid and sponsored content can be high quality, but it's still subject to these same considerations and must always adhere to the guidelines and requirements outlined [here](#).



**BEG Your Parents for This
MEGATRUCKZ Set!**



**Biggest TOY TREEHOUSE
Shopping Haul Yet**

Note: Thumbnails and titles created for illustrative purposes only.



2. Encourages **negative behaviours or attitudes**

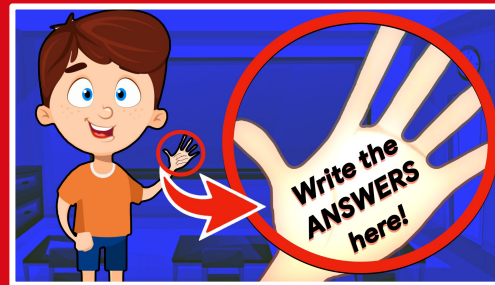


Encourage only positive, prosocial behaviour and attitudes.

As the American Psychological Association has stated, 'While ... media can provide education and entertainment, [it] can also damage children.'

Negative behaviours or attitudes may range from unhealthy eating habits, to disrespecting or lying to parents, to performing dangerous stunts, to doing hurtful pranks.

When evaluating whether content may be considered low quality under this principle, keep in mind the importance of nuance and context. For instance, a video featuring a character who bullies others would not be considered low quality merely for including this character. (In fact, since bullying is an unfortunate reality for many, the inclusion could be instructive.) However, if the video celebrated or aggrandised the bully, that could be considered low quality.



How To CHEAT In SCHOOL!!



**We Threw a SECRET PARTY
After MUM Said NO!**

Note: Thumbnails and titles created for illustrative purposes only.



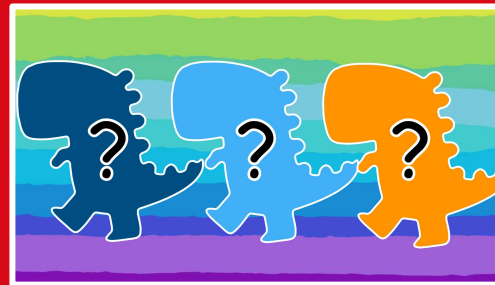
3. Deceptively educational



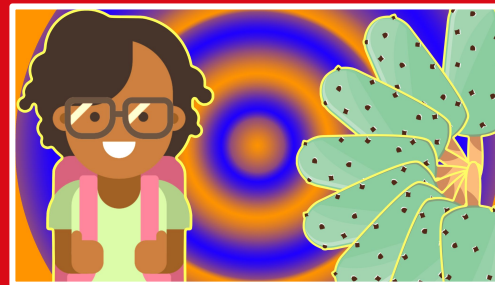
Don't mislead potential audiences about the educational value of your content.

For content to have the potential to make a real learning impact, it must include meaningful guidance, clear explanations and be specifically tailored to its specific audience's cognitive abilities to understand and retain the subject matter.

Deceptively educational videos lack these qualities. While their titles and thumbnails may promise to help viewers 'learn colours' or 'learn numbers', the content itself can often be characterised by mindless repetition paired with transfixing imagery. They also may contain inaccurate information.



**Learn colours for kids Dino
Park Song 123!!**



**ICE CREAM | Numbers Colours |
Jelly Bean (Playtime!)**

Note: Thumbnails and titles created for illustrative purposes only.



4. Hinder comprehension

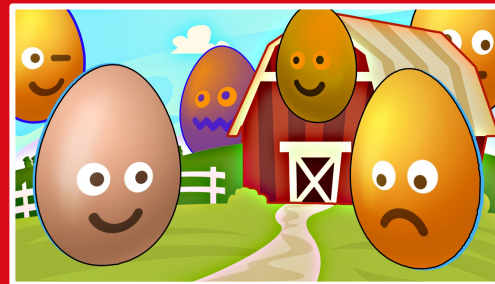


Ensure that your content is cohesive and comprehensible.

Content that falls under this principle feels generally nonsensical. This issue can arise from both creative and technical shortcomings.

Creatively, videos may lack cohesive narratives, be seemingly random, generally feel that they 'have no point' or have been made without consideration of their audience's cognitive development.

Technical faults that hinder comprehension include poor audio and visuals. These shortcomings are sometimes the result of the mass production or auto-generation used to create such content.



**UH OH !! Colourful egg
time back on the farm!**



**Daddy falls asleep and has fun
dreams about Star Milk!**

Note: Thumbnails and titles created for illustrative purposes only.



5. Sensational or misleading



Don't try to shock or deceive children and families for views.

In some ways akin to 'clickbait', this category of content is hyperbolic, bizarre and deceptive.

While we encourage the use of compelling titles and thumbnails, they should not be upsetting, overly exaggerated or misrepresentative of what's actually in a video. Likewise, avoid 'keyword stuffing', or using keywords popular with children in a repetitive or nonsensical way (e.g. *Mickey Mouse Paw Patrol Bluey Pokémon Dance Party WOW!*)

Content should also never mislead young audiences on the veracity of its information, such as presenting things as facts if they are untrue or purely opinion-based.

Note: Please refer to the [Misleading metadata and Misleading thumbnail policies](#) in [YouTube's Community Guidelines](#).



**Did my brother KILL our
DOG??**



**10 WORST Punishments By
Parents Ever**

Note: Thumbnails and titles created for illustrative purposes only.



6. Strange use of children's characters



Never depict children's characters in objectionable situations.

Whether animated or live action, this content places children's characters in fundamentally inappropriate scenarios that can confuse and upset viewers.

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.



**Santa Dies At The
SCARY DOCTOR**



Lady Lightning Goes Potty!

Note: Thumbnails and titles created for illustrative purposes only.



Thank you!

YouTube is committed to raising high-quality children and family content in our recommendations. We look to each of you to help create that enriching and inspiring content for children and families on YouTube.

Thank you, as always, for all the incredible work that you do. **We can't wait to see what you create next!**

