



EXCELLENCE IN CREATOR MARKETING

# Responsible Kidfluence Code

Content Care List  
for Parents

v 1.0

KIDFLUENCECODE.COM

# DEVELOPING A PROACTIVE FRAMEWORK

**Our mission is to bring together the voices of parents, marketing agencies, and brands to safeguard the rights and wellbeing of children in social media content.**

As digital platforms evolve faster than the laws that govern them, we're at the beginning of a vital journey, one that invites input from everyone to shape thoughtful, practical standards that support children growing up online.

Being a parent who creates content, or guiding a child's social media journey, can be both empowering and daunting. But when children are involved, we all share a responsibility - one that the current industry often fails to address.

Today, there are few clear rules about how children should be included in commercial content. In many countries, there's no legal protection for their time, their earnings, or even their image. Where laws do exist, they're often slow, patchy, and out of date.

Meanwhile, children are growing up in public, often with little say over how their digital footprint is shaped.

We know that most parent creators are making these choices with care—but often without support, guidance, or community. It can be isolating, and advice is rarely tailored to your unique experience.

That's why we created the Responsible Kidfluence Code: a collaborative pact between parents, agencies, and brands, built to centre children's rights in every stage of commercial content creation.

This guidance isn't about criticism—it's about support. It offers practical ideas, tools, and shared standards to help protect what matters most.

Together, we can shape a healthier, safer, and fairer digital future for the next generation.

## ***Behind the Code***

The Responsible Kidfluence Code is an initiative launched by Pepper, an award-winning creator-first marketing agency committed to raising standards across the social media industry.

Co-founded by Beckii Flint, a former child influencer and Forbes 30 Under 30 honouree, this mission is deeply personal. Beckii's lived experience growing up online has shaped a strong belief: that creativity should never come at the expense of wellbeing - especially for children.



Beckii Flint  
Director, Co-Founder

 **pepper.**

This checklist is designed to help you quickly and easily assess whether your content creation practices align with the best interests of your child across the four key pillars of the Responsible Kidfluence Code: **Mental & Physical Wellbeing, Financial Wellbeing, Privacy, and Safety.**

Complete this checklist before, during, and after content creation to ensure you're consistently making informed, proactive choices to protect and support your child's wellbeing online.



**BEFORE SIGNING A DEAL BEFORE SIGNING A DEAL BEFORE SIGNING A DEAL BEFORE SIGNING A DEAL BEFORE SIGNING A DEAL**

# BEFORE SIGNING A DEAL



Is my child's presence essential to the content? If so, should their contribution be valued separately?



Have I considered negotiating additional compensation if my child is the main focus?



Has the brand or agency provided clear guidance on how my child's participation and image will be used?



Have I decided what percentage of the income will be set aside for my child?

FILMING CONTENT BEFORE FILMING CONTENT BEFORE FILMING CONTENT BEFORE FILMING CONTENT BEFORE FILMING CONTENT  
FILMING CONTENT DURING FILMING CONTENT

# BEFORE FILMING CONTENT



Have I asked my child if they want to be part of this today - and genuinely listened to their answer?



Have I clearly explained what the content is for, in a way they can understand?



Have I scheduled filming at a time that suits my child's routine, not just the brand's schedule?



Do I have a flexible filming plan allowing for breaks, mood changes, or stopping entirely?



Have I reviewed the brand brief to ensure it respects our family's safety and privacy boundaries?

# DURING FILMING CONTENT



Is my child enjoying the process?



Am I avoiding multiple takes or pressure to perform a certain way?



Is the tone of the content playful, relaxed, and child-led?

*(Is my child naturally engaging and having fun? Or are they following my lead too closely, feeling pressured to 'get it right', or performing more than playing?)*



Have I built in sufficient time for snacks, rest, and play breaks?



Is my child emotionally safe in this moment - calm, happy, and comfortable?

# AFTER FILMING CONTENT



Have I checked in with my child to discuss how they felt during filming and documented any mood or behaviour changes?



Would I feel comfortable if this content remains online in 5 or 10 years? Would my child?



Based on today's experience, do I need to reconsider future content creation plans or pacing?



## Mental & Physical Wellbeing

Is your child emotionally supported, rested, and genuinely happy to be involved in the content you're creating? Are they being treated as a child first, and not a performer?



## Financial Wellbeing

If your child is contributing to commercial success, are they benefitting in a fair and future-focused way? Are there clear protections in place for their earnings?



## Privacy

Does or can your child understand what it means to be online, and do you have boundaries in place to limit what's shared about their identity, routine, and environment?



## Safety

Are you confident that your child is physically, emotionally, and digitally safe across every brand partnership or piece of content they're involved in?

# BEFORE POSTING CONTENT



Have I spoken to my child about the content going live and checked their comfort level again?



Do I need to update comment filters, privacy settings, or moderation tools before posting?



Have I limited how widely this content is shared (e.g., using stories or restricting platform settings)?



Have I blurred or removed identifying details (e.g., school uniforms, street names, license plates)?



Have I avoided sharing our exact location or local landmarks?



Could this content be misunderstood or misused inappropriately now or in the future?



Have I reflected on how frequently my child features online - is it intentional rather than habitual?



Have I kept personal data (age, full name, daily routines) to a minimum?



Have I waited a day before posting to allow time for thoughtful reflection?



Do I have a clear plan and agreement with the brand to quickly remove content if necessary?



# LONGER TERM THINKING



Have I created a clear financial plan outlining how earnings will support my child's future (education, hobbies, savings)?



Have I reviewed and understood relevant legal protections or financial requirements in my country?



Would I feel comfortable explaining the financial setup to my child when they're older, or even now if asked?



Have I set up a dedicated financial account (savings, Junior ISA, or trust) specifically for my child's earnings?

THINKING LONGER TERM THINKING LONGER TERM THINKING LONGER TERM THINKING LONGER TERM



Creating content as a parent can be incredibly rewarding, but when our children are involved, the stakes shift. Their presence in our platforms carries real-world consequences: financial, emotional, social, and digital. And right now, there's no consistent safety net to protect them.

The Responsible Kidfluence Code is here to give you the language, tools, and confidence to protect your child in a space that was never really built for them, and to model what good influence looks like for the rest of the industry. Thank you for doing the hard, thoughtful work. Your voice matters.

# NEXT STEPS

01

## **START WHERE YOU ARE**

Pick one or two pillars - wellbeing, finances, privacy, or safety - and make a small change that feels achievable for your next post or partnership.

02

## **USE YOUR INFLUENCE**

You're not just a parent, you're a professional with a platform. Use your voice to encourage brands and agencies to follow these standards too.

If something doesn't feel right in a brief, speak up. Ask questions. Suggest improvements. You might be the reason that brand thinks differently next time.

03

## **CREATE YOUR OWN FAMILY GUIDELINES**

Use the checklists to write down your boundaries and values as a content-creating family. Share them with your child if they're old enough, and revisit them as things evolve.

04

## **STAY PART OF THE MOVEMENT**

If you'd like to stay involved with the Code as we develop industry guidance, resources, or procurement standards, we'd love to hear from you.

Join our contact list or share your experiences: we're building this together, and your insight matters.



# SCAN TO READ THE CODE

[KIDFLUENCECODE.COM](https://KIDFLUENCECODE.COM)

 **pepper.**

Get in touch

[hello@pepperagency.com](mailto:hello@pepperagency.com)



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