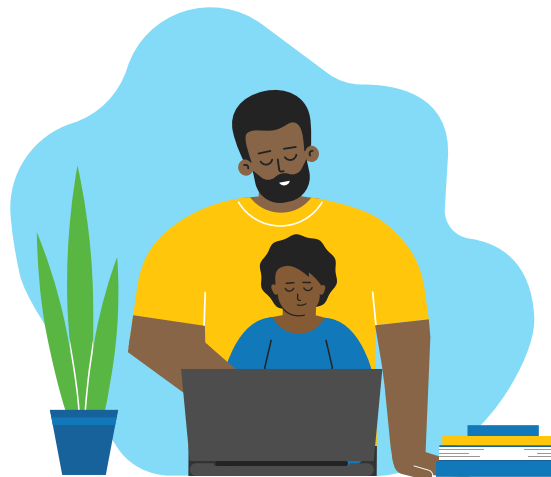


# What Parents and Kids Can Do

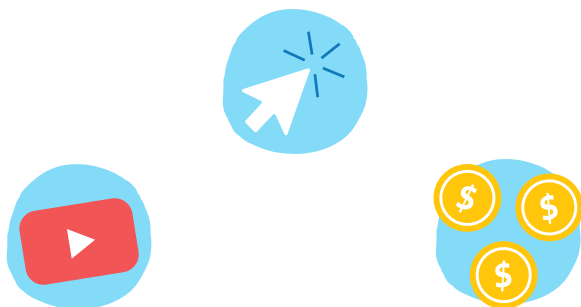
## STEP 1: Understand the feed

- Remember, just because something is "engaging" or "trending" doesn't mean it's good for kids!
- When you look at the feed, try helping your kids be a good judge. Are the thumbnails misleading? Are the titles "clickbait"? Why did YouTube recommend this video, and is it OK for you?
- Use the search box! That way, you can find the hidden gems and follow your child's ideas, not the algorithm's.
- Turn on restricted mode. By toggling this switch on the homepage, YouTube uses algorithms to remove content that might not be appropriate for children. It's not perfect, but it's better than nothing!



## STEP 2: Be smart about ads and monetization

- Ads may be positioned to look like videos. See if your kids can identify them, and why they think they got them.
- Teach your kids not to click on ads. They can try to "X" them out instead.
- Show your child how to skip or mute ads.
- When YouTubers ask viewers to "like, comment, and subscribe," it's fine to decide with your child whether to subscribe, but kids shouldn't leave comments on YouTube.
- Choose channels that don't overload your kid with ads.



## STEP 3: Find the best content

- Subscribe to channels that you know have great role models, teach about science and discovery, tell great stories, or show how to do new crafts or art. Make a deal that your kids will stick with these channels.
- Seek out creators from different backgrounds who have unique perspectives and experiences to share.
- Let your kids know they can talk to you when they run into upsetting or confusing content, and watch with them when you can. Examples include:
  - Physical violence, whether animated, virtual (video game), or real-life footage
  - Mean behavior, such as YouTubers pulling pranks, or being rude and snarky to each other
  - Gamers who play really violent/scary games, or use bad language
  - Stereotypes about gender, race/ethnicity, body size, or ability
  - Consumerism, especially false expectations that every kid needs tons of toys, an extravagant house, or lots of unhealthy foods
  - Pressure to buy merchandise or use affiliate codes from popular YouTubers