



# Gooseberry Parent

## YouTube

### What is YouTube?

A free access and view, video-sharing website used by a range of ages. Users create content of interest to them and their viewers. Registered users can then upload, view, rate, share, comment on, follow and subscribe to any videos and channels they choose. Unregistered users can view videos and comments. Video content includes product reviews, music videos, movie trailers and clips, television programme clips and some whole movies and television programmes. YouTube is currently the 2<sup>nd</sup> most popular website in the world.

### Key Features of YouTube to be aware of

- Most YouTube videos can be watched without the need to register.
- There is a range of material that can be accessed with a quick search, some of which is not appropriate for certain audiences.
- Popular 'YouTubers' work with commercial brands and endorse products and services. As well as reviewing products and services videos will often be interrupted by advertising during the videos.
- Advertisers recognise the power that popular 'YouTubers' have with their audiences and pay for them to review and provide an opinion on products and services. These can sometimes be biased to a product or service.
- The YouTube app can be downloaded to and accessed on mobile digital devices and computers and requires use of the internet.
- Video content includes educational and instructional videos as well as official music videos, clips from movies and television shows, and original videos created by registered users on all kinds of topics.
- Behaviour on YouTube is varied with some 'YouTubers' creating content to achieve as many views as possible. Generating a high volume of views can increase the number of people who subscribe. Having high numbers of subscribers can provide opportunities to make money from a channel.
- 'YouTubers' will use Clickbait titles and shocking content (including Trolling) to increase clicks, likes and views of their videos.
- Registering on YouTube allows users to upload their own videos, as well as comment on, favourite and share videos uploaded by others.
- Registered users have their own YouTube 'channel', on which they can create playlists of liked videos and display videos uploaded by themselves.
- Registering on YouTube requires a Google account, which is free to create. The minimum age to register is 13. There is little management and monitoring of the ability to register.

### Enjoying YouTube safely and managing the risks

- **Download and use the app** – Having a go yourself can help you understand how the app works and how to secure an account. YouTube has filters to help prevent inappropriate content being viewed. This is helpful for younger users of the app. Responsible and safer behaviour alongside appropriate searching will help reduce risks for older users.
- **Read the reviews** for the app, this will give you an idea what other people are saying about it and what potential risks there may be.
- **Communicate your expectations** – As a parent, it is your responsibility to make clear what is and is not acceptable online behaviour. You need to accept that allowing your child access to online apps like these, requires trust and clear boundaries, for their own wellbeing. Think carefully about what your child could share and what they might view.



- **Model positive and safe online behaviour** – Safe behaviour online starts with us as adults. Following basic safety suggestions and demonstrating these will help your child to follow in your footsteps. You also have a better chance of staying safer online yourself.
- **Do your homework** – Take time to read Privacy Policies and Terms of Use to find out how app developers use personal information. You can also learn about acceptable use of the app and find advice on securing online accounts and set privacy settings on devices. Pay attention to age recommendations and the topics that can be covered in online chat.
- **Family Accounts** - Consider creating a shared ‘family account’ on YouTube. This enables you to monitor the videos your child watches, select which channels they subscribe to and restrict and manage certain content. This can be helpful for younger users who want to view certain content with supervision.
- **Create and manage the account** – To help reduce risk of viewing, sharing and uploading inappropriate content consider creating the account for your child or allow them to use your account. This can help you monitor and manage how they interact with the app.
- **Following** – It can be helpful to ‘follow’ the YouTubers who your child has interest in. This can help you understand the type of content they produce over time and help you decide about your child watching their content.
- **Subscribers** – It can be difficult to manage who follows an account if it is public. Anyone can subscribe to an account if privacy settings have not been activated. It will be important to monitor your child’s channel and check it for inappropriate comments and content.
- **Signing Up** – Encourage your child to keep log in details and passwords secure and share them with you.
- **User Names** – Choose an original and creative username that avoids giving away your own.
- **Uploading videos** – If you have agreed to allow your child to upload content, remind your child to keep personal information private. When uploading videos, ensure that they are shared only with family and friends by selecting the ‘private’ option in the ‘privacy’ section of YouTube’s settings. Insist that you view content before it is uploaded.
- **Creating Content** – If your child has your permission and is aged 13 or they can create and upload content. If your child must upload content, disable, remove and report unwanted comments. It is possible to prevent people commenting on a video by disabling comments.
- **Comments** – Encourage your child to avoid making comments on a video. These should be uploaded with care and respect for other people online. Personal opinions can quickly turn into online arguments. Remind your child to think carefully before making comments on other users’ videos, as they could be seen by anyone.
- **Restrict content** – Enable the ‘Restricted Mode’ to prevent your child from being exposed to adult videos or those flagged as inappropriate. Lock the ‘Restricted Mode’ setting so that it cannot be undone.
- **Location settings** – Turn off location settings in YouTube so that your child’s location is not displayed to other users.
- **Adult (18+) content** – Videos with adult content require confirmation that the user is at least 18 years old prior to viewing them. Depending on the information provided when the account was created, children under 18 will be blocked from viewing these videos.
- **Flagging** – Encourage your child to report any potentially inappropriate videos by clicking the ‘flag’ button next to the video. Some ‘YouTubers’ are mindful about what they post and are careful when creating their content to avoid ‘flagging’.
- **Blocking users** – Encourage your child to use this feature to block any unwanted users.



- **Think before you share** – Encourage your child to think about the post, videos and information you are sharing about yourself and others online. This is useful advice for anyone who uses the World Wide Web, Apps, games and websites. It can be easy to get carried away and share something that you might not have done had you thought about it beforehand.
- **Become your child's friend** – this way you can check what they send, share, post and upload and can help make sure they are staying safe. **This is not prying, it is parenting.** Consider how you will monitor what is being shared online by your child and what is being shared with them.
- **Read the safety tips and resources** – preferably with your child. Using key phrases from information that has been written by app developers can help you have a difficult conversation with your child. It can also help them to understand what decisions you make and why you make them.  
This communicates clearly what is and isn't acceptable and what people can do with your pictures and messages. If you can have a clear conversation with your child about this, they are sensible enough to use it.
- **Make the decision** – **You are a parent** and you will know your child enough to decide on allowing them to use YouTube or any other social networking or media app. YouTube is designed to be a fun and appealing app and it is not difficult to see why it is becoming so popular. By following the steps outlined above you have a better opportunity to ensure that you and your child are protected online.

Remember the World Wide Web should be a fun and liberating place for all, but take the right steps to make it a safe one!