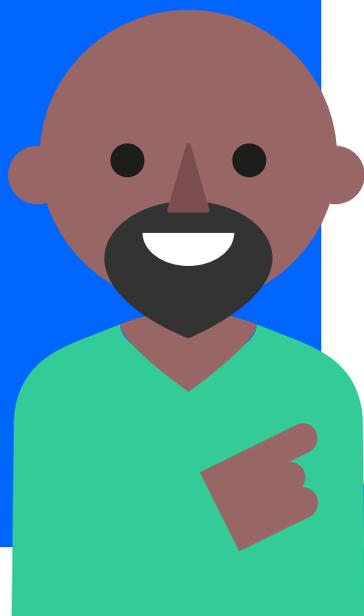
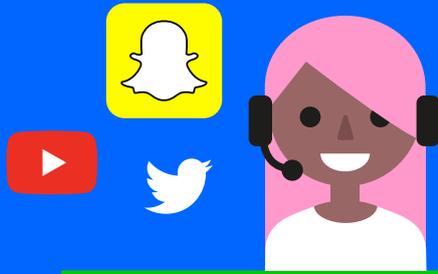


# Parents' guide to live streaming and vlogging

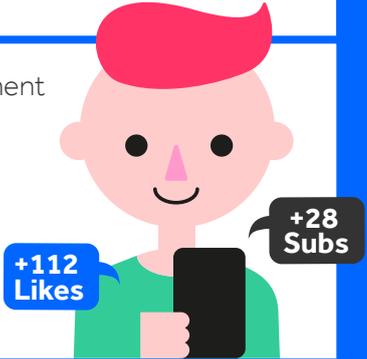
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	Live streaming	Vlogging
<b>What is it?</b>	Live streaming or 'Going live' is the broadcasting of live video on the internet from a specific location in real-time, like live TV. It differs from video chat services like Skype, as videos can be watched by many more people.	Vlogging involves publishing pre-recorded videos on social networks like YouTube on a regular basis. Both brands and individuals or YouTubers / Vloggers do this.
<b>What is the difference between Live streaming, Vlogging and Let's Play videos?</b>	<b>Live streaming videos are live</b> and cannot be edited, <b>vlogs are pre-recorded</b> and edited before being posted and <b>Let's play videos feature screens shots of someone playing a game</b> with audio commentary and pre-recorded.	
<b>What age do children start?</b>	<b>Between 8 – 9 years old</b> with parental permission	<b>Between 8 – 9 years old</b> with parental permission
<b>Why do children do it?</b>	<ul style="list-style-type: none"> <li>• <b>To connect with family and followers</b> - It is a quick and easy way to share updates and special moments about their lives online</li> <li>• <b>To get immediate feedback</b> - With the comment functionality children are able to get immediate feedback on what they are sharing and communicate with a range of people</li> <li>• <b>To be more creative</b> - It allows them to be more creative and express themselves to a larger audience</li> <li>• <b>To build a following or a brand</b> - in light of 'Vlogging' becoming a career of choice, many children simply want to gain the same status as the most popular vloggers have achieved</li> <li>• <b>To experience the 'in the moment' thrill</b> that anything can happen when 'going live'</li> <li>• <b>To be part of larger event</b> - You can watch live events and share comments with like-minded people</li> <li>• <b>To aspire to be more like their online heroes</b> and attract interest on how their lives are developing</li> </ul>	





	Live streaming	Vlogging
Where do they do it?	<p><b>Most popular platforms being used:</b> YouTube, Facebook, Instagram and Snapchat</p>	<p><b>Also being used but to a lesser extent:</b> Twitter, Music.ly, Twitch and Vimeo</p>
What are the benefits?	<ul style="list-style-type: none"> <li>• <b>Building confidence</b> - Getting a sense of achievement as audience and engagement of content grows</li> <li>• <b>Connecting with like-minded people</b> - Being able to be less socially isolated by building bonds with people with similar interests</li> <li>• <b>Financial reward</b> - monetising on views and likes on channel</li> </ul>	
What are the risks?	<ul style="list-style-type: none"> <li>• Exposure to inappropriate content</li> <li>• Negative comments / cyberbullying</li> <li>• Potential of 'Live Grooming'</li> </ul>	<ul style="list-style-type: none"> <li>• Sharing too much information</li> <li>• Impact on self-esteem and behaviour</li> </ul>
What do parents think?	<p>Most parents of those who don't already create livestreams would not permit their child to do so</p>	<p>Many parents are concerned about suitability of the content for children and the responses they may get from other people</p>



# Five Practical tips to keep kids safe



1. **Stay engaged** with what they do online and with who
2. **Use tools to help them** manage what they see and share
3. **Make them aware** of reporting functions to flag people or content
4. **Encourage them** to 'Go live' or record video in a public place to limit the personal information they share
5. **Watch vlogs and live streams with younger children** to make sure they are age-appropriate and encourage older children to evaluate what they watch to make sure it has a positive impact on them