

# Responsible Kidfluence Code: Info Sheet

## Infosheet

### **About The Responsible Kidfluence Code**

The Responsible Kidfluence Code is a practical framework designed to ensure that children featured in commercial social media content are protected, respected and treated fairly. As the lines between family content, influencer marketing and advertising continue to blur, children are increasingly appearing in brand campaigns without the structured safeguards that exist in traditional media. The Code sets out clear standards to guide parents, creators, brands and agencies in making ethical decisions when children are involved in monetised content.

Built around four core pillars — mental and physical wellbeing, financial fairness, privacy, and safety — the Code prioritises the child's best interests above performance metrics or commercial gain. It calls for age-appropriate participation, transparent handling of earnings, careful management of digital footprints, and proactive safeguarding against online harm.

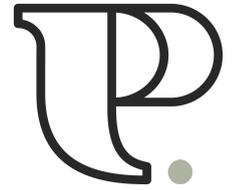
The Responsible Kidfluence Code is an initiative launched by Pepper, an award-winning creator-first marketing agency committed to raising standards across the social media industry.

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.

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The Responsible Kidfluence Code is designed to be a collaborative and evolving resource for the entire industry. Our goal is to help establish clear, compassionate standards for how children are involved in online content, with input and support from brands, agencies, talent managers, and parents.

By working together, we can build a healthier, safer digital environment for the next generation growing up in public.

<https://kidfluencecode.com/>

## Research

Proprietary survey data of:

- 25 brand and agency marketing professionals
- 100 parenting influencers

Research conducted in Q1 2025, [influencermarketingresearch.com](https://influencermarketingresearch.com)

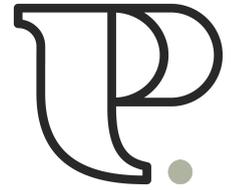
### **Marketing Professionals**

- 78% of marketing professionals work with parent influencers who feature children in their content.
- 8% of marketing professionals work with influencers who are children themselves.

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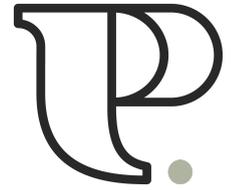
- 43% of marketing professionals say children feature often in their branded content projects.
- 78% of marketing professionals say children feature occasionally in their branded content projects.
- Of those marketing professionals who say children feature occasionally, 43% say they feature often.
- 73% of marketing professionals collaborate with parent influencers on sponsored posts. Of those sponsored posts, 43% are reported by marketing professionals to be family vlogs.
- 61% of marketing professionals rely on parents to monitor and manage their child's wellbeing during at-home content creation.
- 47% of marketing professionals acknowledge potential privacy concerns for children as they grow older.
- Only 13% of marketing professionals say they did not foresee any significant issues arising from a child's participation in social media content as they grow older.
- 57% of marketing professionals rely on parents to handle financial arrangements for the child, rather than offering direct compensation.
- 74% of marketing professionals are unfamiliar with laws or legal protections governing child earnings in media.
- 57% of marketing professionals do not have formal guidelines in place to protect a child's privacy within content, instead placing trust in parents to manage it.

### **Parenting Influencers**

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- 76% of parent influencers say they feature their child in social media content often, with 28% stating they always feature their child in social media content.
- 38% of parent influencers involve their child in participation decisions - allowing them to say no and limiting time on camera.
- Only 14% of parent influencers consult professionals such as child psychologists to ensure content creation does not negatively impact their child's wellbeing.
- 47% of parent influencers are concerned their child may later regret being in the public eye without understanding the implications at a young age.
- 52% of parent influencers try to keep filming time short but flexible.
- 38% of parent influencers admit that content creation can interfere with their child's academic or social activities. Of those, 10% of parent influencers say this interference happens often.
- 52% of parent influencers have a dedicated savings account to set aside a portion of earnings for their child.
- 61% of parent influencers involve their child in decisions about their online presence.
- 19% of parent influencers retain the final say on decisions about their child's online presence.
- 28% of parent influencers make all decisions on behalf of their child regarding public content.
- 33% of parent influencers do not discuss the benefits and drawbacks of being included in social media content with their child, believing the child is too young to understand.

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