



positive
online content
campaign



Positive online content concepts:
for a better digital childhood

CRITERIA FOR PARENTS

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FIRST THINGS FIRST

Is the online content you're considering for your child **empowering, engaging, stimulating and, above all, safe?**



CLEAR, TRANSPARENT OBJECTIVES

Make sure the content is age appropriate
Make sure you know what the objectives of the online content are and how your child will benefit from it



STIMULATING DIGITAL EXPERIENCES

Is the online content creative, interactive, stimulating, educational?
Is it challenging enough? Does it provide feedback and rewards?



USABILITY

Is the navigation user- and child-friendly enough?
Are there enough clearly marked navigation elements to help orientation?
Can children easily go back to the previous chapter/level in case they get lost?
Is the URL address/name unequivocal? If misspelled, can it lead to anything inappropriate?



RELIABLE CONTENT

Is the content compliant with legislation or regulations (GDPR, protection of minors, data protection, commercial communication, copyright and so on)?
Is it accurate, reliable and maintained/reviewed regularly?
Is there clear information for parents and caretakers? If not, do you know where to ask for it?



SAFETY AND PRIVACY BEFORE ANYTHING ELSE

Can you be sure that the content is not harmful in any way?
Is there effective monitoring and moderation in case something goes wrong?
Can you use parental controls to evaluate the online content?
Does the service/app/website collect more data than is needed?
Are there clear instructions about authorisations, privacy measures and policies?



COMMUNICATION FEATURES

Are there any reporting mechanisms available?
Are there any instructions, rules and security information for using social networks, chat rooms, forums and so on?



COMMERCIAL ELEMENTS

Are laws and regulations regarding advertising to children being respected?
Are commercial elements/online shopping clearly recognisable?
Is there any inappropriate advertising (cigarettes, diet pills, and so on)?
Is parental control ensured for payment methods?

Find out more about positive content at:
www.betterinternetforkids.eu/web/positiveonlinecontent/checklist

