



positive online content campaign



Positive online content concepts:
for a better digital childhood

CRITERIA FOR CONTENT PROVIDERS & PRODUCERS

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BASICS

Decide target age-range
Define objectives
Plan the benefits to the child



CLEAR, TRANSPARENT OBJECTIVES

Consider the age range for design and interface purposes
Consider child development abilities and interests for each target age
Consider the socio-cultural factors for your context



STIMULATING DIGITAL EXPERIENCES

Creative, interactive, stimulating, educational products
Appealing visuals, sounds and videos



ENSURE USABILITY ACCESSIBILITY AND INCLUSIVENESS

On mobile devices, different browsers, operating systems
User-friendly navigation, adapted to the target group
Clearly marked navigation elements to help orientation
Unequivocal URL address/name
Ensure accessibility (for example, assistive technologies, alternative texts/attributes)



RELIABLE CONTENT

Ensure that your product complies with legislation or regulations
(protection of minors, data protection, commercial communication,
copyright and so on)
Provide accurate and reliable content which is maintained and
reviewed regularly



AND ABOVE ALL

Reliable, up-to-date content
Safety-by-design
The privacy of the child is paramount
Sensitively developed social media elements and other
communication features
Responsible use of commercial elements

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

