#positivecontent
#ChatPOCC

Positive online content: better experiences for your young users

Top tips
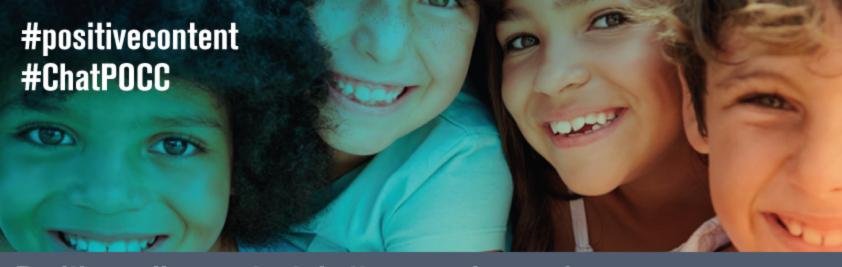## for content providers

positive online content campaign

#1 Before you start designing new digital content for children consider how it can be:

Empowering – enables the child to feel confident and as independent as possible in their developing abilities within a safe digital environment.

Engaging – causes the child to be motivated and inspired.

Stimulating - encourages the child to feel curious to learn more.

Safe – provides the child with the space to explore the digital experience at minimum risk.

For more positive content tips, see the checklist:
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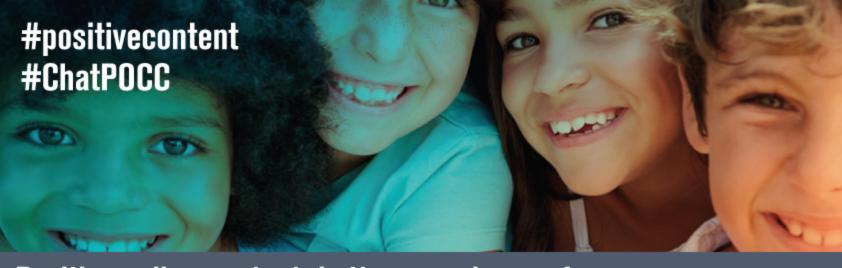
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#2 Before you start designing new digital content for children consider the basics:

Decide target age range.

Define objectives.

Plan the benefits to the child.

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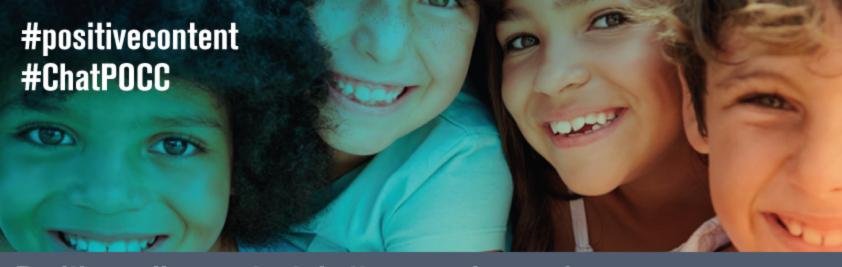positive
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#3 Provide clear and transparent objectives:

Keep the intended age range in mind (for content design/interface)

Refer to recognised age-appropriate child development abilities (cognitive, linguistic social and emotional norms) while keeping in mind every child is an individual and that they can differ enormously

Consider the socio-cultural context

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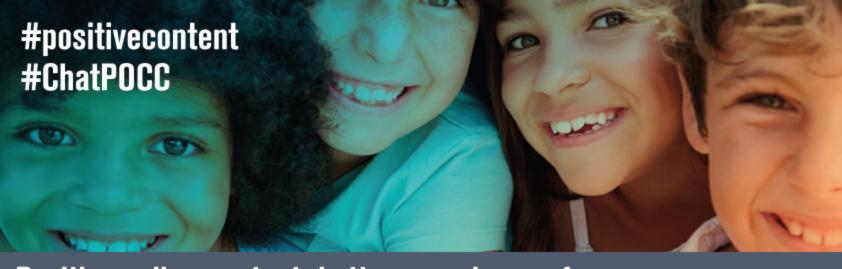## for content providers

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#4 Develop stimulating digital experiences:

Plan and design creative, interactive, stimulating, innovative, entertaining and/or elements and features.

Provide appealing visuals that are properly attributed and labeled. Consider that graphics, sounds (voice, music and sound effects) and videos may have a stronger impact than text.

Include appropriately challenging tasks and features, provide suitable feedback and rewards when applicable.

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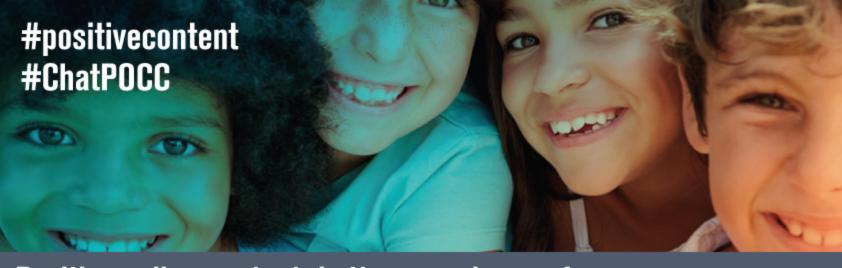positive
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#5 Ensure usability:

Is your product be accessible through mobile devices, different platforms, browsers and operating systems?

Is the navigation structure user friendly, intuitive and adapted to the motor skills and competences of the target group?

Make sure users do not get lost within the site/service/app.

Provide an unequivocal URL address and/or name that will not land users in harmful domains if they misspell it.

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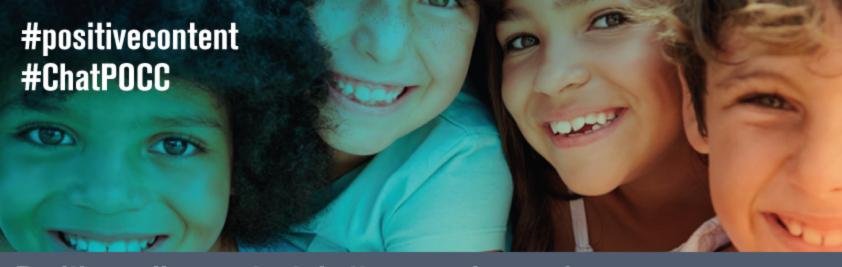
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#6 Usability:

Is the text well-written, free of errors and suitable for the target group?

Are you sure that children don't get lost and can easily go back to the home screen or to the previous chapter?

Make it easy for a child to find the same content again if they want to continue his/her reading or game.
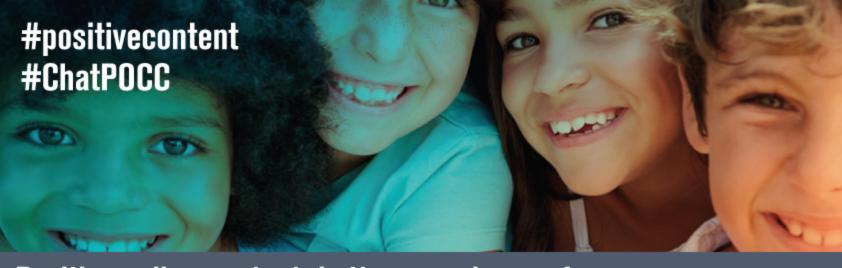
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#7 Ensure accessibility and inclusiveness:

Are the needs and requirements of people with **disabilities** considered when planning, developing and producing the content/service?

Consider the structure, language/text/speech, sound, images and colours of content and services. Are they designed in a way to support **assistive technologies**? Do they provide alternative texts/attributes?

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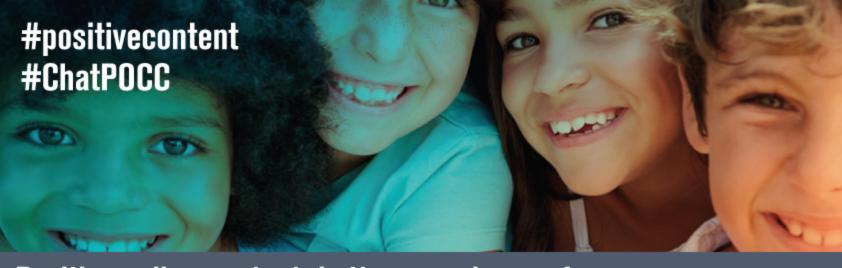positive
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#8 Reliable content:

Does the content/service/app comply the relevant legislation or regulations (e.g protection of the minors, data protection, commercial communication, copyright, and so on)?

Provide information about the provider/creator.

Provide easily accessible contact details and respond to queries within a reasonable amount of time.

Ensure accurate and reliable content which is maintained and reviewed regularly.

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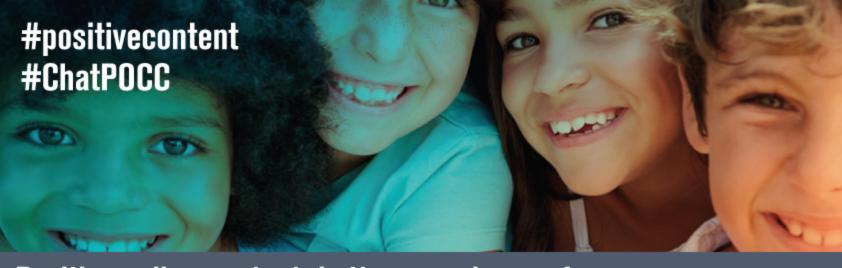
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#9 Safety before anything else:

Make sure that the content is not harmful to minors. Ask yourself if it contains offensive material or other harmful elements (e.g pornography, racist/violent/offending/xenophobic content).

Ensure effective monitoring and moderation, easy to find reporting mechanisms and contact

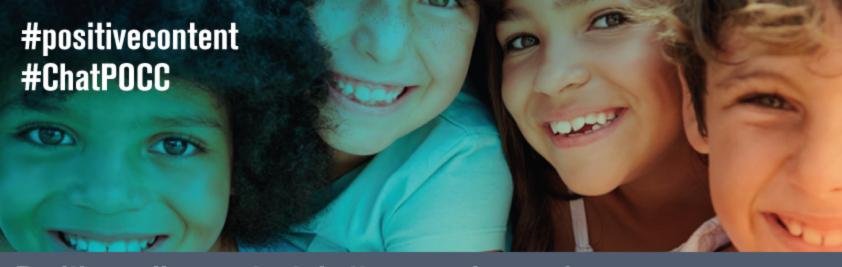Make sure users can easily report and block potentially harmful content or contact.

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#10 Safety-by-design:

Ensure that children are not directed to unsuitable content (e.g external sites/apps with inappropriate content)

Use age classification tools to also provide electronic age labels which make it easier for parental controls to evaluate your content/service/app correctly.

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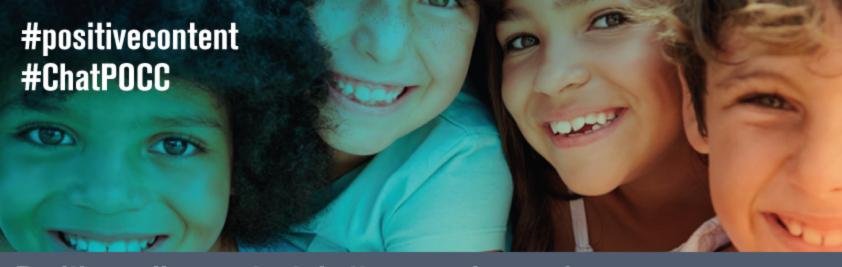positive
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#11 Respect and ensure children's privacy:

Respect all privacy laws and trat personal data confidentially

Do not collect more data than necessary.

Provide clear information (privacy measures in a language or format suitable for the target group and his/her parents) and ensure parental consent is required before providing personal data.

If the data of users is processed or authorisation is needed while installing or using the app/site/service, this should be made transparent.

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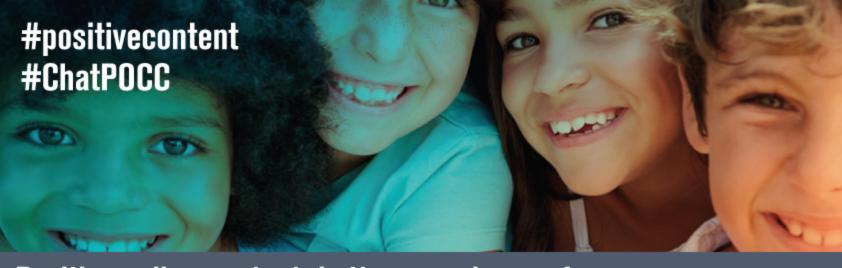online content
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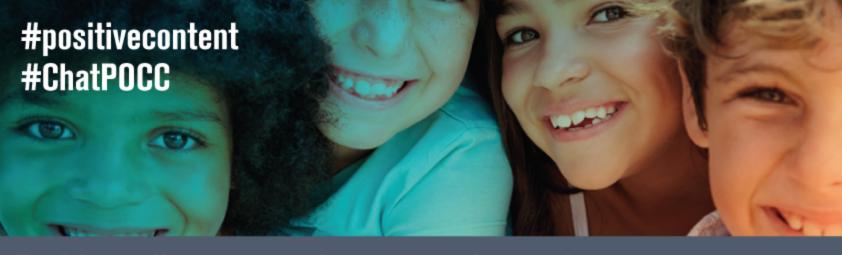online content
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#13 Commercial elements:

Respect all regulations and laws regarding advertising and commercial elements addressing children.

Ensure that the commercial proposition is openly communicated.

Remember that apps should offer no possibility to spend money unless it is in a protected area and it is clear for the target group that they should ask an adult for permission. Do not pressure children to buy additional features.

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#14 Commercial elements:

Clearly set apart any commercial elements, advertising and online shopping facilities from the content.

Make sure these are easily recognisable, labeled as such and not age-inappropriate to children (e.g no advertising or shopping for alcohol, cigarettes, plastic surgery, diet products, and so on).

Ensure that the commercial elements do not restrict the user's control of actions and that there is a financial limit to what children can spend on the website/app/service.

Ensure that the payment methods require parental control.