

UNICEF

United Nations International
Children's Emergency Fund



“Addressing Kidfluencers:
regulations and limitations for
their healthy development”

BACKGROUND GUIDE





Dear delegates,

Welcome to the United Nations International Children's Emergency Fund committee! I am honored to have you in this LASALLECUNMUN 2026 model. My name is Natalia Guzmán De La Huerta. This year I will serve as president alongside Romina Manueles Gil as Moderator and Michelle Duarte Juarez as Conference Officer. They are as excited as I am about the opportunity to hear how your ideas, skills, and positions will contribute to this debate and to meet all of you.

I am currently 17 years old, in my third semester in the Business Administration area. Subsequently, I will choose the Humanities area. Leading to a future career in law. During my life, I have had different hobbies such as dancing, painting, and cooking, which I adore. But there's nothing that I love more than music. It has always been part of my life, from growing up in a family of musicians to sitting down and trying to play the piano or a melody on the guitar. I consider myself a person who can listen to all kinds of music, starting with my favorites from Dua Lipa and Taylor Swift to Luis Miguel, The Strokes, 1D, Caifanes, and others. But to be honest, the activity I consider my true passion is Model United Nations (MUN). My first model was as a delegate in the WHO committee representing the Kingdom of Sweden in LASALLECANCUNMUN 2025, and I represented the PRI party as senator during IAS Cancun MUN. Both were wonderful experiences. Since I was a child, I have always expressed my opinions and defended others, which resulted in my passion for MUN. Starting with my MUN teachers transmitting the same effort during the classes until the moment I was in the debate, feeling the rush of the moment, and although it was challenging, I loved the experience of exchanging ideas, reaching agreements between nations, and searching for a united conclusion. This experience motivated me to serve as president to convey my dedication and love for this activity.

During this model, I truly hope this committee motivates you to increase your understanding of the different contexts that influence in a problematic manner, critical judgment, and adding the capacity to speak up in public. Nevertheless, my principal expectations are that you acquire the ability to find a resolution, even with the differences between every delegation and how these will complement each other, being something that you will not only use in MUN but in every aspect of daily life. I trust that you will do your best; do not let nervousness influence your performance and trust yourself. If you have any questions about the committee or the topic, do not hesitate to contact me. I am here to help you anytime you need. I wish this experience is the best for you.

Sincerely,

Natalia Guzman De La Huerta

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COMMITTEE DESCRIPTION

UNICEF, the United Nations Agency for Children, works to protect the rights of every child, especially the most disadvantaged and those hardest to reach. Across more than 190 countries and territories, UNICEF does whatever it takes to help children survive, thrive, and fulfil their potential. The committee provides and advocates for education, health, and nutrition services. Protect children from violence and abuse.

Topic: “Addressing Kidfluencers: regulations and limitations for their healthy development”

INTRODUCTION

“Kid influencers” is a term to define children who are making content on social media such as TikTok, YouTube, Instagram, etc., with the main goal of making an influence on the lifestyle of their viewers, affecting their economic and societal decisions. They use their social media to sell different types of products, making their own casual publicity using their personality, choice of language, and engagement strategies to connect deeply with their followers, making it more attractive to big industries.

These collaborations create the opportunity to increase their earnings considerably, as is the case with Ryan Toys Review, who creates videos reviewing different types of toys and video games. By posting these videos, he earned up to 35 million in 2025. This type of content influences the kids to ask for new toys, and makes big companies make more money from this product. These kids, through their media performance, become digitally active workers and collaborate in the expansion of the digital economy. The parents, who engage in commercial sharenting, are deeply involved in their children’s lives. However, their constant sharing on social media exposes every aspect of their children’s personal experiences, making this work part of their normal routine, creating emotional and psychological pressure for daily life exposure without any kind of privacy. Adding the huge pressure of the big industries and their viewer’s opinion.

This constant interaction with digital platforms creates a concern about the mental health and well-being of these young creators. The activities of kidfluencers are a form of child labor, even though parents often frame them as “play” or “recreation.” This work often involves meeting deadlines, showcasing products, and spending extensive time creating content in exchange for pay. This constant exposure to cameras and ongoing expectations from a young age may harm their self-image and increase anxiety. Not having enough maturity to understand the impact and consequences of sharing their personal life on the internet, like losing their privacy in the future.

Unfortunately, the law or regulations are the bare minimum, letting these children work with no limit or protection by any state. Therefore, it becomes essential to establish clear regulations and ethical guidelines to ensure the protection, healthy development, and rights of kid influencers. Addressing this issue will help balance the opportunities of digital creativity and the protection that every child deserves.

HISTORICAL BACKGROUND

The recognition of child labor exploitation started in 1912, with the first testimony about the life situation of the brave of just 12-year-old girl Camella Teoli, who declared the risks at the mill factory

where she was working. Her testimony led a start of facing various setbacks in reforms for work regulations, the first federal law to regulate child labor was in act of 1938 by the fair labor standards, which regulates key labor standards, including minimum wage, overtime pay, and child labor protections, significantly shaping labor rights which exclude the children who worked with their parents in the United States.

As a pioneer in regulating laws on child labor in the **entertainment industry**, Jackie Coogan performed next to Charles Chaplin in 1921, which marked the beginning of a successful career, earning nearly an estimated \$69 million today, discovering that his parents had spent his fortune. He precures “Coogan law” being the first state law in the US to extend labor protections to entertainment, requiring 15% of a minor's earnings to be deposited into a blocked trust account. This regulation contained a few loopholes, leaving more children who dedicate themselves to the entertainment industry over the years financially vulnerable, like the kid influencers. Although leading a predecessor of regulation and sanction in financial violence, these children suffer by not receiving the results of their work.

Eventually, in 1989, the UN conference called UNCRC “the convention on the rights of the child,” which was signed by 140 countries, to consider that children are captured in Article 3: that the best interests of the child. For consequently, diverse countries and organizations did an establishment like is the case of Spain in 1995, when they establish the organic law on the legal protection of minors where they recognize their rights and how they limited the appearance of this children on the media without the authorization of their parents; Besides the federal trade commission introduced the children’s online privacy protection act “COPPA” was settled on the United States in 1998, which remains on erect barriers against online platforms collecting personal information from children thirteen years of age or younger, aiming to cultivate a safer digital environment for them in united states.

By the beginning of a new century in 2001, a new trend arrives starting with the starting of the use of social media for more than just a way to communicate with your close circle it became an space for the entertainment and show your ideas to strangers, one of the first "influencers “was Heather Armstrong also known as Dooce who was the first “mommy blogger” showing her lifestyle with her children and family dynamic, that inspired other women to share their life on the media which incest the commercialization on this type of content which started to focus more on their kids than their life, that conclude on the “Sharenting” consisting in highlighting the management and present of their children on the media with the intension of monetizing them.

After the digital revolution, the emergence of content became more usual to see kids doing videos or trends on the media, such as Ryan’s World, who consolidated the term “kids’ influencer when he gained an economic influence of a multimillion-dollar enterprise, marking a turning point in the commercialization of childhood and the blurred line between play and labor. Other kids with the same reach were Vlad and Niki or other teenagers, who made content creators reveal how traditional labor protections failed to cover online influence. In response, laws such as the French Kidfluencer Law (2020); In the United States, they implement the Illinois SB1782 Kidfluencer Bill (2023), and the 2024 Coogan Law extensions in California began extending financial safeguards and the right to privacy to these children. At the same time, the European Union’s GDPR (2016) and the Digital Services Act (2024) established the legal recognition of children’s digital rights and platform accountability.

CURRENT SITUATION

Currently, the main topic focuses on the emergence of the “kid influencer,” whose impact comes from other children watching their videos as fun activities. This type of video on social media has expanded around the world, being more than just a social and creative activity for the children, branching into several businesses. At the end, their identity intertwines with the promotion and monetization, leaving these children as just money-making machines. It is worth emphasizing the involvement of their parents, who are more than just normal caregivers who live for their children; they are managers, income administrators, bosses, without having any limits on the interest of their success or their well-being. Even violating the rules of social media like Instagram, which has a restriction for minors under 13 years old, by creating accounts under their name. The latter is just an example of the conflict between the pursuit of fame and profit and the protection of children’s fundamental rights.

As previously mentioned, this new form of child labor does not take place in factories or require an exhausting physical effort. On the contrary, it depicts their home life as creative and funny, supported by the idea of performing— like movies— by their own parents. However, they don’t consider that — like a normal job— they have vast responsibilities, such as extensive and exhausting hours of work, content deadlines, and the emotional, psychological, and physical work that comes with being social media creators. The success of the companies and parents generates an important amount of money, which is not necessarily aimed at these children who earn it. Even some of the parents create self-dealings, where they authorize them to work, being the only beneficiaries from the profit, reforming the idea of economic exploitation.

One of the most relevant contemporary cases that reflects the urgent need to regulate the problematic influence of kid influencers is the claim of young creators of social media content called **the squad**, formed around Piper Rockelle, a young influencer. The claim has been provided by eleven former members, most notably Sophie Fergi, describing the horror they experienced from Tiffany Smith (Rockelle’s mother), who was responsible for the casting, direction, and management of this group. Piper declared against all the statements. As opposed to the rest of the group, who accused Tiffany of being verbally and emotionally aggressive, alongside a toxic and manipulative environment with excessively long shooting days without receiving equal or full payment for the promotions and monetization. Their testimony also includes a report of inappropriate situations around adult circumstances orchestrated to be part of the content made by these kids. After the claim was filed in January 2022, it was concluded in October 2024. Tiffany reached a \$1.85 million agreement with the 11 kids, although she did not accept legal responsibility. To bring the situation back into the public eye, those involved produced a documentary in which they made their declarations, not only raising visibility but also emphasizing the problem. This situation highlights the urgent need to make it crucial to enforce existing protections

Despite the existence of international frameworks that protect children's fundamental rights, such as the United Nations Convention on the Rights of the Child (UNCRC), many of these principles continue to be ignored in the context of social media and influencer culture.

- Right to Privacy (Art. 16) Prohibits arbitrary or unlawful interference with the privacy, honor, and reputation of the child.
- Freedom from Economic Exploitation (Art. 32) The child has the right to be protected from performing any work that is dangerous or interferes with their education or development.
- Freedom from Harm (Art. 19) Children must be protected from all forms of physical or mental violence, injury, or abuse.

These concerns involve more than ethical and cultural aspects; consequently, these countries have made a statement about this problem. France as an example, which requires that most of the income be deposited in a trust until the child reaches the majority of age and grants the “right to be forgotten”

(which consist in the right to obtain, from the controller, the erasure of personal data concerning him or her without undue delay and without any objection) implemented by United Europe (UN) applied by the European Union (EU). The Digital Services Act also aims to create a safer online environment in which the fundamental rights of all users are protected, including the right to freedom of expression, all of which is established by the General Data Protection Regulation (GDPR). At the same time, we can find legal loopholes in the implementation of regulations like in the United States, where the Coogan law and Illinois 10300SB1784 (and even the GDPR) focus on the recital number 18, ignoring the caring or protection for the ones that are employed by their parents, leaving the door open for the exploitation, negligence, and violence. For instance, the social media apps also have an influence, facing a responsibility in facilitating this content can generate an important income, adding the fact that these companies receive a percentage of the money for views, promotions, and subscribers to the social network and the influencer's channel. This results in negligence, allowing content or categories that contribute to this subject positioning the platform as a neutral intermediary rather than an active regulator.

Although it may appear to be family content, it raises ethical and legal questions about children's rights, privacy, and economic protection. The absence of consistent regulation allows situations of overexposure and potential exploitation to persist. If governments and digital platforms do not establish clearer frameworks of responsibility, the industry risks normalizing practices that prioritize profit over child welfare, affecting the future understanding of work, privacy, and childhood in the digital era

COUNTRY BOX

Canada

Commonwealth Of Australia

Federative Republic of Brazil

Federal Republic of Germany

Federation Of Malaysia

French Republic

Italian Republic

Japan

Kingdom Of Belgium

Kingdom Of Norway

Kingdom Of Spain

Kingdom Of Sweden

People's Republic of China

Republic Of Chile

Republic Of Korea

Swiss Confederation

The Netherlands

United Kingdom of Great Britain and Northern
Ireland

United Mexican States

United States of America

GUIDE QUESTIONS

- I. What is your country's official position on the rise of "kid influencers" and the potential consequences of digital content creation by minors?
- II. What regulations or legal statements does your country currently have implemented to protect children from economic exploitation?
- III. How has your country responded to cases involving child influencers, including issues of parental misuse of earnings, excessive working hours, or exposure to harmful online content?
- IV. What actions has your government taken to regulate social media platforms that profit from social media content made by minors?
- V. What policy reforms, international cooperation mechanisms, or digital safety strategies does your delegation propose to strengthen the protection of minors working as online content creators?

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