



**Memorandum in Support  
A.774 (Rosenthal)/S. 825 (Liu)  
Protections for Child Influencers**

The [Family Online Safety Institute](#) (FOSI) supports S.825/A.774, which would create a trust account for minors who are featured in their parents' social media content. If passed, New York would be among just 3 other states to pass a law codifying influencing as labor for minors. The bill would ensure that children who are featured in their parents' content receive a portion of the earnings generated from those videos. Additionally, this law features a clause that would allow a child 13 or older, or an adult who was a child at the time of the content being posted, to request that the content they were featured in be deleted. While this bill is not a silver bullet to protect child influencers from all online harms, it creates a pathway towards economic justice and empowers a child's right to privacy.

Although the majority of children and families have positive experiences making content together, [recent cases](#) have emerged of children being forced into their parents' videos for profit and having some of the worst, most embarrassing parts of their lives viewed for millions to see. Even in the best cases, making online content with minors can often blur the lines between work and play. Families should have the ability to have fun, create memories, and earn income through influencing, however, some protections for minors should be in place to prevent the unfortunate cases of abuse.

Sharing the earnings generated from content that children are featured in is a sensible protection to ensure kids are compensated for their work. While some considerations must be taken into account before deleting all of a child's data, for instance in situations of child abuse when these records must be kept and reported to law enforcement, giving children the ability to choose what they share with the world is essential to preserving their privacy and autonomy.



FOSI looks forward to the passage of A774/S.825 as a first step towards empowering young people online.

*The Family Online Safety Institute is an international, non-profit organization working to make the online world a safer place for children and their families. We achieve this by identifying and promoting best practices, tools, and solutions in the field of online safety. FOSI convenes leaders in industry, government, academia, and the non-profit sectors to collaborate and innovate new solutions and policies that ensure a safer, more rewarding digital experience for all.*

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