

The Ultimate Parent Guide to YouTube

brought to you by **bark** 



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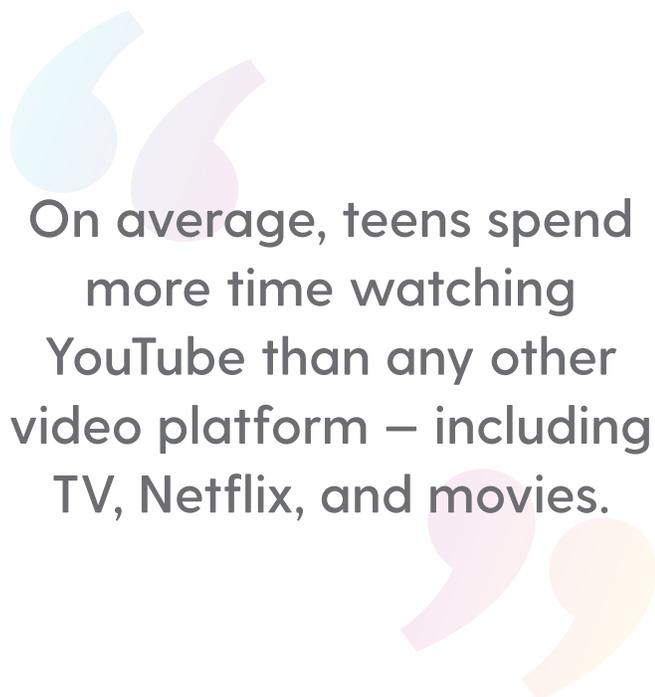
Introduction

YouTube is the second-most popular website in the world, with over 400 hours of content uploaded every minute. On average, teens spend more time watching YouTube than any other video platform,

including TV, Netflix, and movies. It's the go-to place for videos for nearly everyone in the world — and for this reason, there is the potential for exposure to risky or inappropriate content for kids.

In this ebook, we're going to walk you through the basics of getting YouTube up and running for your child. Keep in mind, YouTube's Terms of Service explicitly state that regular YouTube service is not for kids under 13. At Bark, we recommend that children under 13 only use the YouTube Kids app. But remember, there's no fool-proof way to keep your kids from viewing potentially problematic videos, even on YouTube Kids.

You may also choose to restrict YouTube in its entirety, which may be the right option for your family. Even with restriction, however, it's important to maintain clear, open, and honest communications with your child. They may run into situations with friends or at school where YouTube is not restricted or is being used openly.



On average, teens spend more time watching YouTube than any other video platform — including TV, Netflix, and movies.

General things to remember:

- If a user is signed out of their account, YouTube will automatically block all content that requires age verification.
- Kids can access YouTube in several different ways, including browsers, the app itself, smart TVs, Kindles, and iPads.
- Kids can also create a fake profile that states they're older, allowing them to watch YouTube with no restrictions.
- A YouTube proxy is a tool that hides a user's IP address, allowing them to bypass internet censorship and watch YouTube videos, including those that are blocked in their region. Kids may also use virtual private networks (VPNs) for the same reason.



YouTube: A Crash Course

You're probably familiar with the YouTube platform. It's easy to search and find videos to share with friends and across social media. But it's surprisingly dense and filled with an overwhelming amount of content. Getting to know the basics will help you as you learn how to protect your child while they use YouTube.

Keep in mind: YouTube is NOT just videos — it's social media, chat, music, and more. Here's the complete list of YouTube products:



YouTube TV



YouTube Gaming



YouTube Music



Creators Academy



YouTube Kids



YouTube Premium

Getting Started

Signing in

How you use YouTube depends on whether you (*or your child*) are signed in. If you're on a computer, look at the top right of your YouTube screen. You'll see your name or username if you're signed in, and if not, you'll see the sign-in prompt.

If you're new to YouTube or haven't signed in, the homepage will display the most popular videos and highlights from general categories like music, sports, and gaming.

Once you've signed in, however, the navigation bar at the top of every YouTube page will be personalized and allow you to easily find the content you care about.

Navigating the YouTube Dashboard

Guide

The left-hand toolbar on the home screen is the Guide. Open the Guide to get quick access to Trending, Subscriptions, History, Videos you've saved to watch later, YouTube Premium, YouTube movies (*if applicable*), and account settings.

 **Home** highlights videos recommended from your subscriptions and watch history.

 **Trending** lets you discover videos that are popular on YouTube right now. You can scroll through all of the videos or select a specific category (*such as music, news, or gaming*) to see videos exclusive to that subject.

 **Subscriptions** allows you to view recent uploads from your subscriptions, which are the channels you can choose to follow, like “Katy Perry” or “NFL.”

 **History** is where you can see everything that's been watched in this account. Here, you'll also be able to see search history, comments left, community activity, and live chats.

 **Purchases** takes you to a page with your paid channel subscriptions, movie purchases or rentals, and tickets.



Home



Trending



Subscriptions

LIBRARY



History



Watch later



Liked videos

General Safety Tips

Inappropriate content

If you see a video that you feel is inappropriate or that may violate the YouTube Community Guidelines, flag the video. This is the fastest way to bring potentially inappropriate content to YouTube's attention. YouTube policy specialists review flagged videos 24 hours a day, 7 days a week.

Privacy guidelines

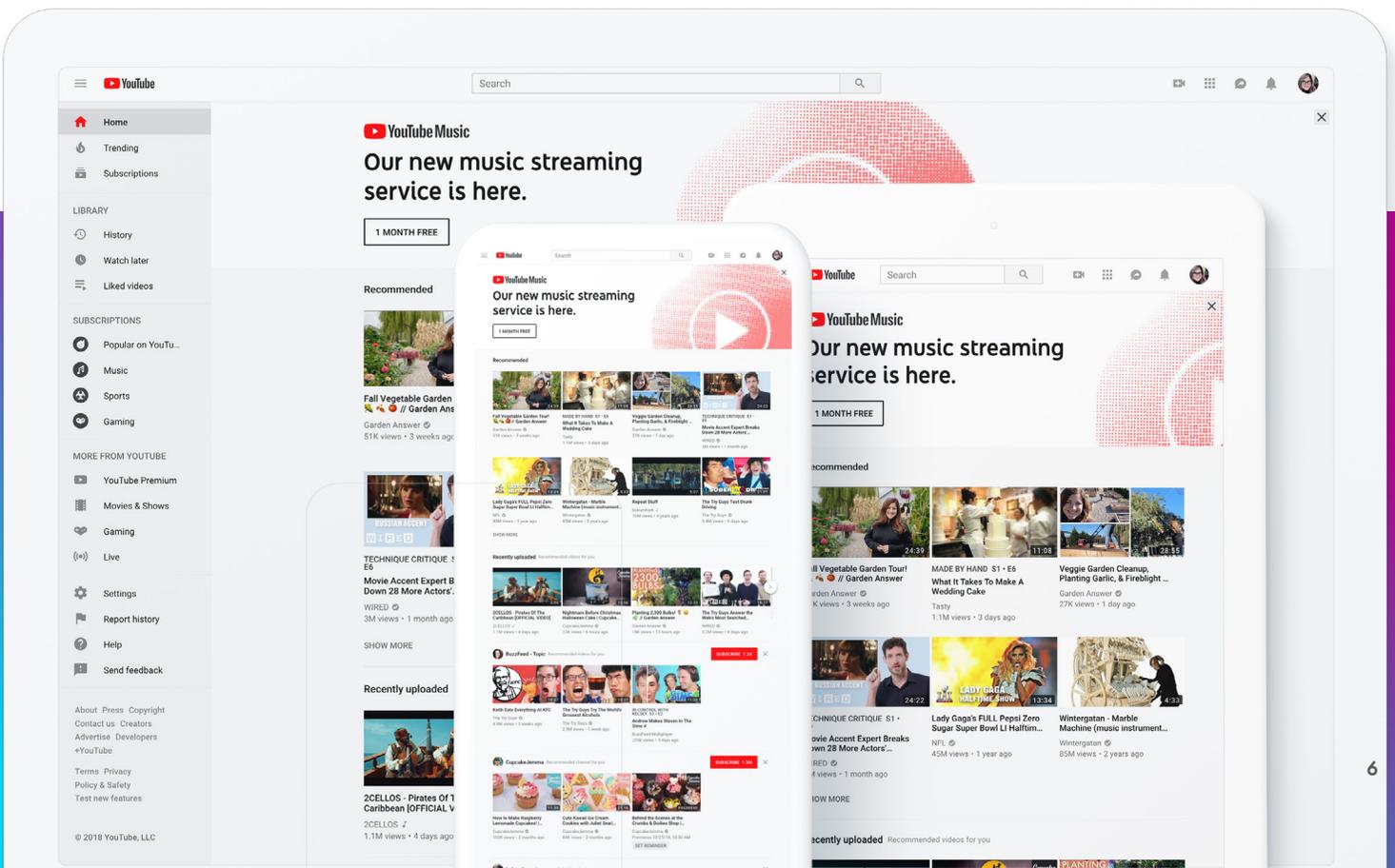
If you feel that your child's privacy has been violated (*such as unauthorized use of images or personal information without consent*), please visit YouTube's Privacy Guidelines, where you can learn more about the privacy policy and how to file a privacy complaint.

Harassment and cyberbullying

If your teen is being harassed by someone on YouTube, direct them to block the user. This will help prevent further communication. If it persists, please review the harassment article within the YouTube Safety Center for harassment prevention information. If you would like to report harassment in videos, channels/profiles, or comments, you may do so via the reporting tool.

Moderating channel comments

There are tools available on YouTube that allow your child to remove comments posted on their channel or moderate them before they appear.



The Dangers of the Comments Section

YouTube is notorious for its toxic comments, and it has recently established new guidelines to curb some of the problematic issues that arise. Nevertheless, you'll still find many abusive postings from those hiding under the anonymity of screen names. Here are three primary ways that the comments section can be dangerous for your child.



Abuse

Kids with their own channels may become targets of abuse, harassment, or cyberbullying. Abuse also includes doxxing, which is revealing someone's personal information, including personally identifiable information such as Social Security numbers and addresses.

Comments as conversations

Comments sections can become de facto chat rooms, creating potentially dangerous places for children to spend time. There have been documented cases of online predators grooming children through relationships sparked in the comments of videos.

Toxic content

No matter what a video is about, comments can pop up featuring racist, sexist, homophobic, and other types of toxic content. It's harmful when kids see these types of content on public videos, but it's even more so when these types of comments are left on videos they created themselves.

Keeping an Eye on What Kids Post on YouTube

You probably want to give your kids some creative freedom to post videos on YouTube. Additionally, letting them express themselves there can be a fun and positive way to nurture their imaginations or future career interests.

But it's still important to learn what kind of videos they're posting. Are they making videos with overly personal things you don't want them saying or showing? Are they posting something with slightly mature content?

Take a look at what your teen is posting on their channel — regularly. Check out their favorites and YouTube channel subscriptions. Favorites and subscriptions can give you clues about what they are watching on the site.



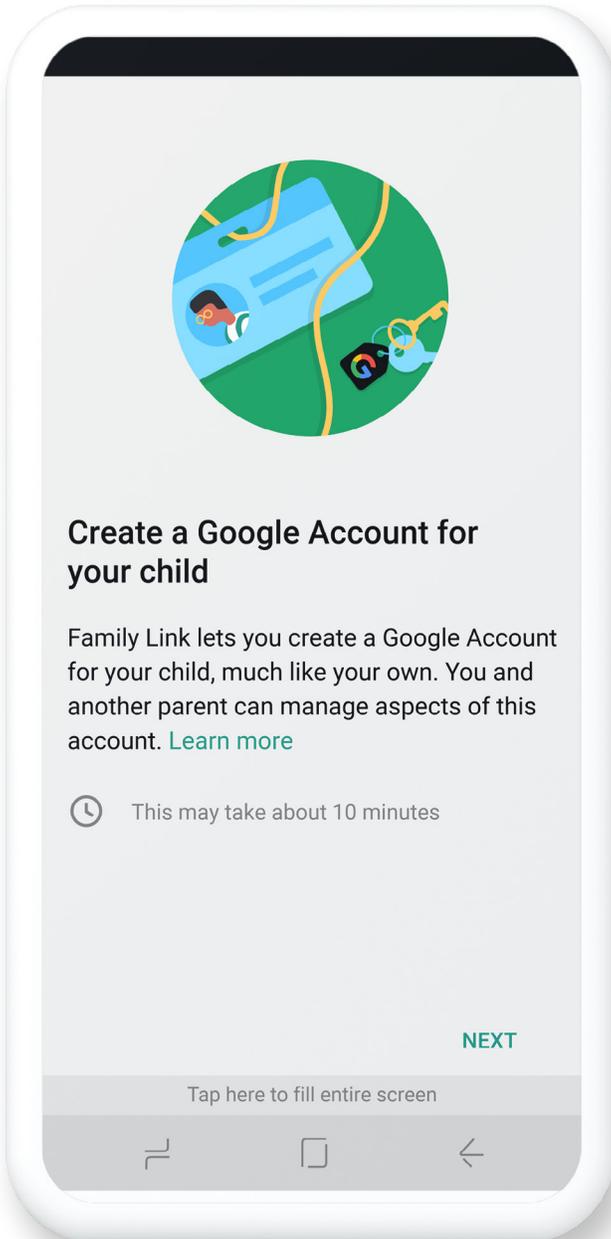
Setting Up YouTube for Kids Under 13

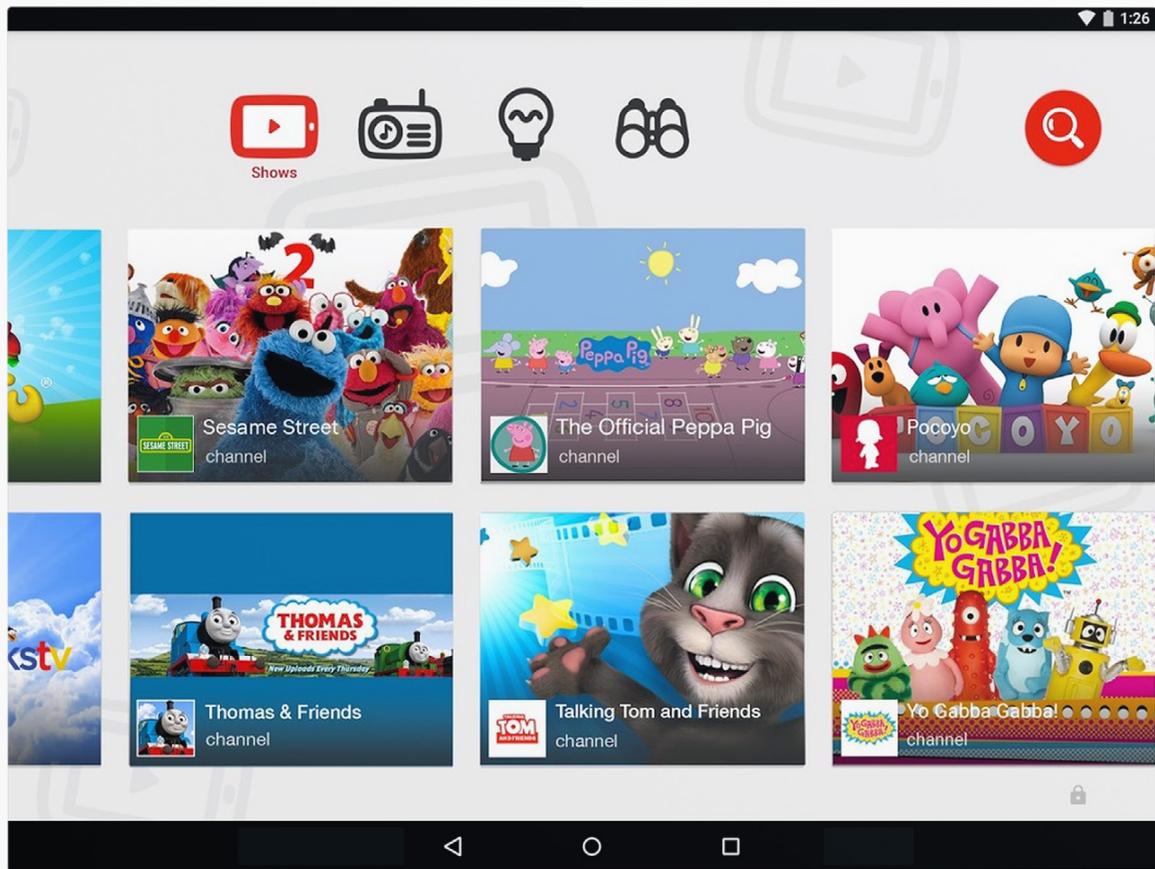
There's no way to guarantee that inappropriate content will not pop up, so we recommend that parents always supervise their children on YouTube. The best way to do this is to set up a Google Account for your child.

Creating a Google Account for your child

It takes about 15 minutes to create your child's Google Account. For managing kids under 13, Google has an app called Family Link that helps parents to set it up on both Android and iOS.

1. Open the Family Link app . If you don't have the Family Link app, [visit the Family Link setup page](#) to get started.
2. In the top right, click "Create ."
3. Follow the instructions on screen to create the account.
4. When you're done, a confirmation will show on the screen.





YouTube Kids

Developed with younger children in mind, YouTube Kids is a separate app with limited functionality. It's also able to be entirely controlled by parents.

With YouTube Kids, parents decide:

- The content level setting (older or younger)
- Whether a child can use the search function in the app

YouTube Kids doesn't grant unlimited access to the wider YouTube network. Instead, it uses a mix of filters, user feedback, and human reviewers to keep the app family friendly. There's a **Younger content setting** and an **Older content setting**, each with age-appropriate content.

Younger setting

The Younger content setting was designed with kids 8 and under in mind, and it includes songs, cartoons, crafts, and other content that generally appeals to kids in preschool and early elementary school.

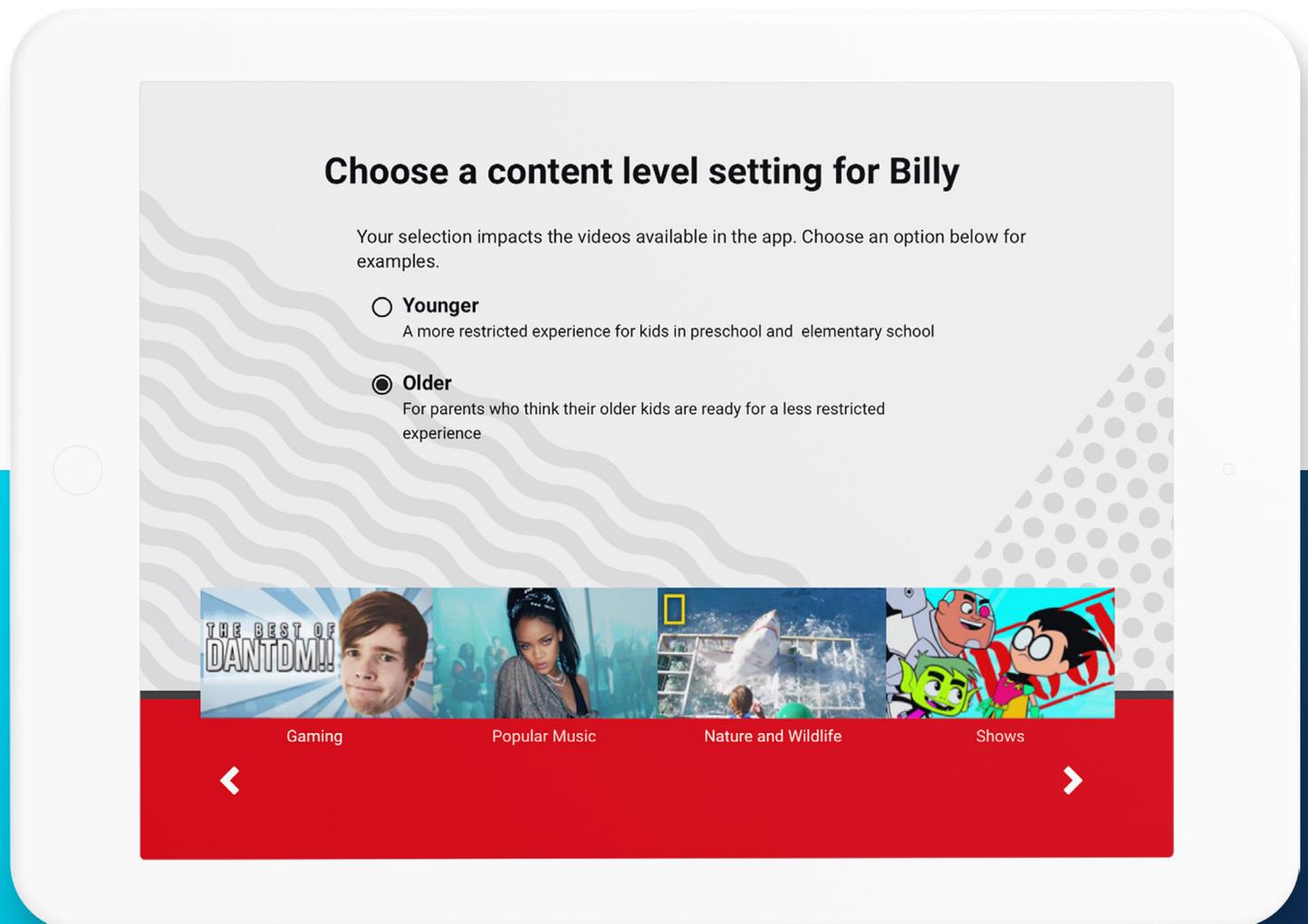
YouTube tries to exclude content not suitable for young kids, but no automated system is perfect, and it may fail to filter some videos.

Older setting

The Older content setting was designed with kids ages 8 to 12 in mind and includes additional music videos, gaming, science, and more. This setting is for kids who can handle more grown-up content filtered from the broader universe of videos on YouTube.

For example, it will show music, gaming videos, and vlogs that may include more explicit language and imagery, some violence, or suggestive content.

This setting tries to exclude mature content, but again, YouTube isn't perfect. There's a chance that your child may run into more mature videos that could include nudity, offensive language, and violence.





How to change your YouTube Kids settings

You can adjust the YouTube Kids content settings as your kids mature. Here's how:

1. On your device, open the Family Link app.
2. Select your child.
3. On the "Settings" card, select "Manage settings."
4. Click "More," then select "YouTube Kids."
5. Choose your child's settings:
 - **Content level:** Choose the content level that's right for your child — whether older or younger.
 - **Search:** Turn Search on or off.

You can also use the Family Link app to manage your child's activity settings, including their YouTube search and watch histories.

How to allow only approved content on YouTube Kids

With this setting, your child will only be able to watch videos, channels, and collections that you've handpicked. Nothing is left to chance by the algorithm.

1. Tap the Lock icon in the bottom corner of any page within in the app.
2. Complete the multiplication problem, or read and enter the numbers that appear. You may also enter your custom passcode.
3. Click "Settings."
4. Choose your child's profile and enter your parent account password to modify settings.
5. Select "Approved content only" to enable.
6. Review the information in the "Getting Started" pop-up.
7. Click "Start."
8. Tap the icon on any collection, channel, or video to approve content you'd like to make available to your child.
9. Click "Done" in the red box at the bottom of the screen to exit.

Turning Search off

You can restrict your child's experience to a more limited set of videos by turning Search off. With Search off, your child can't search for videos, and is instead limited to videos from a set of channels that have been verified by YouTube Kids.

With Search turned on, your child can search for new videos that interest them from the millions available in the YouTube Kids app.

- **Note:** Please keep in mind that there is always a chance your child may find something you don't want them to watch.

To turn off Search, toggle Search to "off" in Settings. If you turn Search off, the watch and search histories in your app will be cleared. This will reset the Recommended videos and the Watch it again feature.

Setting Up Multiple Accounts

YouTube Kids allows signed-in parents to create a separate profile for each kid in their household — up to 8!

- Each profile has a separate set of viewing preferences and recommendations, allowing multiple kids to get the most out of the YouTube Kids app.
 - These profiles are available on any device where the parent is signed in and the YouTube Kids app is installed.
- Note:** You can also use YouTube Kids without signing in at all.



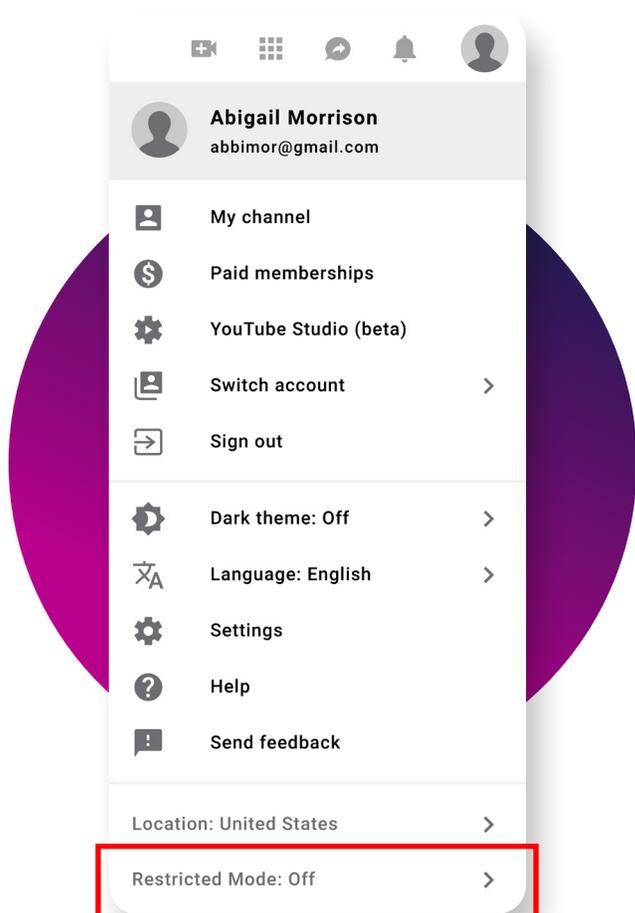
Teens & YouTube

Once your child turns 13, they will be presented with two options. They will be able to either: **manage** their own Google account, or **continue** to have a parent manage it.

- **Note:** Teens can choose to stop this supervision at any time.

Unfortunately, it gets harder to directly control what teenagers do on YouTube because of the company's Terms of Service.

At this point, we recommend having open, honest, and frequent conversations regarding content and how to navigate the online world — as well as what the potential dangers are.



Teens taking over

When a teen manages their own account:

- Parent supervision features are turned off, including allowing or blocking apps, setting a bedtime, and more.
- Teens are still in the family group, but they can choose to leave.
- Location sharing will be off, and children can decide if they want to turn it on again.
- Teens won't be able to use YouTube Kids with their Google Account anymore, and videos and channels that were previously blocked might now be available to watch in the app.
- Teens will be given the option to enable personalized ads.

Using Restricted Mode

Restricted Mode works on the browser or device level, so you must turn it on for each browser you use. If your browser supports multiple profiles, you must enable it for each. Restricted mode will limit videos with drugs, alcohol, sexual situations, violence, and more.

Turning Restricted Mode on or off

1. Go to the Account icon.
2. Click "Restricted Mode."
3. In the dialogue box that appears, toggle restricted mode to On or Off.

Monitoring YouTube with Bark

This ebook has shown parents how to use the safety precautions that YouTube has in place to protect kids. There are countless ways kids can get into trouble, and it's hard to spot-check their devices every night.

Bark gives you peace of mind when it comes to keeping your child safer on YouTube. We recommend that all kids create and use their own accounts — that's how we monitor what they're getting into on YouTube.

How Bark Works



Protects child-created content

Bark monitors the videos and comments related to your child's user and channel subscriptions.



Monitors YouTube activity

Bark monitors YouTube views and searches on connected Android or Amazon devices so you don't have to review it all yourself.



Sends alerts for potential issues

Bark sends alerts when content may indicate safety concerns.

The screenshot shows the Bark dashboard for a user named Murphy. At the top, there's a 'Welcome back!' message and a user profile for 'vanessa.cartwright@gmail.com'. Below that, there are navigation links: '+ Add child', 'Notification settings', 'What should I expect going forward?', and 'Love Bark? Earn \$50 for Every Friend You Refer'. The main section features a profile picture of Murphy and a 'Request check-in' button. Two large statistics are displayed: '256 ACTIVITIES ANALYZED' and '42 ISSUES FOUND'. Below these is a table of accounts:

Account	Username	Activities Analyzed
	murphman16 Last analyzed: Oct 24 at 3:58pm	3
	murphman16@gmail.com Last analyzed: Oct 24 at 2:59pm	86
	Add account...	

At the bottom, there are buttons for 'TOP CONTACTS' and 'MOST FREQUENTLY USED WORDS'.

Bark gives peace of mind across platforms

Bark's award-winning service monitors texts, YouTube, emails, and 24 social media platforms and sends alerts for issues like cyberbullying, depression, adult content, online predators, and suicidal ideation.

Visit bark.us to learn more about how Bark keeps kids safer online. You can also sign up for a free, one-week trial to see how it can help your family navigate the ever-changing technological world.

