

Your guide to creating fun, high quality content that teens care about

Creators, teens listen to you – and you can make a difference

With teens in your audience, your content has real influence. As they grow and test boundaries, they often look to you for guidance. Together with global experts, we created this guide of principles to help you make content that's responsible, fun, and positive — while avoiding harmful qualities — so teens can build confidence, connection, and community online.



FUN FACT

Many teens consider creators more relatable and trustworthy than traditional celebrities.

High Quality Principles

Inspire teens to explore, learn, and feel good about themselves by incorporating these principles in your content.



Joy, Fun And Entertainment

Show humor and warmth that lift teens' moods like a day-in-the-life video or funny, self-accepting outtakes.



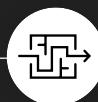
Curiosity And Inspiration

Encourage exploration through creative tutorials, behind-the-scenes demos, or new hobbies that are easy to try.



Deepening Interests And Perspectives

Create deeper dives into subjects teens love, like music, gaming, or fashion, and show process, not just outcomes.



Building Life Skills And Experiences

Offer relatable guidance for real-life moments, like teamwork or budgeting, to help them prepare for the future.



Credible Information That Supports Well-Being

Share accurate, age-appropriate information. Use trusted sources and avoid spreading misinformation.

Low Quality Principles

Content that pressures teens, excludes them, or models risky behavior can negatively affect their well-being, so be sure to avoid these characteristics in your videos.



Narrow Body Standards And Comparisons

Avoid sharing face-altering techniques or exercise routines that glorify certain appearances, fitness levels, or body weights.



Dangerous Acts And Negative Behaviors

Avoid encouraging teens to join dangerous challenges, feature pranks that put you or others at risk, or promote cheating on tests.



Bullying, Hate And Disrespect

Avoid depicting people mocking, excluding, or mistreating others, even as a joke, especially if it involves stereotypes or harmful clichés.



Wealth Obsession And Misconceptions

Avoid targeting teens with unrealistic get-rich-quick videos, exploitative side hustle content, or encouraging risky financial choices.



Aggressive And Intimidating Behavior

Avoid showing aggressive or intimidating behavior — whether emotional, social, or physical — in any setting.

Openly discussing mental health can help teens feel seen, but it should be approached with care and grounded in expert sources. Always guide teens to real support like NAMI or The Trevor Project. Even if intentions are good, graphic details can do harm. Instead, focus on hope and recovery. Everyday moments of friendship can go a long way.

Purposeful content can be powerful for teens' well-being

Small choices can make a difference



Every upload shapes how teens see themselves and the world. Keep joy, authenticity, and safety at the heart of your channel. You don't need to be perfect — just mindful.

Always lead with empathy. Model inclusivity, curiosity, and healthy habits both on- and offline. Show that it's okay to make mistakes and grow.

Set the tone for your community. It only takes a few members to shift the culture. Call out hate, harassment, and misinformation when you see it, and set your boundaries.

Remember, your impact doesn't end when teens log off. By showing creativity, kindness, and balance, you help them build the same skills for life.

Your voice matters. Trust your instincts, take care of yourself, and keep creating content that helps the next generation thrive.