CRITERIA FOR CONTENT PROVIDERS & PRODUCERS

1. BASICS
   - Decide target age-range
   - Define objectives
   - Plan the benefits to the child

2. CLEAR, TRANSPARENT OBJECTIVES
   - Consider the age range for design and interface purposes
   - Consider child development abilities and interests for each target age
   - Consider the socio-cultural factors for your context

3. STIMULATING DIGITAL EXPERIENCES
   - Creative, interactive, stimulating, educational products
   - Appealing visuals, sounds and videos

4. ENSURE USABILITY ACCESSIBILITY AND INCLUSIVENESS
   - On mobile devices, different browsers, operating systems
   - User-friendly navigation, adapted to the target group
   - Clearly marked navigation elements to help orientation
   - Unequivocal URL address/name
   - Ensure accessibility (for example, assistive technologies, alternative texts/attributes)

5. RELIABLE CONTENT
   - Ensure that your product complies with legislation or regulations (protection of minors, data protection, commercial communication, copyright and so on)
   - Provide accurate and reliable content which is maintained and reviewed regularly

6. AND ABOVE ALL
   - Reliable, up-to-date content
   - Safety-by-design
   - The privacy of the child is paramount
   - Sensitively developed social media elements and other communication features
   - Responsible use of commercial elements

Find out more about positive content at:
www.betterinternetforkids.eu/web/positiveonlinecontent/checklist