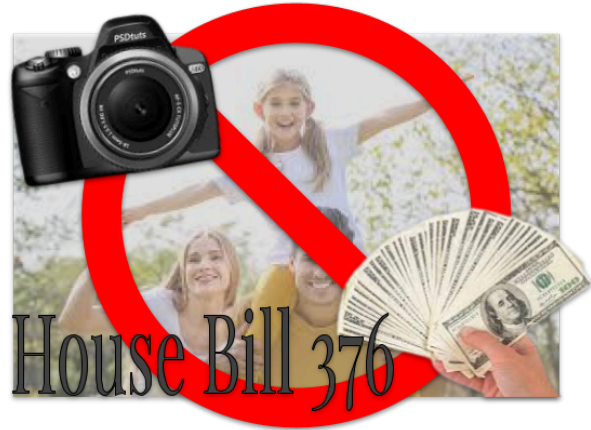


Ohio House Bill 376 and it's Support of Child Influencers

By Riley Loftus

For a long time many family vlogging channels have appeared on youtube. Channels like “The Ace family” and “8 passengers" revolve around the lives of ordinary families. The main focus of these channels, however, are the kids. With their popularity, many channels have also started appearing on tiktok, for example “The dougherty dozen” has accumulated 6.2 million followers. These channels have garnered the attention of tiktoker Caroline Easom, who supports a new Ohio Bill which helps “kidfluencers”. She makes satirical tiktoks that shine light on the exploitation of kid influencers, as well as sharing her thoughts with news 5. She says that “the law hasn't caught up to the reality of social media” and these children need protection.



House Bill 376 of the 135th assembly secures compensation for the children of these family channels. H.B 376 would require adults who feature minors in their content to set aside a percentage of the money made per year in a trust. The child could access the money when they turn 18. As of right now, the bill has been introduced in house, it was introduced on 1/10. The bill is primarily sponsored by Michele Grim and Lauren McNally. Furthermore, under section 3 it has been named the “Kidfluencer Protection Act”.