### What is it?

Live streaming or ‘Going live’ is the broadcasting of live video on the internet from a specific location in real-time, like live TV. It differs from video chat services like Skype, as videos can be watched by many more people.

Vlogging involves publishing pre-recorded videos on social networks like YouTube on a regular basis. Both brands and individuals or YouTubers / Vloggers do this.

### What age do children start?

- **Between 8 – 9 years old** with parental permission

### Why do children do it?

- **To connect with family and followers** - It is a quick and easy way to share updates and special moments about their lives online
- **To get immediate feedback** - With the comment functionality, children are able to get immediate feedback on what they are sharing and communicate with a range of people
- **To be more creative** - It allows them to be more creative and express themselves to a larger audience
- **To build a following or a brand** - In light of ‘Vlogging’ becoming a career of choice, many children simply want to gain the same status as the most popular vloggers have achieved
- **To experience the ‘in the moment’ thrill** that anything can happen when ‘going live’
- **To be part of larger event** - You can watch live events and share comments with like-minded people
- **To aspire to be more like their online heroes** and attract interest on how their lives are developing

### What is the difference between Live streaming, Vlogging and Let’s Play videos?

- **Live streaming videos are live** and cannot be edited, **vlogs are pre-recorded** and edited before being posted and **Let’s play videos feature screens shots of someone playing a game** with audio commentary and pre-recorded.

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Five Practical tips to keep kids safe

1. **Stay engaged** with what they do online and with who
2. **Use tools to help them** manage what they see and share
3. **Make them aware** of reporting functions to flag people or content
4. **Encourage them** to ‘Go live’ or record video in a public place to limit the personal information they share
5. **Watch vlogs and live streams with younger children** to make sure they are age-appropriate and encourage older children to evaluate what they watch to make sure it has a positive impact on them