

Committee Guide

**Committee on the Rights
of the Child**



**Improving Regulations
for Contents of Minors on
Social Media Platforms to
Protect Them
From Exploitation**



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1. Introduction to the Dais

Chair – Jule Otto

Hey everyone,

My name is Jule, and I have the honor of chairing the CRC alongside Philipp this year. I have attended OLMUN several times over the past years and got to be a president of the GA 1st in 2025. It has always been an amazing experience, so I'm very excited for our committee and topic.

Outside of MUN, I am still a student and aim to graduate next year. It took me a little longer than average since I took a year off before starting the Abitur. I spent that year volunteering at a hospital, helping at the geriatric station. Working in the healthcare system and seeing all these patients was quite an experience that I wouldn't want to have missed.

Though I'm not sure whether it counts as a hobby, it is safe to say that I love to cook for myself. I enjoy trying out new things, even if they do not turn out perfectly. I'm not really following any recipes, but the good thing when you live by yourself is it doesn't have to taste good to anyone else.

Whenever the weather allows it, I try to spend as much time outside as possible. Listening to a good podcast while going on a walk just calms my mind, and training also gets much more enjoyable when it does not rain. I started doing track and field last summer, where I'm still very much at the beginner stage, but that's fine :)

I am really looking forward to the conference and am excited to meet all of you in June. If you have any questions, please feel free to reach out to us. We want you to have the best experience at OLMUN possible and will do our best to help you with that.

Chair – Philipp Bruhns

Hello delegates,

My name is Philipp, and I will be one of your chairs in the CRC committee. Contrary to the allegations, I spent my high school years in Oldenburg training in mathematics and the natural sciences. Yet, my curiosity often dragged me towards geopolitics and diplomacy and I eventually joined OLMUN for the first time in 2023. Currently, I am studying computer science at UCL in my second year.

Having done everything except chairing at MUNs before, I am excited to facilitate the flow of debate, bring up the energy, and make you feel comfortable to share your ideas and questions! Outside of MUN and academia, I enjoy playing video games and love analogue film photography. I also do some serious swimming in my free time.

Good luck and see you in June!

2. Introduction to the Committee

2.1. Terminology

The Convention — United Nations Convention on the Rights of the Child

The Committee — United Nations Committee on the Rights of the Child

CRC — Common abbreviation for both the Convention and the Committee; in the following exclusively referring to the Committee.

2.2. History of the Committee

Background to the Convention

The Convention on the Rights of the Child was unanimously adopted by the United Nations General Assembly by resolution 44/25 of 20th November 1989. Work on the Convention first started in 1979 with a draft resolution submitted by the Government of Poland in preparation for the International Year of the Child that very year. The draft resolution was later extensively amended by a working group in the United Nations Commission on Human Rights (predecessor of the UNHRC).

Key debates during this period were particularly centered around balancing universal child rights with cultural relativism, as some states sought to align the Convention with their domestic laws and traditions. Several non-governmental organisations (NGOs) such as Save the Children and UNICEF played a pivotal role, advocating for robust protections and ensuring the inclusion of children's voices in the process.

The Convention entered into force on 2nd September 1990 after an initial 20 States legally endorsed the treaty and by the end of 1990, 57 States had already ratified the Convention. By the end of 2015 it became the most widely ratified human rights treaty with 196 States party to the Convention including all UN member states except the United States. This number is unprecedented in the field of human rights.

Introduction to the Committee

According to the office of the UNHCR, the interpretation of the Convention can be guided by the following four **General Principles**:

1. Non-discrimination
2. Best interest of the child
3. The right to life, survival, and development
4. The views of the child

These principles are manifested in 54 articles intended to set out minimum standards children should expect from their government rather than complete and final legislation. In fact, article 41 explicitly states that the Convention shall not affect any legislation striving for higher standards.

Founding of the CRC

The Convention also established the Committee on the Rights of Child to monitor its implementation across the globe. This is the committee we'll be simulating. Its mandate includes reviewing mandatory reports submitted by States party to the Convention, issuing general comments to clarify the Convention's provisions, and, since 2014, considering individual complaints from children directly. Over time, the Committee's role expanded to include monitoring three Optional Protocols: on the involvement of children in armed conflict (OPAC), on the sale of children, child prostitution, and child pornography (OPSC), and on a communications procedure for individual complaints. The Committee also engages in "Days of General Discussion" to explore emerging issues and publishes recommendations to guide States in fulfilling their obligations.

The CRC has influenced national legislation and policies worldwide, becoming a cornerstone for child rights advocacy and legal frameworks. The Committee's work has helped transform children's lives by holding governments accountable and promoting the "best interests of the child" as a fundamental principle.

Achievements

Since its inception, the CRC has driven transformative change in the protection and promotion of children's rights worldwide. It has influenced national legislation in nearly every country. For example, many states have raised the minimum age of marriage, banned child labour, and reformed juvenile justice systems to align with the Convention's principles. A change that is, at least in part, attributable to the Committee's work.



The CRC's influence also extends beyond legal reforms, shaping global campaigns that have transformed attitudes toward children's rights. For example, its General Comments on adolescent health and corporal punishment have been cited in national court rulings. The Committee's collaboration with regional bodies has also strengthened cross-border efforts to combat issues like trafficking and forced marriage. Furthermore, the CRC's focus on data collection and monitoring has improved the documentation and evidence collection of child rights violations, enabling more targeted interventions.

Challenges

One of the CRC's most persistent challenges is the fragmented implementation of its recommendations, particularly in countries with weak governance or armed conflict. For instance, while the Convention prohibits the recruitments of child soldiers, armed groups and militia in regions like the DR Congo and Yemen continue to exploit children, often with impunity. The Committee also grapples with cultural resistance to certain rights, such as girl's education or LGBTQ+ youth protections, where traditional norms clash with Convention principles.

Furthermore, the lack of a centralised enforcement mechanism means that progress often depends on political will and pressure by NGOs, an issue common to the United Nations in general. The rise of digital exploitation, including online child abuse material and data privacy violations, presents another evolving challenge requiring new frameworks that better adapt to the rapidly changing technological landscape.

2.3. Rules of Procedure (RoP)

The CRC operates differently from most UN-based committees. It consists of 18 delegates, usually referred to as members, that are nominated and elected by the States party to the Convention. They act solely in personal capacity and do not represent their countries' governments i.e. they express their own views and expertise on human rights. Decisions in both substantive and procedural matters are technically done by simple majority vote but there is a remark in the RoP that the committee shall seek to make all decisions by consensus.

Our simulation will disregard this specialty and instead follow regular OLMUN RoP. This means you will be the delegate of a country and represent that countries' government, not your personal beliefs. Substantive and procedural matters will require a supermajority (i.e. 2/3rds of the votes) and simple majority respectively.

Delegates who are still interested can read more about the “real” rules of procedure below, but should keep in mind that they don’t apply to our simulation:

<https://www.ohchr.org/en/treaty-bodies/crc/rules-procedure-and-working-methods>

3. Topic Background

3.1. Sharenting

Sharenting is a commonly used word in the context of social media content involving minors. It combines the words “parents” and “sharing,” describing the growing phenomenon of parents posting photos, videos, or personal stories about their children on the internet. The parents’ intentions often seem harmless, as they want to use social media to share moments with friends and family, create an online scrapbook, develop and maintain social ties, or share their experiences to help other parents improve their parenting.

However, posting content about their children online exposes them to serious dangers. Once a photo or a story is shared, the parents lose any effective control over it. The privacy settings on social media platforms can lead to a false sense of security, causing parents to overshare private information. Research indicates that 19% of parents who post their children’s stories also reveal their names and dates of birth.

Sharenting often starts way before the children reach an age to give consent about what of their data can be shared online. 33% of children have photos and information posted about them online within a few weeks of birth. By the age of two 73% of children living in Europe have some sort of online presence. In the United States, the number is even higher, reaching 92%. On average, parents share nearly 1000 photos of their children online before they reach the age of five. This practice has become so common that children whose parents do not hold a digital record of their lives may feel left out or even neglected.

For the children’s safety and their mental well-being, it is important to choose the type of shared content carefully. Once posted on social media, content cannot be removed and could become an emotional burden to the children when they grow up. A survey among teenagers examined how they reflect on the content their parents share about them online. The results show that posts encouraging or praising the teens participation in sports or achievements at school, as well as those showing a happy family life, are considered to create a positive online image. Teenagers therefore find it okay for their parents to share

these types of content. Photos that are designated as embarrassing or visually unflattering, on the other hand, contribute to a negative online image. Intimate moments, such as scenes in the bathroom, while sleeping, or while lightly dressed, as well as information about friends or relationships, are perceived as uncomfortable. Teenagers consider the sharing of such content inappropriate.

The survey also found out that parents and children agree in their perception of how often and how much information parents share about their children on social media. However, there is disagreement about the permission-seeking process: children believe parents should ask for their permission before posting about them more often than parents believe they should. Parents even report that they ask their children for permission less often than they believe they should. These behaviors can violate trust in the parent-child relationship.

The sharing of images also exposes children to the risk of sexual exploitation. Investigations have found that hundreds of thousands of innocent photos have reappeared on pornographic platforms. The images show children and teens in their private surroundings. They are taken out of their original context and abused for sexual purposes. Removing such content is extremely difficult due to a substantial lack of legislation.

The sharing of confidential data also entails the threat of identity theft. Every individual has the “right to personal identity,” yet this right can be undermined online. Cyber criminals may use this data to open bank accounts or to take out loans in the name of their victims. Children are particularly often targeted since they do not have a credit history yet, and the abnormalities are only noticed once the children reach adulthood. Identity theft is particularly difficult to combat and to prevent. The technical capabilities are constantly evolving, which makes it an unknown field of crime.

The leakage of private information is not just a violation of the children’s privacy and personal rights but further increases the risks of cyber-grooming, cyber-mobbing, unlawful access to metadata, or digital manipulation. The rapid development of AI is creating new challenges that are even harder to regulate and control.

3.2. Kidfluencing

Another issue that has gained increasing attention is the appearance of children as influencers on social media. Research has shown that videos featuring a child under the age of 13 receive up to three times as many views as those without children which has contributed to the rise of so-called “kidfluencers.” These can appear in different forms ranging from chil-

dren being filmed while playing, to appearing on their parents' accounts, to being given their own social media profiles, as well as family blogs that centre around everyday life.

This development raises the question of whether kidfluencing should be considered a form of child labour. While most modern societies agree that child exploitation and underage labour are morally unacceptable, many legal systems still allow certain exceptions, particularly within the family context. In the case of kidfluencing, parents or guardians typically produce and manage the social media accounts on which their children appear. The monetization of the content clearly involves the pursuit of economic gain. It can therefore be argued that this constitutes a form of work. Parents often claim that they are the ones working, while the children are simply playing. Nevertheless, the production of content requires time, repetition, and often a certain performance from the child, which can lead to emotional and psychological strain.

This is confirmed by a recent study analysing implications of kidfluencing; through a case analysis of four prominent U.S. based YouTube channels (Ryan's World, Vlad and Niki, Ninja Kidz, and The Bucket List Family) it identifies five fundamental threats to children's rights as outlined by the UN Convention on the Rights of the Child:

1

Associated Right	Article Nr.
Right to Consent	5, 12
Right to Privacy	8, 16
Freedom of expression	13
Freedom from harm	19
Freedom from economic exploitation	28, 31, 32

In terms of freedom from harm, children may be exposed to both physical and psychological risks. In some cases, potentially dangerous activities are carried out in order to generate more views. The amount of personal information shared online can also make it easier for strangers to locate children in real life, which poses serious safety concerns. Additionally, children may be directly exposed to harmful comments, including harassment, insults, or even threats. There is still limited research on the long-term psychological effects of growing up online, particularly when the home environment also becomes a workplace and therefore loses its function as a private and safe space.

1 Table 1: Children's rights at risk and the relevant CRC article

Another major concern is economic exploitation. Social media content can generate significant income through advertising, sponsorships, and merchandise. The most successful kidfluencers make up to \$26 million in a year, fetching up to \$45,000 for a single sponsored YouTube video. In some cases, children's online presence contributes substantially to the family income, which can create pressure to continuously produce content. However, due to legal structures, the earnings usually go directly to the parents or guardians. There are no mechanisms yet that guarantee the child ownership of their income.

The right to privacy is another aspect to consider. Children featured in online content often grow up with a digital footprint that is created without their informed consent. Personal details such as names, daily routines, and even intimate moments are shared publicly. In some cases, children are exposed in particularly vulnerable situations or are intentionally presented in ways that attract inappropriate attention, which raises further ethical concerns. The children's online presence may result in reputational damage or could later be perceived as embarrassing. All this is particularly concerning, considering that it is the parents' responsibility to protect their child's privacy and personal data.

Furthermore, the child's freedom of expression may be limited. Since parents usually control the accounts, they also determine what is said and shown. Content is often scripted, and children may be encouraged to present products or opinions they do not fully understand. As a result, the content often reflects the parents' perspectives much rather than the child's. Finally, the issue of consent remains highly complex. While parents often claim that their children chose to participate, it is difficult to verify these statements. Given their young age, children are generally not able to fully understand the long-term consequences of their online presence or assess potential risks. In some cases, participation may be encouraged through rewards such as toys, attention, or special activities, which raises the question of whether consent can truly be considered voluntary.

The study argues that kidfluencing constitutes a new form of child labour, distinct from the traditional definition due to its digital nature and the blurry line between play and work. Unlike physically hazardous work, kidfluencing's risks are often psychological, reputational, and developmental in nature. The research highlights a misperception of the activity as harmless or even beneficial:

“Kidfluencing represents a uniquely insidious threat because it's seemingly so benign; it is prone to willful blindness from the parents, the platforms, the audience, and society at large: after all, the parents are just making videos of their kids at play... or work.”

In conclusion, kidfluencing presents a range of ethical and legal challenges. Responsibility may lie with different actors, including parents, platforms, and governments, yet clear regulations are still lacking. At the same time parents may find themselves balancing their role as caregivers and as managers of a potentially profitable online presence. This raises the broader question of whether, and under what circumstances, the potential benefits for the child and the family can outweigh the risks and the possible violation of the child's rights.

3.3. Legal Frameworks

The marketing industry through influencers on social media is relatively new and rapidly expanding. Children appearing in online content that generates thousands of dollars, however, are not covered by child labour legislation. Kidfluencing differs from traditional forms of child labour, as it does not, for instance, include hard physical work.

The children's role on social media accounts can most likely be compared to child actors. In the United States, child acting is regulated by laws at the state level, which govern working hours and conditions as well as guaranteed participation in school. Regulations in the entertainment industry, however, cannot simply be applied to kidfluencers. Creating content for social media is a new form of work, the biggest difference being the parents' influence. There is no production company nor a professional set for the children to attend. Most of the content production takes place at home, completely managed and commanded by the parents. Regulating this inherently conflicts with family law and the constitutional protection of parental autonomy. Further, monitoring the implementation of potential regulations is particularly difficult within the family context.

The only country that has introduced specific regulations for kidfluencers is France. Since 2020, brands must obtain the approval of the local social security office when working with children for social media advertising. In addition, parents are required to set aside a portion of the earnings in a trust account. The child can retrieve these earnings upon turning 18 years old.

All other countries exhibit legal loopholes that permit the continued exploitation of children in social media content.

4. Preparation

Congratulations, you have made it through the topic-related part of this guide. In order for everyone to have a productive debate, we still need to inform you about a few organizational things. You will have to do some preparation and get familiar with what to expect at the conference.

1. Research Your Delegation and Committee

This guide serves as an introduction to our topic in general and only marks the starting point for your personal research. To properly prepare for the debate, you should go into further detail about the country you represent. This includes political structures, recent events, economic situation, cultural factors, and foreign policy of your assigned country. Pay attention to historical and current alliances with other countries. Next, you should research specifically your country's position in respect to our topic. You should explore how your delegation's national interests align with or diverge from the topic, and identify potential allies or opponents.

Note on EU Member states:

While the EU itself does not have voting rights in most UN bodies, its member states frequently act collectively to represent and promote EU positions. Therefore, delegates of EU member states may find the EU's policy helpful in their research though they ultimately retain the right to form their own foreign policy.

2. Write a Policy Statement

A policy statement is a short and informal document of your delegation's position on the committee topic. It serves as a tool for other committee members and doesn't need special formatting. The policy statement can also very conveniently be reused as an opening speech.

You can find more information in the Delegate Handbook section 7.

3. Prepare a Draft Resolution

A draft resolution is a non-final proposal to the rest of the committee with concrete measures you would like to see implemented. They have to follow a certain format outlined in the Delegate Handbook. We are expecting just a draft though, with ideally four preambulatory and

operative clauses each.

There is more information on how to write a resolution in the Delegate Handbook section 6. Keep in mind that only a draft is required!

4. Use of AI

It is beyond our ability and willingness to actively restrict the use of AI. However, the ability to articulate clear positions and quickly deliver speeches is probably the most important skill you can learn doing MUN. Therefore, we strongly recommend using your own words in all writing and speeches.

5. Opening Speeches

During the opening ceremony, there will be the opportunity to give an opening speech in the General Assembly. This is usually about the overarching conference topic, not just our committee's. Opening speeches are limited to max. 45 seconds per delegation. Read more on this in the Delegate Handbook.

If your delegation is interested, you must inform the Presidency in advance:
Email president@olmun.org by **31st May 2026**.

6. Summary:

Before the conference we need you to prepare the following:

1. Research on your country and topic
2. write a policy statement
3. write a draft resolution

Submit to crc@olmun.org by **7th June 2026**.

If you have any questions or concerns coming up during your preparation, please always feel free to reach out to us! No matter if it is a question regarding the draft documents, the dress code or the rules of procedure, we will do our best to give you all the answers you need. We want everyone to have the best experience at OLMUN possible. That does not only include a constructive debate but above all an atmosphere where everyone feels comfortable and where many great memories are made.

Further Reading

We hope you're just as excited for the conference as we are and are now highly motivated to start with your preparations.

We look forward to seeing you all in June!

5. Further Reading

Below is a list of useful resources for your research. All the statistics and studies mentioned above are from the research papers. We also included videos and articles that should be easier to digest. If you are interested in an example of allegations of exploitation and abuse within the kidfluencing industry, the documentary is great.

OLMUN essentials
Delegate Handbook
Roles of Procedures

Resources: Topic background	Type
Netflix: The Dark Side of Kidfluencing	Documentary
Kidfluencers: Behind the \$8B Industry Dear Hollywood Episode 14	Video
Film Club: 'If You Didn't 'Sharent,' Did You Even Parent?' - The New York Times	Video
Sharenting and its influence on kids DiggIt Magazine	Magazine Article
The Child Labor in Social Media: Kidfluencers, Ethics of Care, and Exploitation Journal of Business Ethics Springer Nature Link	Research Paper
When Play Becomes Work: Child Labor Laws in the Era of 'Kidfluencers' by Marina Masterson :: SSRN	Research Paper
Sharenting as a regulatory paradox – a comprehensive overview of the conceptualization and regulation of sharenting International Journal of Law, Policy and the Family Oxford Academic	Research Paper
Online "Sharenting": The Dangers of Posting Sensitive Information About Children on Social Media - The Journal of Pediatrics	Research Paper

Resources: General CRC knowledge
Convention on the Rights of the Child (CRC)
Optional Protocol OPAC
Optional Protocol OPSC
Committee on the Rights of the Child OHCHR
Four principles of the Convention on the Rights of the Child UNICEF Armenia



OLMUN 2026

**25th International
Session**