# Beckii Flint calls for UK code of conduct to protect child influencers after decade of anxiety and harassment



A former child influencer, Beckii Flint, who rose to prominence at the age of 13, has spoken out about her ongoing struggles with anxiety and stress stemming from her early fame. Beckii’s experiences have prompted her to advocate for a UK code of conduct aimed at safeguarding children engaged in commercial online content, a call she recently articulated in an interview with ITV News.

Beckii, who gained significant notoriety for her YouTube videos featuring Japanese pop music, reflected on the tumultuous nature of being a viral sensation. “One day I woke up and there were thousands of notifications in my inbox,” she recounted, describing the bewildering moment when her content gained immense popularity and, subsequently, negative attention. “Certain usernames will still pop out of the woodwork, people who might have been part of harassment or cruel comments... these things do really stick in your mind even after many many years have passed,” she said.

The issue of child influencers is increasingly pertinent, with recent statistics indicating that 77% of children aged eight to 17 have social media profiles. A study by The Harris Poll revealed that many children are now more likely to aspire to become YouTubers than traditional professions like astronaut. In the UK, leading child influencers have collectively amassed over 57 million subscribers, showcasing the lucrative potential of this new career path. Reports suggest that some influencers can earn substantial amounts per post, with American child influencer Ryan Kaji, at just 13 years old, estimated to be worth around $100 million.

Beckii’s rise in fame was not without challenges, including invasive moments where fans discovered personal details about her life. As her popularity grew, so did the pressure to conform to certain expectations, such as participating in swimwear photo shoots, which her family ultimately refused to buy into. “There was this expectation that I would be doing these things that the other Japanese pop idols were doing at a similar age,” she explained, reflecting on the nature of the industry.

Accelerated by the release of Netflix’s documentary "Bad Influence: The Dark Side of Kidfluencing," which reveals the exploitation of young content creators, discussions around regulations are intensifying. The documentary spotlights the troubling practices within the industry, highlighting cases like that of Piper Rockelle, whose mother faced legal challenges over alleged child labour violations involving the young YouTubers in her videos.

While Beckii maintains that her experiences included both positives and negatives, she expressed lingering regrets about her early decisions regarding online sharing. “I made decisions when I was very young that have affected my privacy for the rest of my life,” she noted, mentioning the long-lasting impact of revealing too much personal information to the public realm.

Currently 29 years old, Beckii is now focused on her social media agency, ‘Pepper’, working together with parents, brands, and marketing agencies to create a responsible ‘kidfluencer’ pledge. She advocates for legal measures that would better protect minors in the industry, suggesting that existing frameworks, such as the Online Safety Act, need to be expanded to specifically address the needs of child influencers, especially regarding their financial interests and working conditions.

In the US, some states have taken steps to protect child influencers, implementing laws that require a portion of their earnings to be placed into trust accounts for future use. Although the UK has seen discussions among MPs about the need for similar protections, concrete legislative action remains pending.

While regulations and protections evolve, the potential perils of child-focused content are evident. Cases of serious abuse have emerged, underscoring the urgent need for safeguarding measures in an industry where children are often at risk of exploitation and emotional distress.

As Beckii Flint continues to share her story and advocate for reform, her journey highlights the complex landscape of child fame in the digital age, raising critical questions about the responsibilities of content creators and the protections in place for vulnerable young individuals navigating the world of social media.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.bbc.co.uk/news/world-europe-isle-of-man-15367517> - This article discusses Beckii Cruel's rise to fame in Japan after posting dance videos on YouTube, leading to her debut single release in the UK.
2. <https://www.bbc.co.uk/news/entertainment-arts-10946168> - This piece highlights Beckii Cruel's unexpected fame in Japan, where her YouTube dance videos garnered millions of views, leading to a management deal and media appearances.
3. <https://www.bbc.co.uk/programmes/b00tf20x> - This BBC Three documentary explores the life of 14-year-old Rebecca Flint, who becomes Beckii Cruel, a teen icon and internet sensation in Japan.
4. <https://www.bbc.co.uk/news/entertainment-arts-10946168> - This article details Beckii Cruel's rapid rise to fame in Japan, including her YouTube success and subsequent management deal.
5. <https://www.bbc.co.uk/news/world-europe-isle-of-man-15367517> - This article discusses Beckii Cruel's rise to fame in Japan after posting dance videos on YouTube, leading to her debut single release in the UK.
6. <https://www.bbc.co.uk/news/entertainment-arts-10946168> - This piece highlights Beckii Cruel's unexpected fame in Japan, where her YouTube dance videos garnered millions of views, leading to a management deal and media appearances.
7. <https://news.google.com/rss/articles/CBMioAFBVV95cUxQQWRZUXJSQUkxNkVJQVJqanFKemNCWmcyaGluQ0daZUxyT2MtbGdzSmh5cW4xenBaeU54amNYXzNXWFA4d1Vha0hnMWQ0ZnhSc2ZKSV9wY2JEblNOMHZZYTFwTks3Y3JFUGhCelV2YzhPb3piSmViMjVRcVNWa2VnVGJFaW8xbFBzOXNfejdqZXd4Tl9Id0dSZFgyeEhGVVVM?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data