A PARENT’S GUIDE TO

YouTube Stars
In This Guide . . .

YouTube stars have mega-influence because they mirror teens’ interests and aspirations.

Why do teens like YouTube stars so much? Why not traditional celebrities?

So what qualifies someone as a YouTube “star”?

How does someone become a YouTube star?

Are YouTube stars paid?

Who are the top 10 YouTube stars right now?

Who should I look out for in the future?

If my teen likes a particular YouTube star, what does that mean?

What are some of the controversies YouTube stars have been involved in?
How can I keep up with the most popular YouTube stars?

Anything else I should know?

How do I talk to my teens about who they watch/follow?

Discussion Questions

What do I do if my kids want to become YouTube famous?

Conclusion

Additional Resources