Developing Responsible Children's Media and Safe Digital Content Training Course



07 - 11 Dec 2026

Cape town

4600 € (Per Person)

Ref: #MED9140_255480

Course Introduction / Overview:

In today's interconnected world, the media landscape for children is constantly evolving, presenting both incredible opportunities and significant risks. Creating content that is not only engaging but also safe and developmentally appropriate is a critical responsibility for anyone working in this field. This comprehensive training course, offered by BIG BEN Training Center, delves into the essential principles of designing, producing, and distributing children's media that prioritize online safety and well-being. It will help participants understand the psychological impact of media on young minds, including the work of prominent academic figures like Sonia Livingstone, who has written extensively on children's digital literacy and internet safety. The course explores a wide range of topics, from managing digital footprints and preventing cyberbullying to navigating the complexities of online gaming and social media platforms. It also addresses the critical need for robust content moderation and privacy policies. Participants will find this training highly relevant, drawing on real-world examples and the latest research to provide a holistic view of the challenges and best practices in children's media production. It's a crucial step for professionals aiming to create responsible and positive digital experiences for young audiences, ensuring the content they produce is not only successful but also safe. We will explore key themes found in books like "The Technology Tail: A Digital Footprint Story" by Julia Cook. This training is essential for professionals who want to lead the way in creating content that is both innovative and secure for the next generation.

Target Audience / This training course is suitable for:

- Children's media producers and creators.
- Digital content managers and strategists.
- Teachers and educators.
- Child development specialists.
- Parenting and family support professionals.
- Marketing and brand managers for children's products.
- Government agencies and policy makers.

Target Sectors and Industries:

- Media and entertainment industry.
- Technology and social media platforms.
- Education and educational technology.
- Non-profit organizations focused on child welfare.
- Government agencies and regulatory bodies.
- Advertising and marketing agencies.
- Toy and game development companies.

Target Organizations Departments:

- Content creation and production.
- Product development.
- User safety and trust.
- Legal and compliance.
- Marketing and brand management.
- Public relations.
- Educational program development.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply ethical frameworks to children's content creation.
- Identify and mitigate online risks for young audiences.
- Develop content that is age-appropriate and developmentally sound.
- Implement effective strategies for digital safety and privacy.
- Understand and respond to emerging trends in children's media consumption.
- Create robust moderation and community management policies.
- Design media that promotes positive digital citizenship and media literacy.

Course Methodology:

BIG BEN Training Center employs a dynamic and interactive training methodology to ensure a comprehensive learning experience. The course uses a variety of methods to engage participants and help them internalize the material. We will start with instructor-led discussions that provide foundational knowledge and a deeper understanding of key concepts. These sessions are supplemented by a series of real-world case studies, allowing participants to analyze complex scenarios and apply their learning in practical contexts. We also incorporate teamwork activities, where small groups will collaborate on projects, such as developing a safe content strategy for a new children's app or creating a user safety policy for a kids' media brand. Interactive sessions, including live Q&A's with industry experts, will be a core part of each unit. This approach gives participants the chance to ask questions and get personalized feedback. Regular feedback sessions and reflective exercises are built into the curriculum to reinforce key takeaways and encourage continuous improvement. We believe this blend of theoretical knowledge and hands-on application ensures that participants leave with a practical skill set they can use right away.

Course Agenda (Course Units):

Unit One: The Digital Landscape for Young Audiences

- Understanding the psychology of children and media consumption.
- Examining the current media ecosystem for youth.
- Identifying common online risks and harms.
- Establishing a foundation for ethical content creation.

Unit Two: Principles of Safe and Responsible Content

- Designing content that is age and developmentally appropriate.
- Navigating advertising, marketing, and commercial content.
- Implementing privacy and data protection principles.
- Understanding and applying global safety standards and regulations.

Unit Three: The Role of Social Media and Gaming

- Analyzing risks in social media and online gaming environments.
- Developing strategies for managing digital footprints.
- Addressing cyberbullying and online harassment.
- Teaching media literacy and critical thinking skills.

Unit Four: Content Moderation and Community Management

- Creating and enforcing clear content moderation policies.
- Using technology for proactive safety measures.
- Handling user-generated content and live interactions.
- Building a positive and safe online community.

Unit Five: The Future of Children's Media

- Exploring emerging technologies like AI and Metaverse.
- Anticipating future challenges in children's digital safety.
- Crafting a long-term strategy for responsible content creation.
- Becoming a leader in the children's media space.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

What are the long-term societal effects of consuming unregulated and unsafe digital content from a young age?

What unique qualities does this course offer compared to other courses?

This training program stands out because it focuses not only on what to do, but also on why it's so important. Many courses just go over a list of rules and regulations. This one is different because it explores the psychological and social underpinnings of children's media consumption. It connects safety protocols to a deeper understanding of child development and media's impact on young minds. The curriculum, developed by BIG BEN Training Center, is designed to be highly practical, with a strong emphasis on case studies and hands-on exercises that mirror real-world challenges. This gives participants the chance to create strategies for addressing everything from cyberbullying to data privacy issues. It also includes insights from academic research, ensuring that the guidance provided is based on solid, proven principles. The course is also future-focused, addressing new frontiers like AI-generated content and the metaverse, preparing professionals for the challenges of tomorrow. We believe this holistic, forward-thinking approach makes this course truly unique and effective.