

# Call2Go: A Cross-Platform Strategy Of Kids Online Social Media Influencers

Cecília C. Bouchardet  
cecilia.capurucho@gmail.com  
Department of Computer Science  
Pontifical Catholic University of  
Minas Gerais – PUC Minas  
Belo Horizonte, MG, Brazil

Kênia C. Gonçalves  
kenia.carolina@ifmg.edu.br  
Universidade Federal de Minas Gerais  
– UFMG and Instituto Federal de  
Minas Gerais – IFMG  
Belo Horizonte, MG, Brazil

Lucia Passaro  
lucia.passaro@unipi.it  
Department of Computer Science  
University of Pisa – UniPI  
Pisa, PI, Italy

Jussara M. Almeida  
jussara@dcc.ufmg.br  
Department of Computer Science  
Universidade Federal de Minas Gerais  
– UFMG  
Belo Horizonte, MG, Brazil

Humberto T. Marques-Neto  
humberto@pucminas.br  
Department of Computer Science  
Pontifical Catholic University of  
Minas Gerais – PUC Minas  
Belo Horizonte, MG, Brazil

## ABSTRACT

The presence of children and teenagers (also known as *kids*) on social media platforms has been increasing steadily recently. *Kids influencers*, whether children or adults, attract millions of young followers, eager to consume their latest posts, often on multiple platforms such as Instagram and YouTube. While prior work has analyzed kids' and their influencers' use of social media platforms, the focus has been mainly on a single platform. Indeed, we are unaware of prior studies investigating how influencers explore their respective profiles on *distinct platforms* to extend the connection with kids and disseminate content to them. In this paper, we aim to fill this gap by presenting a methodology to build a cross-platform dataset with content produced by a selected set of kids influencers, gathered from two popular social media platforms: Instagram and YouTube. We then use this dataset to identify behavioral similarities and differences of kids influencers exploring their profiles on both platforms. Finally, we point out some evidence of a strategy adopted by these influencers to call their audience's attention to content posted on another platform. This strategy, referred to as *Call2Go*, may increase kids' online permanence, compromising the social development and the health of these young social media users.

## KEYWORDS

Social Media, Kids Influencers, Children Online, Instagram, YouTube

## 1 INTRODUCTION

The rapid evolution of digital platforms, particularly social media platforms such as Instagram and YouTube, has fundamentally reshaped social interactions and identity building [19, 30]. In particular, it is undeniable that the significant presence of children and teenagers (here referred to simply as *kids*) on social media platforms. For example, reports from WHO [38], UK OfCom [26], and US Press [24] indicate that the kids spend much of their daytime

using social platforms' resources to communicate, study, and entertain. Furthermore, some studies have highlighted the prevalence of toxic and harmful content targeting children on platforms like YouTube. For instance, Alshamrani et al. [3] identify a significant presence of inappropriate comments on videos aimed at children, raising ethical and safety concerns. Similarly, Gkolemi et al. [15] explore the dissemination of harmful videos targeting kids, emphasizing the need for robust detection mechanisms. Moreover, Ungruh and Pera [37] discuss the broader harms of recommender systems on children, underlining their potential to amplify exposure to unsuitable content.

The way in which kids are involved in the information consumption process has raised concerns among governments and platforms [13, 17, 35], besides being constantly evaluated by international organizations such as UNICEF [9] and COPPA [10], as well as governed by local laws in some countries. On the other hand, the online content creation industry induces the emergence of any age digital *influencers*, online content creators who use their media platforms to influence audience behavior both online and offline [23]. They emerge as central figures capable of significantly affecting their audiences' opinions, behaviors, and consumption decisions. This industry attracts many (often young) people by the possibility of having a high-earning career, thanks to sponsorships or brand partnerships and collaborations [5]. Indeed, being a digital influencer has become a promising endeavor, as many companies leverage individuals with influencer profiles to help advertise their products and services to a large audience. Specifically, some *kids influencers* – individuals who produce online content targeting kids as an audience – have reportedly become “rising stars” in the current marketing environment [21]. While some are kids themselves, most commonly guided by their parents, others are adults producing content for kids.

Prior studies have analyzed the presence of kids online, notably in social media platforms, focusing on properties of content they are exposed to [2, 16, 32, 34] as well as on the impact of such exposure on their development [29]. Another body of work has characterized the posting behavior and strategies adopted by influencers, including kids influencers, on various social media platforms [11, 12, 40].

However, to our knowledge, understanding the behavior of the same set of kids influencers on different online social networks, like Instagram and YouTube, is a significant research gap to create secure and safe online spaces for kids.

In this work, we aim to fill this gap by first presenting a methodology to build a cross-platform dataset with content of kids influencers' profiles gathered from two currently popular social media platforms: Instagram and YouTube. Our methodology combines the profiles of kids influencers on both platforms, which allows us to infer possible cross-platform engagement strategies. We applied our methodology to gather data for 40 popular Brazilian kids influencers (among children and adults)<sup>1</sup>, covering four years (2019-2021 and 2024). Next, we analyze the gathered data to identify behavioral similarities and differences among influencers across platforms and influencer profiles (child or adult).

Two research questions drive our analyses. The first one, **RQ1**, is *What are the characteristics of kids influencers on Instagram and YouTube?* This question aims to identify and analyze features, focusing on posting patterns and engagement metrics, of kids influencers' accounts on Instagram and YouTube. The second research question **RQ2** is *How do kids influencers get the attention of their followers for their content on another platform?* This question explores the cross-platform behaviors of kids influencers to understand how they extend their reach and maintain engagement across two different digital environments. In particular, we focus on a strategy adopted by influencers to redirect their audience's attention to their accounts on another platform, here referred to as *Call2Go*<sup>2</sup>. Analyzing how kids influencers adopt such a strategy can offer a more comprehensive picture of influencer dynamics and their potential impact on kids' increased exposure to online environments.

Our study presents key findings regarding the behavior of kids influencers across Instagram and YouTube. **First**, we show the feasibility of performing a cross-platform analysis of the same influencer, highlighting some similarities and differences in their behaviors. We observe that while child influencers have consistently increased their followers over time, adult influencers tend to achieve higher engagement rates across platforms. **Second**, we identify the strategic use of cross-platform mechanisms, such as the *Call2Go* strategy, which redirects audience attention between Instagram and YouTube. Instagram serves as a gateway for frequent interactions through visually appealing posts, while YouTube complements this by providing long-form content to retain audience interest. These dynamics reveal a bidirectional feedback loop, where activity on one platform amplifies engagement and retention on the other.

We organize this paper as follows. In Section 2, we discuss prior work related to the presence of kids on social media platforms. Section 3 presents our methodology, detailing the data collection process, dataset creation, and characterization. Section 4 provides our main results, discussing the behaviors of kids influencers across Instagram and YouTube. Finally, in Section 5, we summarize our findings and propose directions for future work.

<sup>1</sup>We decided to use the term *kids influencers* to refer to online social media influencers who produce content to target children, adolescents, and people that take care them, and to use a *child influencer* when the kids influencer is not an adult.

<sup>2</sup>The term *Call2Go* is coined after the *Call-to-Action*, while the "action" in case refers to users going to a different platform to continue consuming content posted by the same influencer.

## 2 RELATED WORK

The use of social media by children and adolescents is already a constant in our society[24]. Some frequent reports and studies highlight the presence of children on these platforms, whether through their use or through sharing through their guardians (sharenting)[4, 14, 22]. And not without its drawbacks, their use is constantly the target of criticism and questions from entities, agencies, and governments regarding the safety of this vulnerable and developing audience within social media platforms[9, 10].

The use of these platforms by children and adolescents places the individual in an environment with potential risks such as exposure to inappropriate content ranging from hateful or toxic messages[39], misinformation, or promotional content[11, 27]. Much of this content has the implicit purpose of increasing engagement by young people, with the promotion and dissemination by influencers[20, 40] on various social networks.

The YouTube platform has been constantly evaluated in the literature for its relevance worldwide. In the work [2], authors carry out a systematic review of the literature on the safety of this audience within the platform. The authors classified the works on the platform between video, textual, metadata, and audio analyses. They identified a gap in the literature on the creation of automatic strategies to identify and filter inappropriate content for children. As an example of specific work on the platform, in [28], the authors evaluated videos on YouTube for children and identified the presence of recommendations of inappropriate content with sensitive themes such as sexual, inappropriate language, and child abuse, among others. Moreover, children are led to recommended videos with this content through simple searches. Authors of [15] evaluated the permanence of this type of content within the platform and showed that videos identified in 2019 as inappropriate were still available in 2021.

The same occurs with Instagram, which is also a globally relevant platform. In [1], the authors highlight the presence of inappropriate content of a sexual nature or that negatively contributes to mental health in texts and images exchanged by teenagers in private messages on Instagram. In the context of promotional content, [12] shows how the platform can change the perception of consumption of this audience with the use of explicit or implicit advertising by influencers.

These works provide relevant information on children's use of the YouTube and Instagram platforms. However, here in this work, we bring a new perspective of analysis when we seek to characterize the influencer's action in guiding/stimulating their kids' audience to leave one platform and go to another, that is, to carry out a form of engagement between platforms. The analysis of similar content in different social media platforms is not new. In [18], authors analyze data from three platforms using personas to obtain data to identify users, and in [25], the authors evaluated the combination of multiple platforms to carry out advertisements. Differently, in this paper, we focus on the kids context to analyze the influencers' call for engagement between platforms, independently of the content or advertisements. Here, we seek to characterize how these influencers lead children between platforms, increasing their time online.

### 3 DATA COLLECTION AND PREPARATION

To understand the main characteristics of kids influencers' behavior across online social media platforms among two major platforms: Instagram and YouTube, we collected additional data on Instagram to complete the dataset created by [6]. Next, we extended this dataset with YouTube channel data of the same set of Instagram kids influencers<sup>3</sup>.

**Increasing Instagram Dataset:** We use the kids influencers dataset created on [6], kindly provided by the authors. They selected 40 profiles suggested by Brazilian NGO experts in online kids rights<sup>4</sup>. These profiles comprise 40 Brazilian kids influencers: 20 child influencers and 20 adult influencers. They had large follower counts and often targeted children in advertisements. The authors of [6] used Instaloader<sup>5</sup> to collect only publicly accessible data spanned from January 1<sup>st</sup>, 2019, to December 31, 2021, a period marked by significant changes globally and in Brazil, including the COVID-19 pandemic.

This initial dataset has 28,782 posts from the 40 kids influencers. Each collected post has the text (i.e., post caption), number of likes, comments, publication date, and author's username (anonymized if the person is not public).

We increased this dataset by collecting each profile's biography and its respective number of followers in April 2024. Although Instagram's users heavily use images and short videos, this work focused solely on text data.

**Collecting YouTube Data:** We expanded the initial dataset by adding the respective 40 kids influencers' YouTube channels' data. As influencers do not always use the exact identification on different platforms, establishing the connection of kids influencers' accounts is not a trivial task.

We used two heuristics to identify the YouTube channels. The first involved examining Instagram influencers' biographies for mentions of 'YouTube', 'yt', and 'channel', categorizing users into those with and without YouTube 'links'. The second heuristic was performed by analyzing the text in post captions with similar keywords. However, these methods did not yield the channel name or ID necessary for extracting corresponding channel data. Nonetheless, to solve the problem of finding the corresponding channel data, we utilized the Google API for a custom search of "YouTube 'Instagram username'". This heuristic allowed us to clean the output file and obtain the channel names or IDs. This task involves utilizing the augmented dataset and the Google API to identify the corresponding YouTube channel, thereby also identifying the YouTube user. In the end, we also did a double systematic manual evaluation.

These heuristics enabled a comprehensive understanding of the interconnectedness between Instagram and YouTube accounts, highlighting the bidirectional flow of influence and their digital presence across these platforms. In this way, explicitly making a call-to-action to visit YouTube from Instagram and vice-versa is initial evidence of *Call2Go* strategy.

In the sequence, using the YouTube API, on April 2024, we collected 15,205 videos published on YouTube kids influencers' channels. From each channel, we got its name, description, number of followers, and number of videos. From each video, we obtained its title, descriptions, view counts, likes, and comments, all without any sensitive followers' data (everything anonymized if shared).

**Preparing the Dataset:** We numbered the kids influencers: #1 to #17 are child influencers, and #21 to #40 are adult influencers. Note that we do not have 20 child influencers. Three influencers from the original list [6] have no corresponding YouTube account. Thus, our Instagram dataset is a collection from 2019 to 2021, and in 2024, we collected the metadata about all videos posted by influencers from 2019 to 2021 on YouTube.

As we cannot collect the number of each YouTube channel's subscribers (followers) in 2021 because its API only offers the current number, we estimated the number of kids influencers' YouTube followers based on the evolution of the respective number of followers on Instagram. The Equations 1 and 2 show how we simply calculate this estimate. Despite the lack of direct historical data from YouTube, we believe this estimate allowed us to maintain a relative consistency in our analysis of influencer growth dynamics across platforms over the past years.

$$GrowthInstagram_{2021 \rightarrow 2024} = \left( \frac{FollowersInsta_{2024} - FollowersInsta_{2021}}{FollowersInsta_{2021}} \right) \quad (1)$$

$$FollowersYouTube_{2021} = \frac{FollowersYouTube_{2024}}{1 + GrowthInstagram_{2021 \rightarrow 2024}} \quad (2)$$

**Defining the Engagement:** Engagement is a standard metric for evaluating the effectiveness of digital influencers in maintaining an active and interested audience. Analyzing the engagement of child and adult influencers on Instagram and YouTube can facilitate understanding how the number of followers, posting frequency, and total likes and views impact audience relationships.

To define engagement in the context of this work, we are inspired by prior studies such as [31] and [36], both of which highlight the importance of incorporating followers, likes, and comments as key indicators. However, comments could not be a suitable metric, particularly for YouTube, where the platform disables comment sections on videos labeled as child-directed (e.g., in YouTube Kids). Since our dataset focuses on influencers with a child audience, including comments could result in significant missing data. Our understanding of the engagement concept differs from these previous works by including video views as an engagement component. We argue that views represent a fundamental form of audience interaction – a point also emphasized by [36], particularly for YouTube. Therefore, we adapted the engagement definition to exclude comments while capturing meaningful user interactions through the views.

For our context, we use the Equation 3 to calculate the engagement of kids influencers on Instagram by considering a combination of likes and views on videos and photos, weighted by the proportion of each post type and dividing by the total number of followers in 2021. This equation offers a balanced understanding of how each influencer uses different forms of content (videos and photos) to engage their audience.

<sup>3</sup>We could share our anonymized dataset with interested researchers after the paper's publication.

<sup>4</sup><https://alana.org.br/en/>

<sup>5</sup><https://instaloader.github.io/>

$$InstagramEngagement = \frac{(P_v \times (V_v + C_v)) + (P_f \times C_f)}{FollowersInsta_{2021}} \quad (3)$$

where  $P_v$  is the weight of videos (proportion of videos about the total posts),  $V_v$  is the number of views on video posts,  $C_v$  is the number of likes on video posts,  $P_f$  is the weight of photos (proportion of photos about the total posts),  $C_f$  is the number of likes on photo posts, and  $Followers2021$  is the total number of followers in 2021.

We use the Equation 4 to calculate the engagement of kids influencers on YouTube. Here, we define engagement as the sum of likes and views divided by the number of followers in 2021. It provides a perception of how the content published by each influencer converts into visible interactions (views and likes) per follower.

$$YouTubeEngagement = \frac{Likes + Views}{FollowersYouTube_{2021}} \quad (4)$$

where  $Likes$  is the total number of likes on videos,  $Views$  is the total number of views on videos, and  $Followers2021$  is the total number of followers in 2021.

## 4 CHARACTERIZING CROSS-PLATFORM KIDS INFLUENCERS

This section presents a characterization of *kids influencers* behavior across Instagram and YouTube. To address our research questions, we divide the analysis into two main parts: Section 4.1 (**RQ1** – *What are the characteristics of kids influencers on Instagram and YouTube?*) investigates the general characteristics of kids influencers on these platforms, focusing on posting patterns and engagement metrics. Section 4.2 (**RQ2** – *How do kids influencers get the attention of their followers for their content on another platform?*) explores how influencers employ cross-platform strategies, specifically focusing on the *Call2Go* strategy to redirect audience attention between platforms.

### 4.1 RQ1: What are the characteristics of kids influencers on Instagram and YouTube?

We analyze the general characteristics of kids influencers on Instagram and YouTube, using metrics such as follower counts, posting frequency, and engagement issues. Our findings reveal that kids influencers exhibit distinct platform behaviors. Specifically, they post more frequently on Instagram, leveraging its visual-first approach for quick and interactive content. On the other hand, YouTube posts, though less frequent, are more structured and focus on long-form storytelling. Interestingly, YouTube engagement is consistently higher across all age groups, indicating the platform's effectiveness in capturing sustained audience attention.

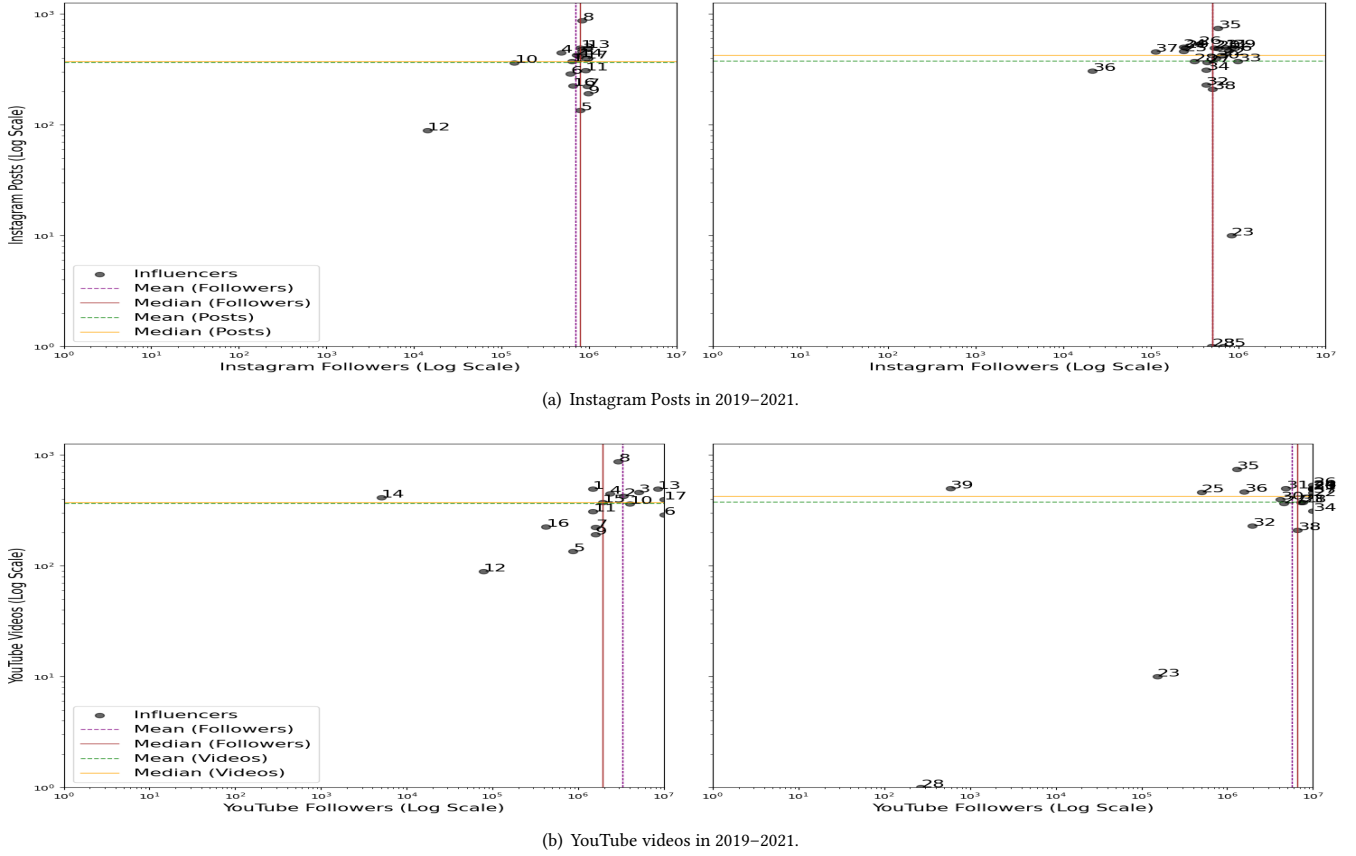
Figure 1(a) and Figure 1(b) illustrate the relationship between the number of posts (or videos) and follower counts for influencers on Instagram and YouTube, respectively, highlighting differences between child (#1–#17) and adult (#21–#40) influencers. On **Instagram**, Figure 1(a), both children and adults exhibit a positive correlation between posts and followers, but the effect is more pronounced for child influencer. These results suggest that frequent

posting has a greater impact on audience growth for kids, likely due to their younger audience's preference for consistent content updates. For instance, Influencer #12, a child influencer, stands out with a significantly higher posting frequency and follower growth, indicating some effectiveness of their strategy. In contrast, adult influencers show a steadier correlation, with fewer outliers, suggesting a common growth pattern. On **YouTube**, Figure 1(b), the correlation between posting frequency and followers is weaker than on Instagram for both groups. However, child influencers tend to achieve better engagement relative to their posting frequency than adults. Influencer #23, an adult influencer, exemplifies this by attaining a high follower count with fewer videos, suggesting that content quality and audience targeting are critical for success. Child influencers, such as Influencer #14, show a less efficient translation of posts into follower growth, indicating possible no engagement of her/his audience.

Figure 2(a) and Figure 2(b) exhibit key differences in the relationship between followers and likes for child and adult influencers on Instagram and YouTube. Both groups exhibit a positive correlation on **Instagram**, Figure 2(a), but child influencers achieve proportionally higher likes per follower than adults. Influencer #12, a child influencer, stands out by receiving a significantly higher number of likes relative to their follower count, reflecting a highly engaged audience. Adult influencers, on the other hand, show more variability, with some achieving lower likes despite having large follower bases, possibly due to audience saturation or less engaging content. On **YouTube**, Figure 2(b), the relationship is less linear for both groups. Adult influencers, such as Influencer #39, achieve disproportionately high likes for their follower count, emphasizing the role of viral or impactful video content. In contrast, child influencers, such as Influencer #14, often fail to achieve similar engagement levels, indicating a reliance on fewer but high-quality videos for audience retention. These findings suggest that child influencers benefit from a naturally engaged audience, while adults face greater challenges maintaining consistent engagement across platforms.

Figure 3(a) presents the relationship between engagement and followers on **Instagram**. Child influencers demonstrate higher proportional engagement compared to adult influencers. For instance, Influencer #12 stands out with exceptional engagement relative to their follower count, suggesting a highly active audience. On the other hand, adults, such as Influencer #23, have higher follower counts but comparatively lower engagement, reflecting potential audience saturation or less impactful content. These results highlight the effectiveness of child influencers in maintaining an active and engaged follower base on Instagram. Figure 3(b) shows the relationship between engagement and followers on **YouTube**. Child influencers outperform adults in proportional engagement relative to their follower count, with Influencer #12 showcasing high engagement levels. Adult influencers, such as Influencer #23, do not present similar engagement, highlighting potential audience disengagement or reliance on follower quantity over the content. Our analysis indicates distinct engagement dynamics between child and adult influencers across Instagram and YouTube.

**Main takeaway RQ1:** (i) Child influencers exhibit higher proportional engagement compared to adult influencers, particularly on Instagram; (ii) While all influencers increased their followers



**Figure 1: Relationship between followers and the total number of posts on Instagram and videos on Youtube, both for child (left) and adult (right) influencers.**

over time, child influencers demonstrated more consistent audience interaction across both platforms.

#### 4.2 RQ2: How do kids influencers get the attention of their followers for their content on another platform?

The story of the *Call2Go* begins with how kids influencers creatively navigate the restrictions and opportunities presented by different platforms to maximize audience engagement, for instance, between Instagram and YouTube and vice-versa. To understand this strategy used by influencers, we extend the connection – beyond what was evidenced in the YouTube data collection, using biographies to find the corresponding channel between the two platforms by evaluating mentions and direct tags in posts from both social networks (as shown in Section 3). After linking the influencers’ accounts on both platforms, we measure the *Call2Go* activities using the elements related to cross-promotion that are present in our dataset, such as keywords, mentions of channel or user names, and links between platforms.

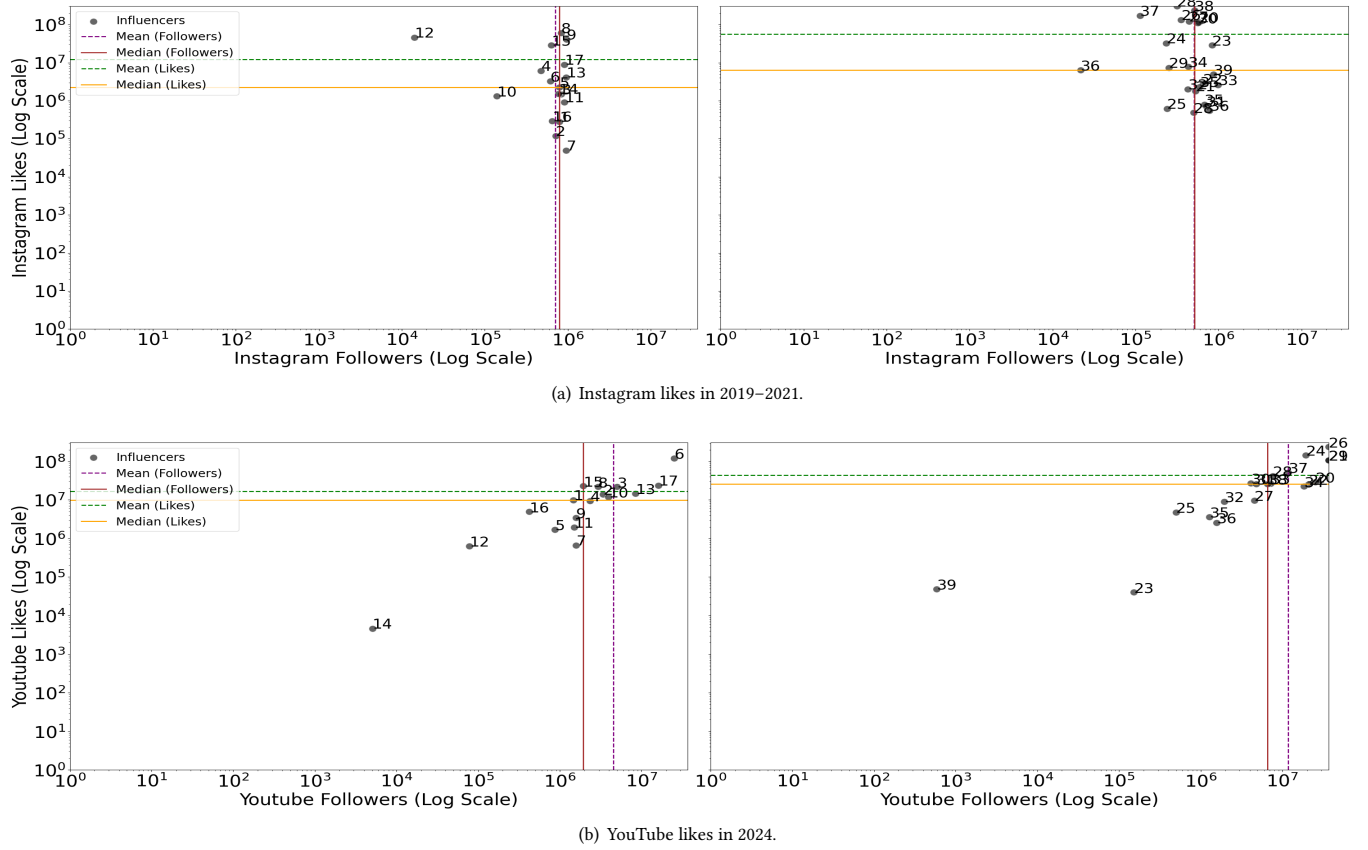
We propose a straightforward way to measure the *Call2Go* activities by using Equation 5. Note that it is given by the sum of

the amount of three components: **Keywords**, related to the cross-promotion target platform (as previously explained in Section 3), **Links** redirecting from one to another platform, and **Self Mentions** of the Instagram account and/or YouTube channel name in posts. Specifically, the *Call2Go* equation is given by:

$$Call2Go\_Activities = Keywords + Links + Self\_Mentions \quad (5)$$

Once it computes the posts with more than one element, this measure can capture the intensity of cross-promotion activities carried out by each influencer. Thus, Equation 5 sums two or three times the same post with more than one element, emphasizing the call-to-action made by the influencer to their audience *Go* to another platform.

We calculated the *Call2Go* activities for each kids influencer to evaluate this proposal. Tables 1 and 2 present some measures for each element of *Call2Go* activities on both influencer categories, child and adult. Considering that one *Call2Go* activity occurs when an influencer makes a *self mention* or use a *keyword* as reference to another platform or a *link* to it, note in Table 1 that 100% of child and 90% of adult influencers perform a *Call2Go* to YouTube when they publish something on Instagram. The percentages are similar on YouTube, 94.12% for child and 90.0% for adult (see Table 2).



**Figure 2: Relationship between followers and the total number of likes on Instagram and Youtube for child (left) and adult (right) influencers.**

On the other hand, we can also observe in Tables 1 and 2 the ratio of the elements used to calculate the *Call2Go* activities by the total of influencers' posts in both platforms is relatively different. While on Instagram there are few posts with self-mention, keywords and links (perhaps due to strategies of disseminating shorter content followed by summarization or due to restrictions on this platform), on YouTube, child influencers make a reasonable number of posts with self mentions and/or with keywords that refer to their respective Instagram account. Figure 4 presents the cumulative distribution function of the *Call2Go* for child and adult influencers in Instagram and YouTube. The curves point out the influence of platform resources and restrictions on the usage of the call-to-action.

**Main takeaway RQ2:** (i) Kids influencers use this strategy probably to increase the engagement<sup>6</sup> of their audience; (ii) There is evidence that *Call2Go* could be a cross-platform content dissemination strategy, sometimes suggesting the existence of a loop to catch and retain an online social media audience, in our case, *kids*.

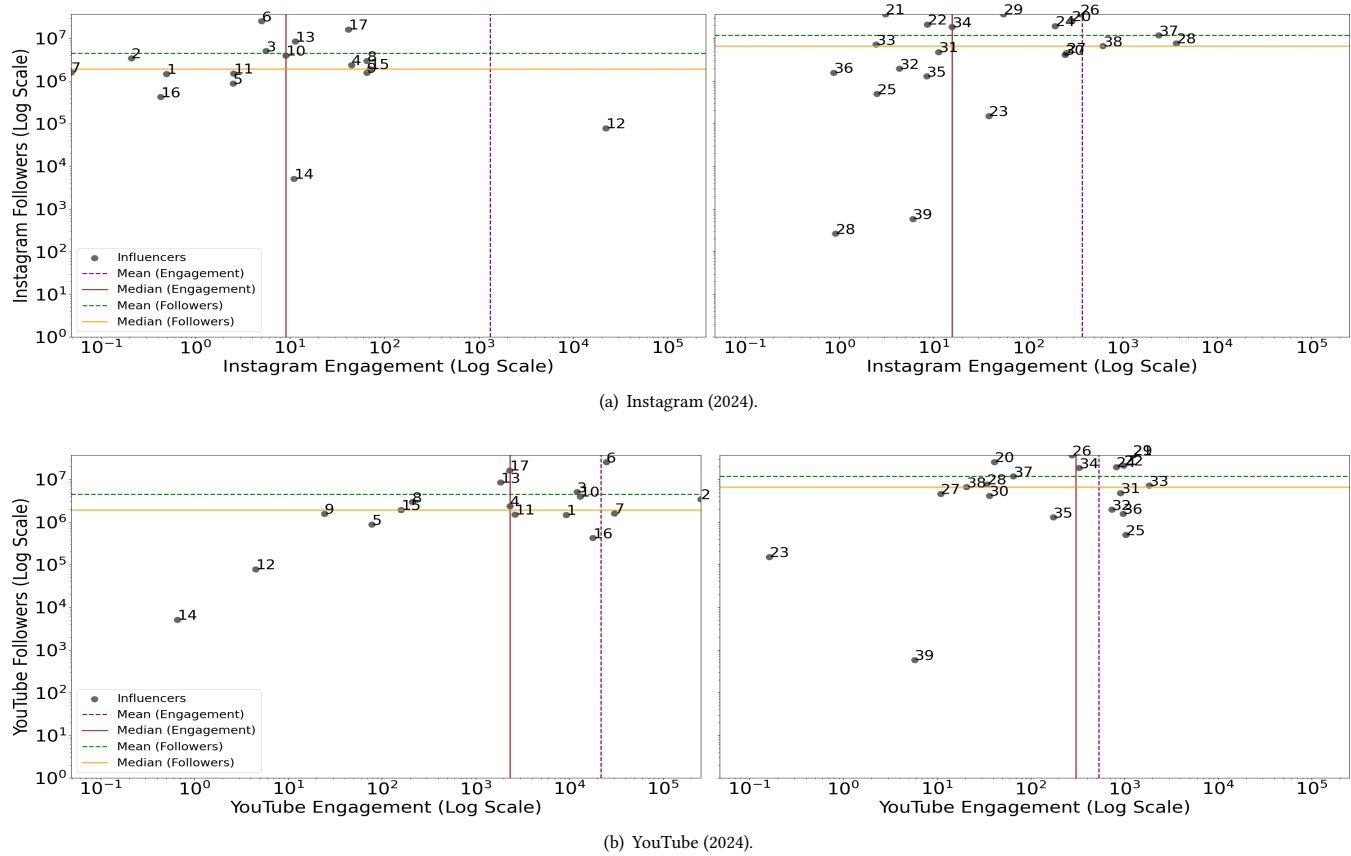
<sup>6</sup>The impact of *Call2Go* on the influencers' audience engagement is not in the scope of this work. We plan to extend our methodology to measure it on future work.

## 5 CONCLUSION AND FUTURE WORK

This paper explores cross-platform content dissemination strategies employed by kids influencers, named here by *Call2Go*. This strategy appears to be used by influencers to maintain audience engagement across multiple social media platforms, despite challenges imposed by black-box algorithms and platform restrictions. By examining some characteristics of Instagram and YouTube kids' influencers accounts (like # of followers, # of likes, and # of views) and their interaction with their audience through posts and videos (with one engagement metric), we show that kids influencers adapt their *Call2Go* activities to navigate platform-specific limitations, thus effectively encouraging followers to move between them.

Our findings indicate that cross-platform strategies involving keywords and direct links are essential for influencers aiming to optimize audience movement and interaction.

The related work in this area shows that there has been significant research on influencer marketing, platform policies, and kids audiences in digital spaces. Previous studies have examined the effects of influencer content on young audiences, the role of social pressure in driving engagement, and the technical aspects of platform affordances that shape influencer strategies. Our work builds upon this existing research by providing a nuanced analysis



**Figure 3: Relationship between followers and engagement on Instagram and YouTube for child (left) and adult (right) influencers.**

**Table 1: Call2Go Activities From Instagram to YouTube – Insta → YT – (Child: 12,341 and Adult: 11,989 Instagram Posts).**

	<i>Child Self Mentions</i>	<i>Child Keywords</i>	<i>Child Links</i>	<i>Adult Self Mentions</i>	<i>Adult Keywords</i>	<i>Adult Links</i>
% Influencers w/ Call2Go	70.58%	100%	5.88%	90.0%	75.0%	0%
# of Posts w/ Call2Go	129	1,352	2	705	1,401	0
% of Posts w/ Call2Go	1.05%	10.96%	0.02%	5.88%	11.69%	0.00%
Avg. Ratio by Posts	0.0141	0.1322	0.0001	0.0789	0.1529	0.00
CV (StD/Avg)	1.8418	1.1263	4.1231	1.6501	1.1354	0.00

**Table 2: Call2Go Activities From YouTube to Instagram – YT → Insta – (Child: 6,196 and Adult: 7,660 YouTube Posts).**

	<i>Child Self Mentions</i>	<i>Child Keywords</i>	<i>Child Links</i>	<i>Adult Self Mentions</i>	<i>Adult Keywords</i>	<i>Adult Links</i>
% Influencers w/ Call2Go	94.12%	88.24%	3.53%	90.0%	60.0%	50.0%
# of Posts w/ Call2Go	3,433	3,402	671	5,536	3,762	1,938
% of Posts w/ Call2Go	55.41%	54.91%	10.83%	46.18%	31.38%	15.70%
Avg. Ratio by Posts	0.5454	0.5444	0.1674	0.7128	0.5400	0.2627
CV (StD/Avg)	0.6635	0.6924	1.9847	0.4489	0.7390	1.4385

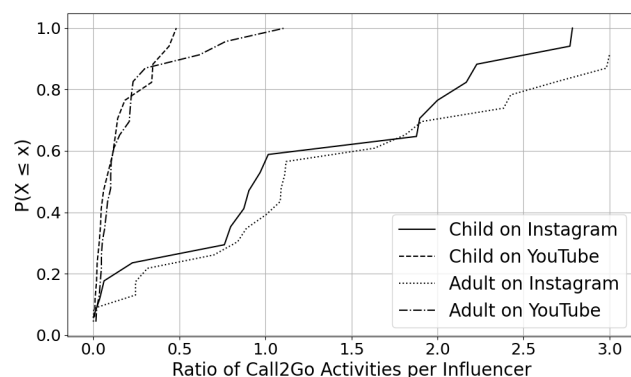


Figure 4: Call2Go Activities

of cross-platform dissemination and highlighting how influencers adapt their approach to engage followers, especially kids, and adhere to platform constraints.

Future research could focus deeper on the psychological and linguistic mechanisms that make children particularly vulnerable to influencer engagement strategies, such as their developing sense of identity and susceptibility to social comparison, following the ethical principles for that kind of research [7]. We should also systematically analyze the media content, such as videos, GIFs, and pictures, including other platforms like TikTok [8]. Additionally, investigating the impact of parental mediation in these interactions, without compromising the kids' privacy and rights [33], could provide valuable insights into how parents might mitigate the influence of cross-platform Call2Go strategies.

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