

Is Family Vlogging A Thing Of The Past?

By: Madeline Abel

Social media accounts of [families](#) have become a common form of entertainment in the past decade with the rise of vlogging, but has this trend gone too far?



The recent arrest of momfluencer Ruby Franke has made the topic of “family vlogging” [controversial](#). Many believe these family channels exploit children's lives due to the inability to give proper [consent](#) and the lack of [compensation](#).

Franke was popularly known for her YouTube channel “[8 Passengers](#)”, which showcased what day-to-day life looked like inside the Mormon home of six children and two adults.

Franke was arrested along with Jodi Hildebrant, her business partner, whose [home](#) one of Franke’s children escaped from on August 30th in Ivins, Utah. The 12-year-old boy ran a block to a nearby neighbor's home, where he asked to [call the police](#), according to NBC News.

Upon the child’s arrival, the distraught neighbor realized that the boy had tape around his legs and precise laceration marks, cuts, and bruises around his body.

8 PASSENGERS

The twelve-year-old boy [explained](#) how his ten-year-old sister was also tied up in the house and that it was their own fault they were being punished in this way. He was reluctant to give the neighbor certain information like what was underneath the duck tape, says [FOX13](#).

[KATV](#) has recently reported that three of Franke’s underage children were present in Hildebrant’s home and two of them were found malnourished with wounds from rope around their ankles and wrists.

The youngest child refused to speak with the police upon arrival and was reluctant to give them information regarding her mother and Hildebrant.



It was through The Church Of Ladder Day Saints that Franke met Hildebrant, an author, life coach, and founder of the therapy company

[*ConneXions Classroom*](#), which she launched in 2012.

According to [People Magazine](#), the two began filming together and became very close, and in 2022 Franke officially stopped her family YouTube channel and began working for Hildebrant at ConneXions.



Franke's oldest children are Shari, 20, and Chad, 18. The rest of the children are minors and range from the ages of 16 to 10 years old.

[Insider](#) explains that Shari and Chad moved out of the Franke household once they turned 18 and cut off contact with their mother and father due to the increase in abuse happening as a result of Hildebrant's influence.



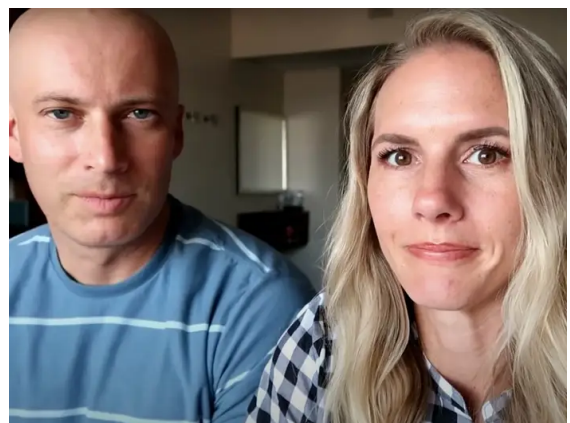
The family [YouTube channel](#) started back in 2015 and has remained controversial since its inception. The Franke's are well known for their strict punishments and rules which make people on the platform uncomfortable.

According to [The Daily Mail](#), after the arrest, Franke made shocking claims in Child Welfare Court where she told the courtroom that one of her minor children sexually abused their sibling and molested several other family members and children in the neighborhood over the years.

Because of these accusations, the child Franke [accused](#) of abuse was placed in a home with no other children present, meaning he was separated from the rest of his siblings.

It is still up in the air whether or not these claims are true, but many speculate Franke's allegations due to her [narcissistic](#) tendencies and habit of blaming her children. Franke has brought no evidence forward on these claims.

[Kevin Franke](#), Ruby's estranged husband, has [declined](#) to comment on the matter but has issued a statement that he has not been present in the home for the last 14 months.



[Kevin Franke](#) moved out after he and his wife, Ruby, attended marriage counseling with Hildebrandt, where she ultimately ruled they needed to live separately and that Kevin needed to cut off contact with his children.

It has been rumored that Ruby Franke and Jodi Hildebrandt are more than just business partners after Franke's cellmate told [Insider](#) she was, "smitten", over Hildebrandt and wanted to

constantly know her whereabouts.



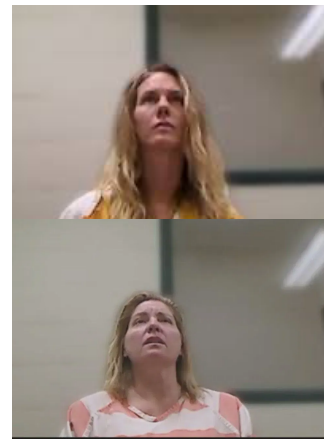
Franke and Hildebrandt were scheduled to have their next court hearing on September 18, but it was postponed until after October 5 due to, "attorneys needing more time to review copious amounts of discovery", says [ABC4](#).

This case has raised a lot of questions about family YouTube channels and the people that run them, especially since Franke's three sisters also have family YouTube channels that post similar content to 8 Passengers.

Two of Franke's sisters, [Bonnie Hoellein](#) and [Julie Deru](#), posted video statements to their YouTube channels addressing the allegations made against their sister.

The two, Hoellein and Deru, [claim](#) that they had no idea the level of abuse going on in the home, however, they were aware that their sister, Ruby Franke, disciplined her children in "weird" ways.

[NBC News](#) adds that Franke cut off contact with her family after joining ConneXions about three years ago, most likely due to Hildebrandt's influence.



This case has garnered a lot of media coverage and many are eager to see how the two women hold up in court, and how the

arrests affect the success of other family vlogging channels currently [exploiting](#) the lives of children.

Photo References

Photo 1 - Ruby and Kevin Franke with their 8 children, [Insider](#)

Photo 2 - 8 Passengers Logo, [YouTube](#)

Photo 3 - Hildebrandt (left) and Franke (right) during a ConneXions podcast, [NBC News](#)

Photo 4 - ConneXions Logo, [Facebook](#)

Photo 5 - Franke alongside her children, [Insider](#)

Photo 6 - Kevin and Ruby Franke, [Insider](#)

Photo 7 - Hildebrandt (left) and Franke (right) pictured in one of their vlogs, [Insider](#)

Photo 8 - Jodi Hildebrandt appearing in virtual court, [The Salt Lake Tribune](#)

Photo 9 - Ruby Franke appearing in virtual court, [The Salt Lake Tribune](#)

Photo 10 - Ruby Franke and her siblings Beau, Bonnie, Julie, and Elie as they appear in order next to Ruby, [The U.S. Sun](#)