Elon Musk's children at work: Impact on his image

Published on February 15, 2025

Document Date: Sun, Mar 08 2026 06:59:42 am

Category: ,English,International -   ,Snippets

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RKI Network

Elon Musk's children are becoming familiar faces at high-profile events, accompanying their

father to meetings with world leaders, political ceremonies, and even space launches. Recently,

Musk's four-year-old, "Lil X", was seen sitting at the Resolute desk in the Oval Office, sporting a

tan pea coat while his father discussed technology with Indian Prime Minister Narendra Modi.

The frequent presence of Musk's children in public settings has drawn attention, with the tech

billionaire bringing his kids to places few would ever experience. From a meeting with the Turkish president to a memorial service at Auschwitz, his children have been alongside him at major moments in his career.

Public relations experts suggest that bringing children into these high-profile situations is a political strategy. "The inclusion of kids makes Musk seem more relatable and human," says Kurt Braddock, a professor of public communication at American University. Bringing a preschooler to the Oval Office, while unusual, is seen as a way to soften Musk's public persona and distract from other aspects of his business and political actions.

Musk's children's appearances, especially moments like X mimicking his father during the press briefing, seem to play into a broader strategy of creating viral moments. Communication consultant Jon Haber believes this chaos, generated by unexpected moments, works in Musk's and Trump's favor, keeping attention diverted.

However, not everyone agrees. Grimes, Musk's ex-girlfriend and the mother of X, expressed her disapproval of her son being thrust into the spotlight. "Kids need to stay out of it," she said, criticizing Musk for using his son in public appearances.

While the strategy may be working for Musk, it has sparked debate over the appropriateness of involving children in such high-profile settings.