



SHARENTING

Sharenting is when a parent or carer uses the internet to share news, images, videos and information about their child

Academic research has been conducted over the potential social motivations for sharenting and legal frameworks to balance child privacy with this parental practice.

Parents and carers post about their children for many reasons. Most often, they post because they love their children and are proud of them.

Frequently parents and carers, particularly those of younger children, also post in order to share or receive advice. Parenting can be difficult and “sharenters” are often trying to work out the best way to help and support the young people in their care.

Sharenting IS VERY COMMON . Estimates show that the average parent will post their child’s image online almost 1000 times by the time they are five. A poll of 2000 UK parents showed that parents shared around 195 images of their children per year

Sharenting can be a great way of storing memories and reminiscing about them later. Often, people like seeing pictures and videos of themselves when they were little and you might do too! Having events and achievements posted online is a great way to look back and remember the things you have done. It can also help you keep your loved ones up to date and in touch. Try to make sharing a positive experience for you and the family! With consent, sharing videos and images can be a great way to celebrate good times together.

The risks

The biggest risk with sharenting is when the adult sharing the content doesn't have appropriate and up-to-date [privacy settings](#). Your parents or carers need to follow all the same guidance as you do when it comes to keeping your personal information secure online. Additionally sometimes parents and carers may share things you'd rather they didn't, like funny videos, embarrassing stories about you or pictures that you don't like!

How to keep sharing images safer

Just as you would take care before posting information that gave away your school, your address or your routine (e.g your football club or dance society), it poses the same risk if a parent shares this information publicly. It is important that any accounts with images or personal information are only visible to family and friends that you know and trust in real life. If your parents aren't clear about privacy settings, make sure you explain why they are so important and help them to make sure that their accounts are secure.

Your child may not wish you to share images – remember your child has rights

For your child :

The key to this is open and honest communication. Remember, it is unlikely that any adult at home has posted anything to try and embarrass or upset you. Therefore, if you are feeling hurt, be sure to talk to your parent or carer only once you can speak calmly and respectfully. This will make it much more likely that they can understand your concerns and take positive action. Be very clear on why you aren't happy with what has been shared and what you would like to happen next as well as in the future. While it is unlikely that no adult in your family will ever post a group photograph, you will hopefully be able to agree on not posting anything that makes you feel really uncomfortable.

The ideal situation is that you ask your parents and carers for permission to post about them and vice versa! Again, the best way to agree and reciprocate in this way, is through good communication. Be sure that your

requests are reasonable and realistic. The top priority should always be your safety and security online.

Children's privacy

Given the potential misuse of digital data, people are critical about sharenting, and the majority of parents are cautious about the wrongdoing with online posts.¹ The disclosure of minors' personal information, such as geographic location, name, date of birth, pictures, and the schools they attend, might expose them to illegal practices by recipients with malicious intentions. Sharented information is often abused for "identity theft", when imposters manage to track, stalk, commit fraud against children, or even blackmail the family.

For further information and training courses please contact:

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