



*Internet*

**Safety**

Information for parents and carers

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## **What is sharenting?**

‘Sharenting’ is when parents share videos, pictures and stories about their children online.

Often this is a way for parents to share their milestones with others, keep in touch with family, or feel like part of a wider community.

Parents with a social media following themselves, who spend more time online, or who receive a lot of likes on their posts are more likely to make posts about their children.

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**UK parents share on average 195 photos of their children per year online.**

**92% of children have an online presence before the age of two.**

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## **Dangers of sharing online**

Children (especially young children) cannot give ‘informed consent’ about sharing their images or information online.

Information posted online never really goes away, so posts shared about children (including embarrassing or inappropriate posts) can affect them as they grow up.

Identifiable information like names, dates of birth and locations can be added to databases used by online criminals.

Images of children can be changed by AI programs to make children look like they are in inappropriate or malicious situations.

Images of children can be used by ‘digital kidnappers’ who make fake accounts posing as parents online.

## How to stay safe

1

Avoid publicly sharing personal information about your child online, such as their name, date of birth, school or address.

2

Do not share pictures of your child online if they are fully or partially undressed, in a swimsuit/ underwear, or have their mouth open.

3

Consider if posts about your child could be embarrassing for them when they are older.

4

Review the privacy settings on your social media accounts to make sure strangers can't see photos/ videos of your child.

5

Speak to your friends and family about what you are happy and unhappy with being shared about your child online.

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*“Our kids are the first generation to grow up shared. We are the first generation of parents to raise kids alongside social media, and that's difficult.”*

*Professor Stacey Steinberg,  
author of ‘Growing Up Shared’*

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