Sharenting
Share with care

September 2024

Image content was generated using artificial intelligence

Which sharenting-type are you?

How would you describe your behavior when sharing photos of your child?

With whom do you share these photos through digital channels?

What is „sharenting"

A composition of the words:

- "Share" for sharing

- "Parenting" for child-rearing

Sharing photos and information about children on social networks or messaging services

From Postcards to Digital Posts

In the past, it was postcards and letters. Today, it is social networks and messaging services. The goal is the same: we want to share important moments and stay connected.

Our world is becoming increasingly digital. This also applies to communication within the family.

The motivations for sharenting are relatable and facilitated by online services.
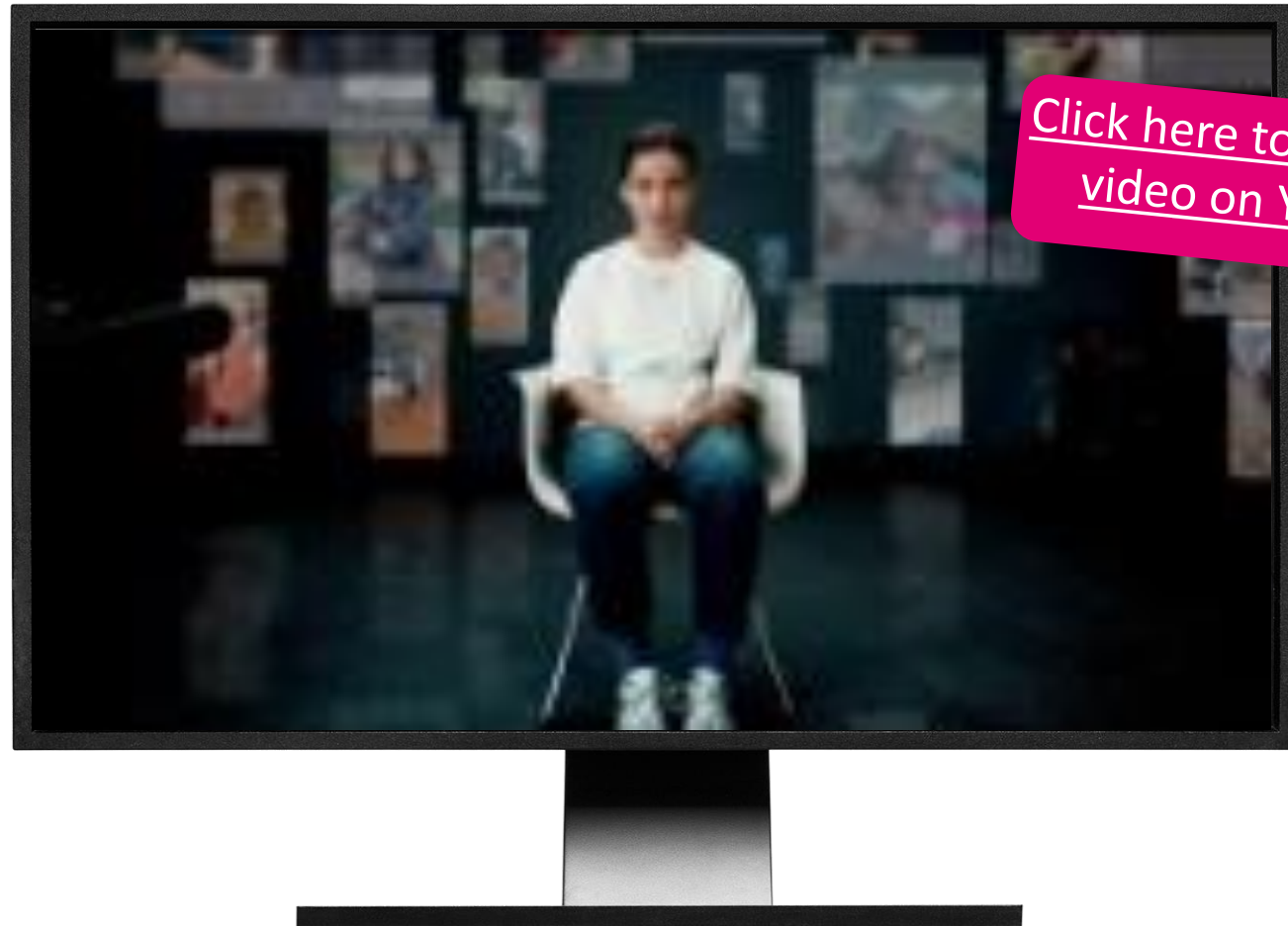
Motivations

- Let others take part in special moments
- Strengthen bonds, regardless of geographical distances
- Gain attention and recognition in the social environment
- Seek support, affirmation, and advice
- Share pride and joy with others
- Capture and preserve memories

Facilitating Factors

- Technological possibilities for fast communication
- Social recognition through positive feedback and likes
- Desire for belonging
- Easy access to cameras via smartphone
- Incentives through formats in social media

Message from Ella shows why we should still take a closer look at the topic

Click here to watch the video on YouTube

Sharenting carries risks, the occurrence of which often goes unnoticed (1/2)

Exploitation by third parties

The danger of use for illegal activities, including pornography.

Control over distribution is hardly possible.

At least **one in four** images on one of the largest **illegal photo platforms** for **pedophiles** originally comes from **Facebook** or **Instagram**.[1]

Disregard of Privacy

The ability to judge and understand privacy only develops during adolescence.

In retrospect, the trust relationship can suffer if parents have shaped the child's digital footprint early on.

Children could find themselves in such **video compilations** years later.[2]

Children in embarrassing situations

Parents often enjoy sharing seemingly innocent, funny moments in their children's lives.

Depicting children in situations where the parents themselves would never appear is particularly problematic.

SO EIN BILD VON DIR WÜRDEST DU NIE POSTEN?

Children have personality rights that their **parents should protect** for them.[3]

1| source   2| *Viral Compilation* 3| Toyah Diebel for a German speaking initiative #deinkindauchnicht , tranlated means #neitherdoesyourchild

Sharenting carries risks, the occurrence of which often goes unnoticed (2/2)

Permanent digital footprint

Shared images of a child lead to a permanent digital footprint. Even seemingly private chat groups are not safe.

Once shared, parents lose control over the further distribution.
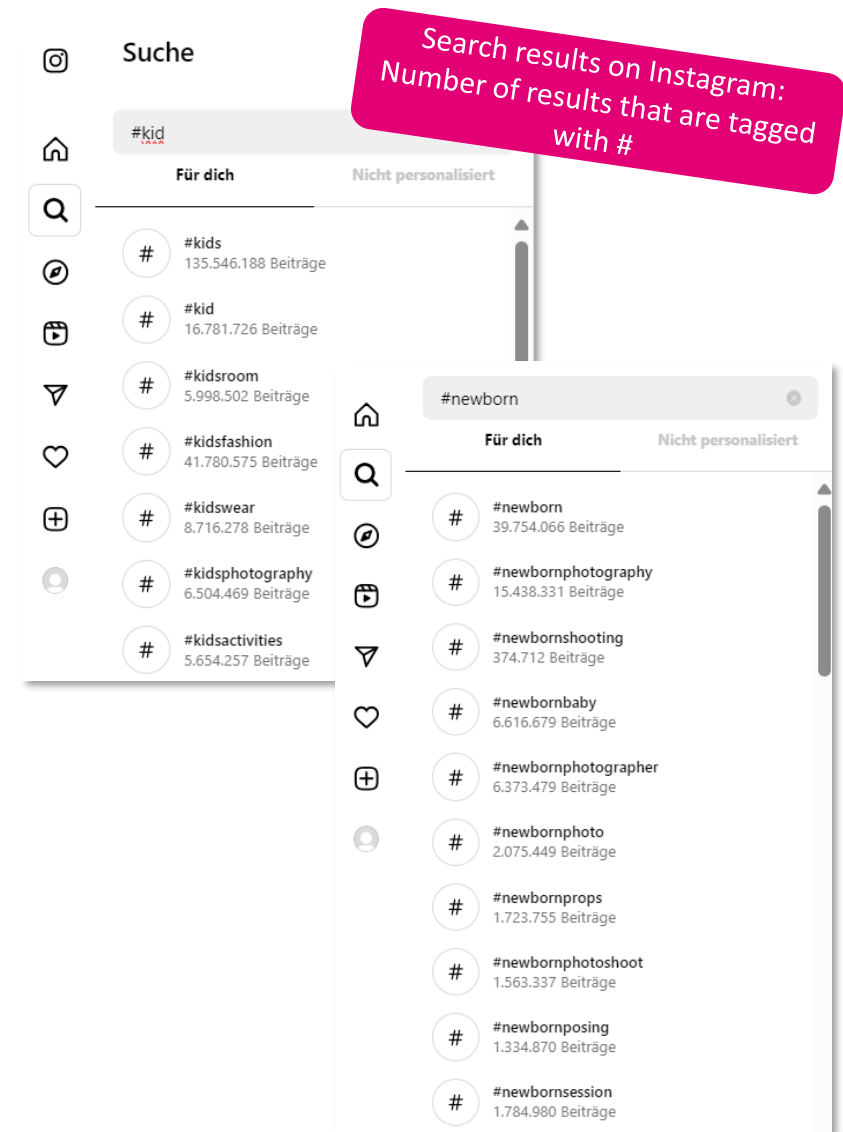
AI as an amplifier of risks

The use of artificial intelligence can exponentially amplify the dangers of sharenting.

With just a few data points, a child's identity can be stolen, such as through the creation of deepfakes or the use of image-generating AI.

On average, parents share **1,500 pictures** of their child before the **child's fifth birthday**. [1]

Deepnudes in Spain: **More than 20 girls** report **bullying due to AI-generated nude images**. [2]

Search results on Instagram: Number of results that are tagged with #

Suche

#kid

Für dich   Nicht personalisiert

#kids
135.546.188 Beiträge

#kid
16.781.726 Beiträge

#kidsroom
5.998.502 Beiträge

#kidsfashion
41.780.575 Beiträge

#kidswear
8.716.278 Beiträge

#kidsphotography
6.504.469 Beiträge

#kidsactivities
5.654.257 Beiträge

#newborn

Für dich   Nicht personalisiert

#newborn
39.754.066 Beiträge

#newbornphotography
15.438.331 Beiträge

#newbornshooting
374.712 Beiträge

#newbornbaby
6.616.679 Beiträge

#newbornphotographer
6.373.479 Beiträge

#newbornphoto
2.075.449 Beiträge

#newbornprops
1.723.755 Beiträge

#newbornphotoshoot
1.563.337 Beiträge

#newbornposing
1.334.870 Beiträge

#newbornsession
1.784.980 Beiträge

Excursus into the legal foundations

Children's rights, protection and care

The UN Convention on the Rights of the Child emphasizes:

- The best interests of the child must be considered.

- The right to privacy as an explicit right of children.

- The right to protection from economic exploitation (e.g., advertising on social media).

Criminal law considerations

The Copyright Act regulates copyright and the right to one's own image:

- Children can assert their right to their own image from the age of 8.

- In cases of disregard, even parents could face a prison sentence of up to 2 years (§ 201a StGB).

Translation into Everyday Life

Helpful Tips for Parents on Sharing Photos Online

Sharing photos via social media –
What you can do

Social Media Dienste wie Facebook, Instagram

- Understand and Review Privacy and Data Protection Policies

    - The copyrights and personal rights to the photo remain unchanged

    - Social networks grant themselves usage rights to shared photos in their terms and conditions. When you share a photo on social media, you allow providers to distribute the photos

    - Shared data is always stored on the providers' servers.

    - Shared data can be used by Meta platforms for AI training unless you actively opt out

- Manage Your Privacy and Data Protection Settings

    - Check Your Followers - Do you know all of them personally?

    - Deactivate Location Services

    - Adjust Profile Visibility.

- Selectively Share your Photos

    - Would I want to be shown this way in a photo? Are children's rooms or private spaces recognizable? Could the photo be embarrassing for my child in a few years?

    - Can your child consent to the publication/sharing? (depending on age)

- Use Filters and Avoid Showing Children's Faces: For example, use filters and avoid showing children from the front. (Share with care Filter)
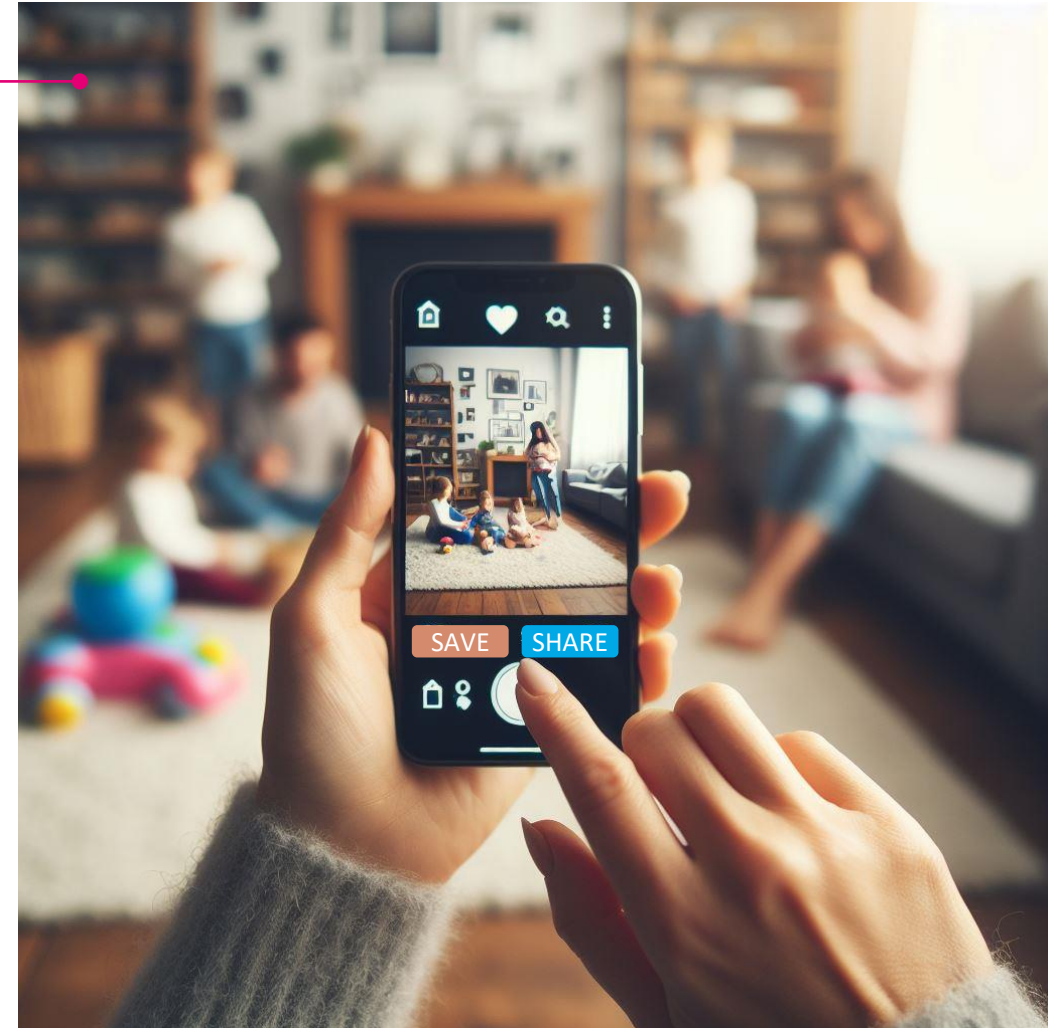
1 | source; Note: Chat messages are excluded 2 | source Toyah Diebel For a German-speaking initiative #deinkindauchnicht (translated: #neitherdoesyourchild)

Sharing photos via messenger –
What you can do

Whatsapp, Signal, Threema with groupchats, Status, etc.

- Understand and review the guidelines for data protection and privacy
  - Messages are end-to-end encrypted and thus protected from unauthorized access
  - WhatsApp and similar services store data on their servers for up to 30 days
  - Threema and Signal do not store data on their servers but are not as widespread
- Manage your privacy and data protection settings
  - Depending on settings, anyone who has your number can see your profile picture & status
- Restrict who can view your messages and posts
- Establish rules for groups
  - No forwarding of photos
  - Explain which photos should not be shared
- Protect the child's privacy
  - Cover the child's face or take pictures from behind
  - Avoid photos in swimwear or in the bathtub.

Photographing others & sharing pictures of your child
What you can do

Family events, sports events, birthday parties etc.

- Remember that others can also take and share photos of your children

- Consider how you want to handle this

  - Set boundaries on when others may photograph your child

  - Set boundaries on how others may share these photos

- Discuss clear rules for sharing photos with friends and family

- Address the issue, if necessary, before an event

  - Do you want to be asked before photos of your child are shared/used?

  - Are there basic rules that should be considered for your child?

- Discuss boundaries and expectations with your child before events (depending on age)

Setting boundaries when it comes to sharenting is your responsibility

We recommend that you engage with the topic and utilize additional resources on sharenting and media literacy.

https://www.teachtoday.de/en/
provides comprehensive information on media literacy and safe media usage

https://www.teachtoday.de/en/Offers/Topics/3895_Sharenting.htm
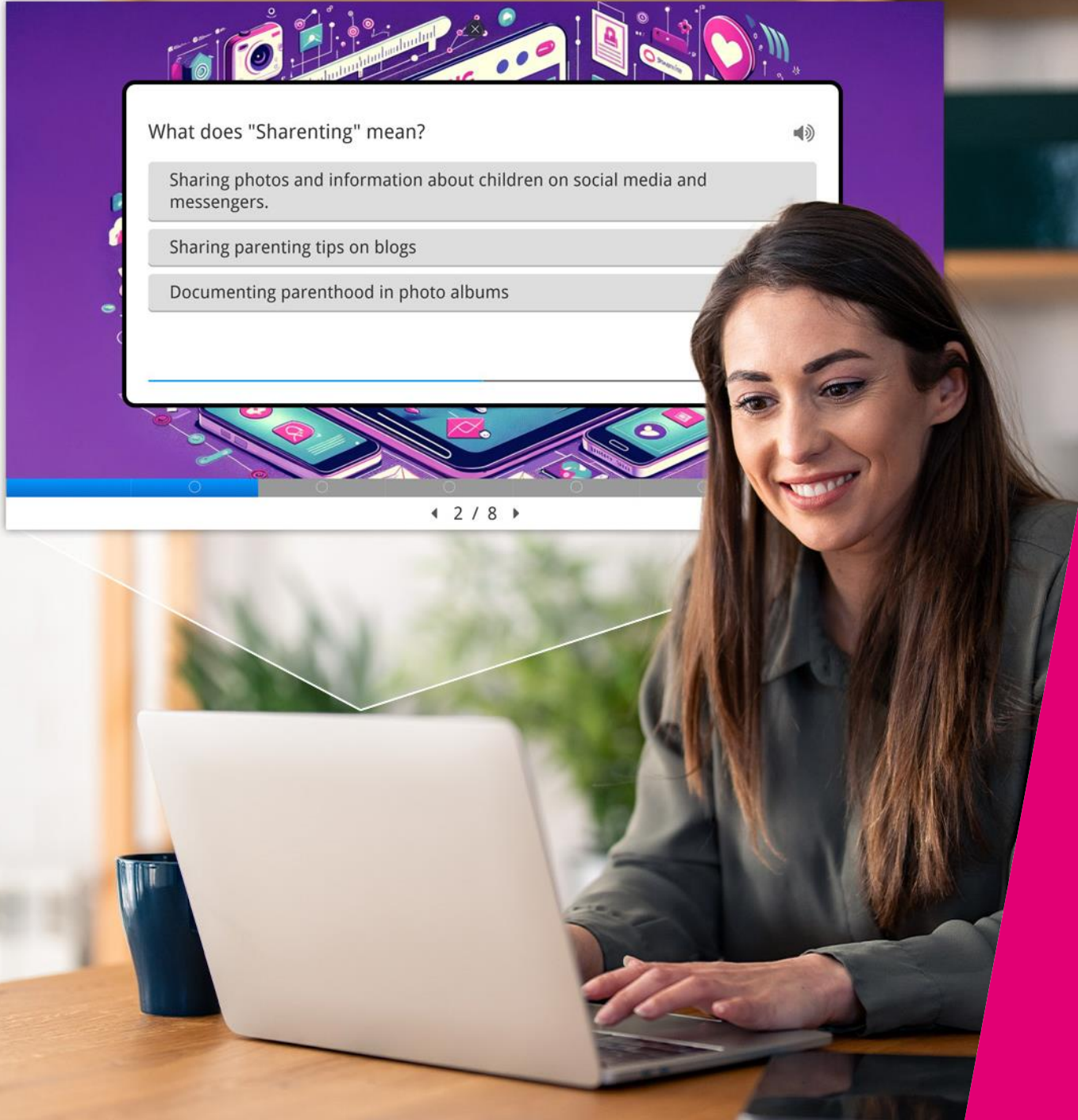provides comprehensive information on sharenting

https://www.telekom.com/en/company/details/share-with-care-telekom-raises-awareness-1041810
displays "Ella's Message" and provides additional information

https://www.elternguide.online/en/
serves as a guide for parents to accompany their children in using apps, games, websites, and social networks

What does "Sharenting" mean?

Sharing photos and information about children on social media and messengers.

Sharing parenting tips on blogs

Documenting parenthood in photo albums

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Test your Knowledge

Take the quiz to test and expand your knowledge of sharenting to help you manage your children's digital footprint responsibly.

Take the quiz here!