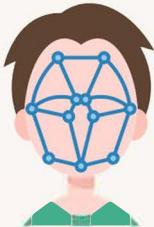




Sharenting

Pause Before You Post!



Misuse for Harmful Purposes

When we share online, we risk images being used in malicious ways. A recent study^[1] showed that only 20 images of a child are needed to create a deepfake video of them and parents upload an average of 63 images to social media every month!

Sharenting Risks

Digital Footprint

By sharing about their children online, parents are creating a digital footprint for their child from a very early age, that may be difficult to erase later on.



Unwanted Contact

Photos and videos contain information about the location and time at which they were taken (metadata, GPS data) which can reveal valuable information about your children.

Identity Theft and Fraud

Information revealed about a child such as their name, date of birth, school, etc. can be misused to hack passwords or for identity fraud scams.^[2]



Sharenting Tips

Limit your Audience

Set profile to "Private" and only share posts with close friends.

Avoid Oversharing

Cover your child's face or position them faced away from the camera and blur out any other identifiable information.



Location, Location

Turn off geo-location settings and ensure there is no other information within the image that could pinpoint your location.

Review your Posts

Regularly review the posts you have shared and delete any that you, or your child, are no longer comfortable sharing.

Have open discussions with your child before posting information about them on social media. Remember, it's their personal data you are sharing, not yours.

¹ Expert warns parents over AI deepfakes of children (RTÉ, May 2025)

² 'Sharenting' puts young at risk of online fraud (BBC, May 2018)

