

# DPC & CNIL - SHARENTING RESEARCH

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# INTRODUCTION

# 01

# Background, Objectives & Methodology

This bilingual research was conducted on behalf of the Data Protection Commission (DPC) and the Commission Nationale de l'Informatique et des Libertés (CNIL) to understand parents' practices, attitudes and awareness regarding 'sharenting', i.e. the practice of parents, stepparents or legal guardians habitually sharing photos, videos and/or information about their children online.

It explores among other things:

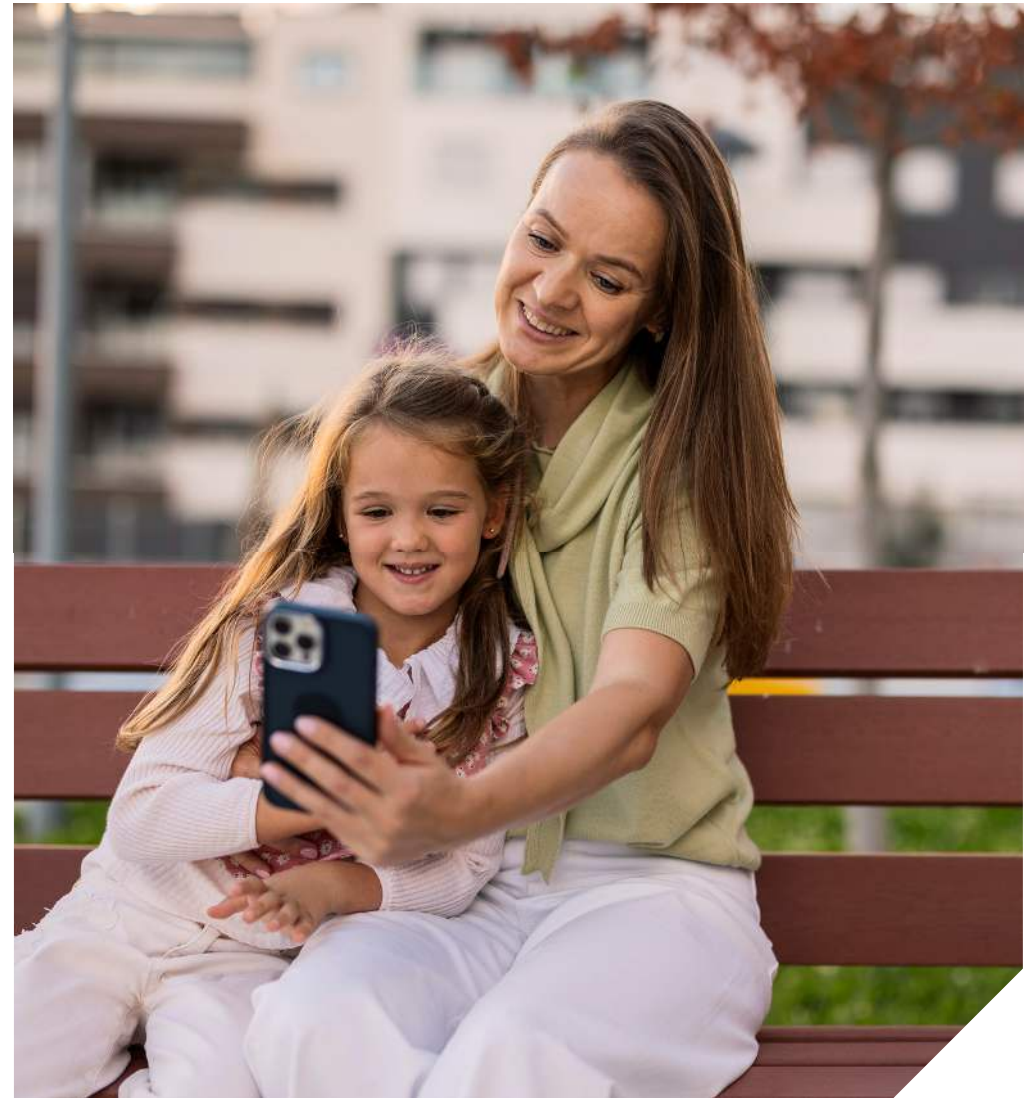
- The prevalence of content sharing about children across different online platforms,
- Parents' motivations for sharing or not sharing content about their children online,
- The types of content shared including photos, videos, health/educational information, and identifying details,
- Privacy practices and safeguards parents employ when sharing content,
- Awareness of risks associated with creating digital footprints for children,
- Children's consent and whether parents seek permission before posting.



- The survey was asked in English in Ireland and in French in France.
- 1,028 were conducted in Ireland and 1,019 interviews in France, with adults who have parental responsibility for at least one child and who use some type of online platform.
- Fieldwork was conducted online between 28<sup>th</sup> October and 11<sup>th</sup> November :
  - In Ireland: using our Acumen panel survey
  - In France: using our Ipsos Interactive Services panel
- Quota controls on age, gender and region ensures a fresh, nationally representative audience.
- The data was weighted in line with the most up-to-date CSO (Ireland) and INSEE (France) estimates of the population.

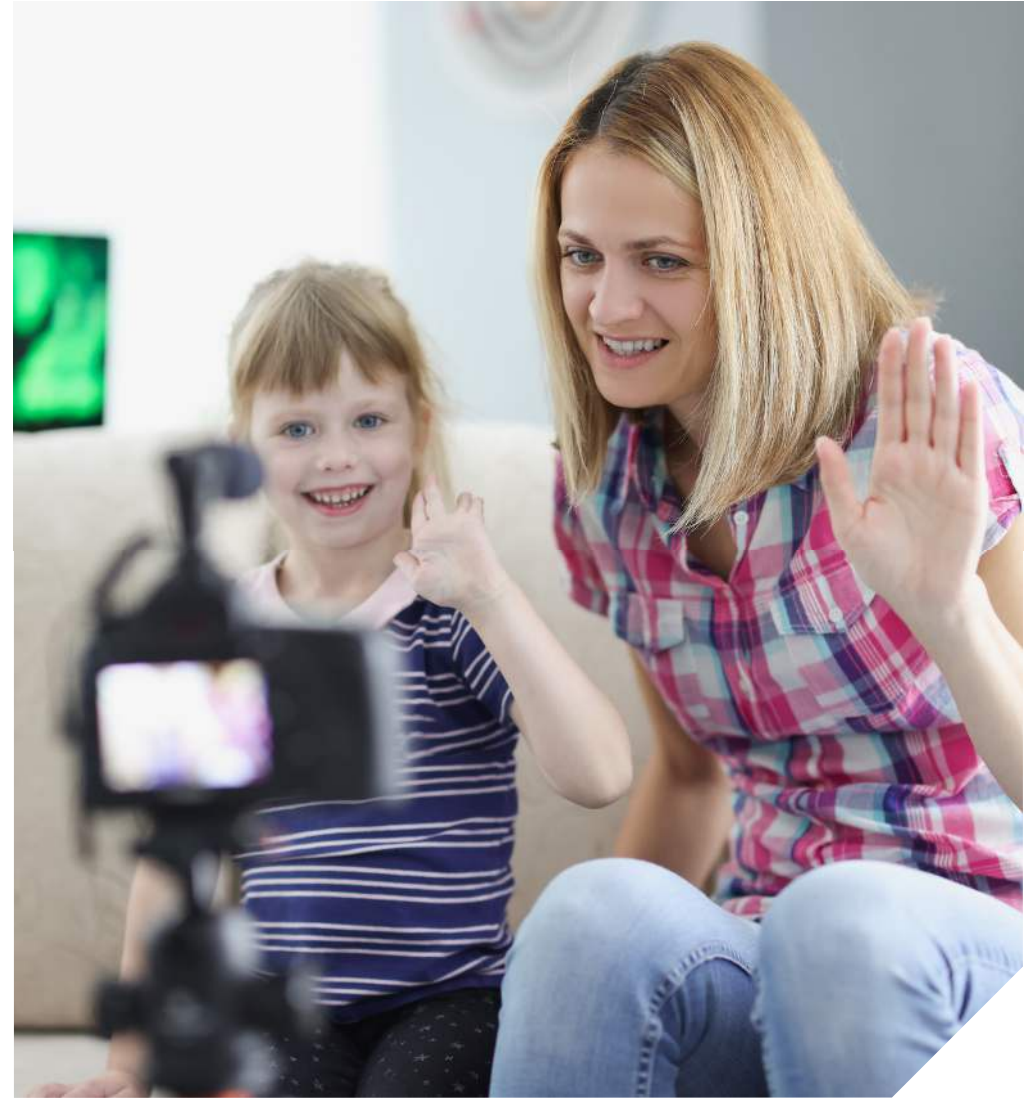
# Summary of findings - I

- Sharenting is widespread in both countries, with around **3 in 4** parents sharing content about their children online and mainly driven by connection and family record-keeping. However, many parents are uncertain about benefits while also being acutely aware of risks.
- Parents seem aware of the dangers of sharenting including that images of their children can be misused and deepfakes can be created. Most parents do adopt some safeguards especially by avoiding sharing photos of their children undressed or adjusting their privacy settings.
- A substantial minority share sensitive information such as health information, location, and their children's full names, particularly among parents who post daily and those who identify as "parent influencers".
- Consent practices are inconsistent—particularly among frequent posters and influencers, who are also less likely to review followers or adjust privacy settings despite being more likely to share sensitive content.
- This points to clear opportunities for awareness-raising, practical tools, and targeted guidance to reduce risk while accommodating parents' core motivations.



# Summary of findings - II

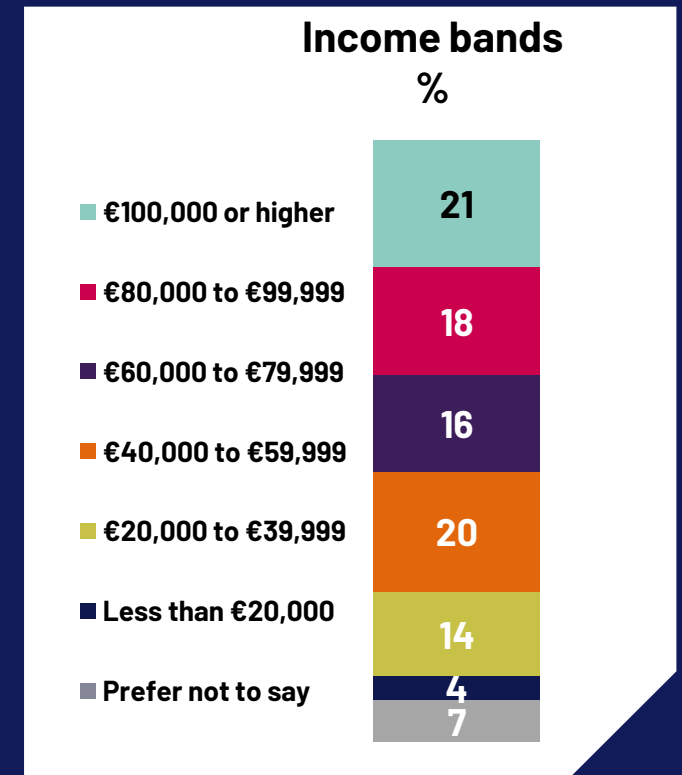
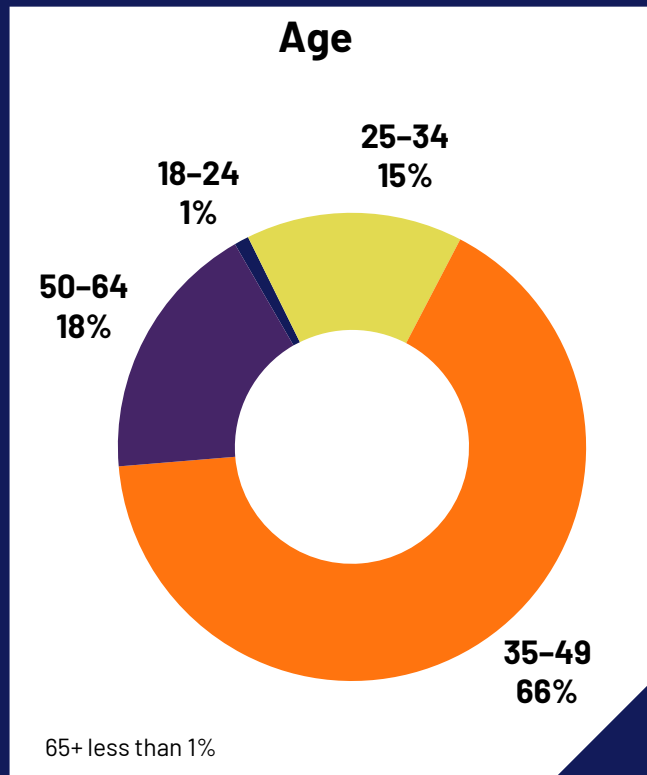
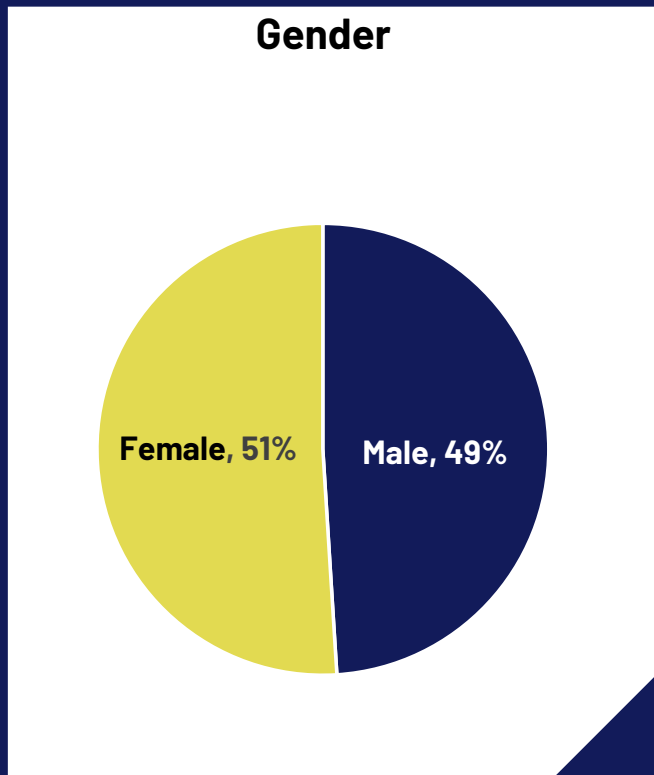
- Sharing about children is widespread in both countries, yet the term “sharenting” is unfamiliar to most parents with **around 7 in 10** having never heard of it. Awareness of the label lags far behind the behaviour itself.
- WhatsApp is the main vehicle for sharing, followed by Instagram, Facebook and, Messenger. A notable minority don’t share anything at all. Posting is most frequent among younger parents and self-identified influencers.
- Photos dominate and video is common; Irish parents lean toward big milestones, while French parents more often capture everyday moments and funny anecdotes. Many avoid capturing identifiers.
- Parents say they share to keep their friends and family updated, express pride, and build a record of childhood. Most keep audiences restricted to people they know, and fully public posts are felt to be the exception.
- However, parent influencers, who share most frequently and publicly, are also more likely to share sensitive information and less likely to implement safeguards. They are also more likely to express regret over content they have shared.



# SAMPLE PROFILE - IRELAND

# Sample Profile – Ireland

## – Demographics

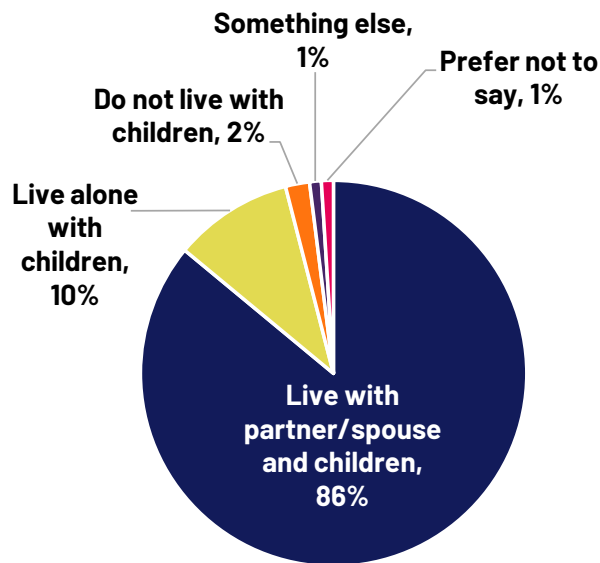


Base: All respondents: Ireland: 1028

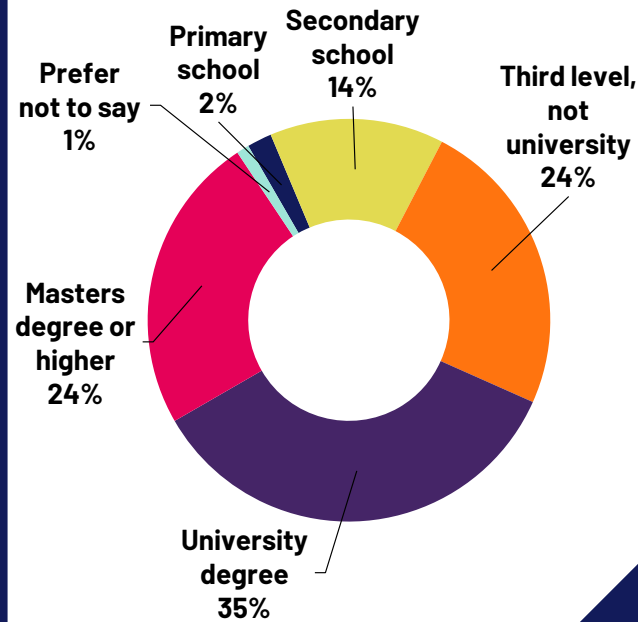
# Sample Profile – Ireland

## – Demographics

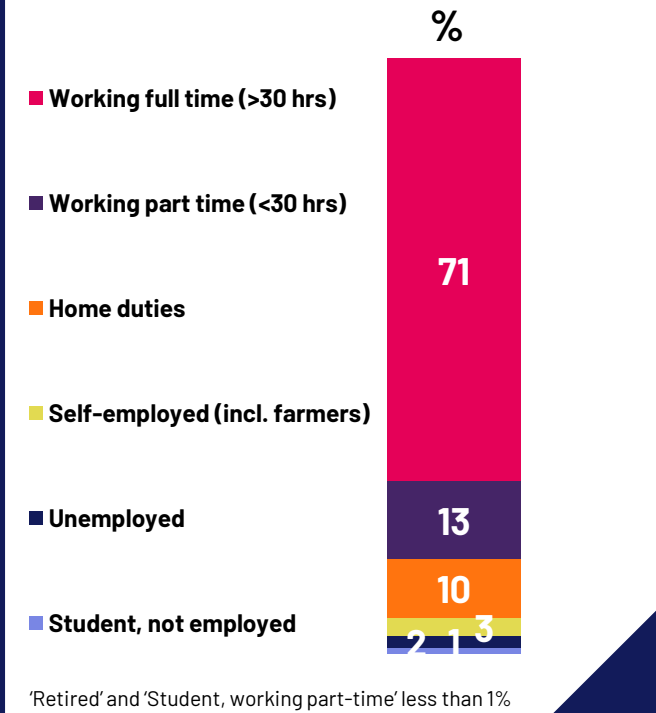
### Living situation



### Education level



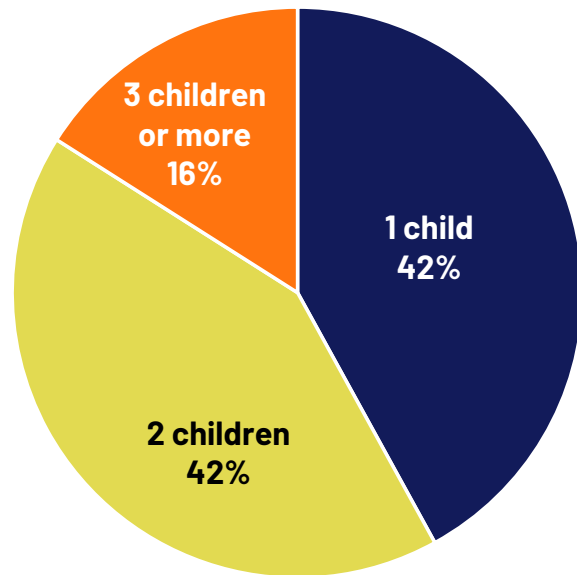
### Work status



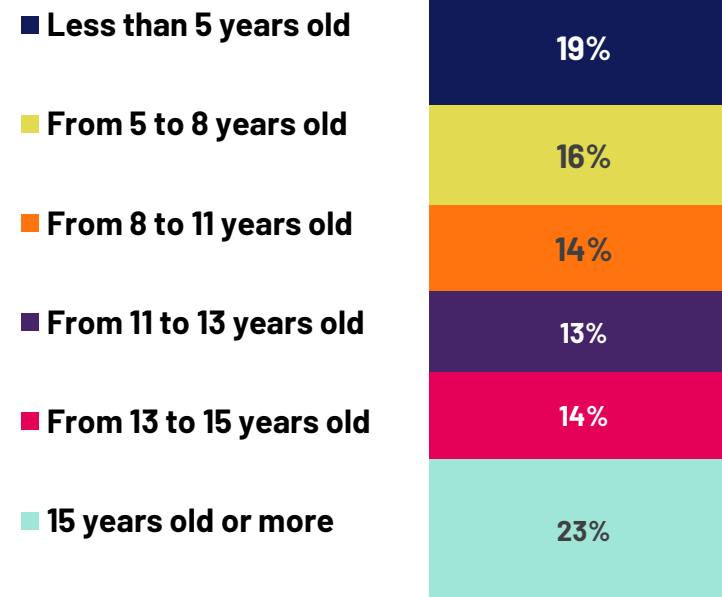
Base: All respondents: Ireland: 1028

# Number of children & age – Ireland

## Number of children



## Age of children

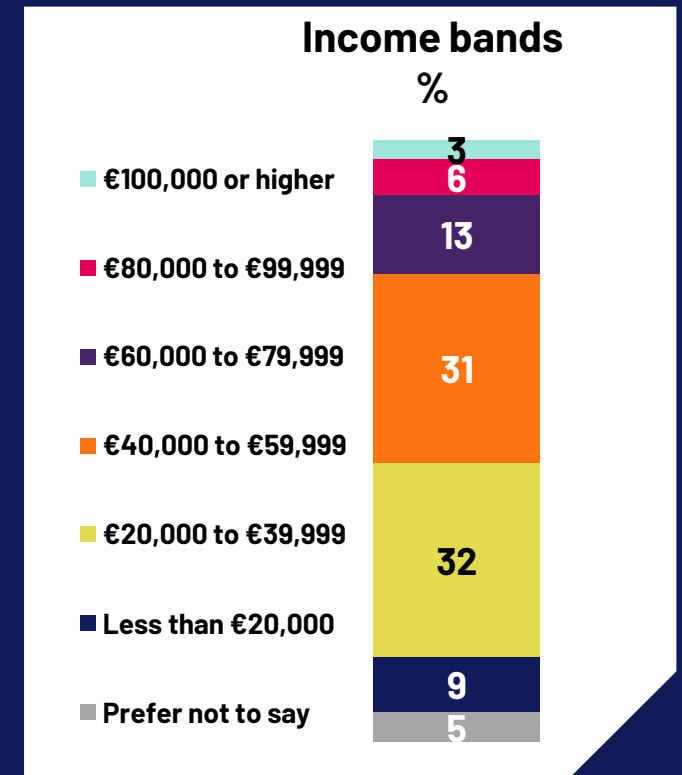
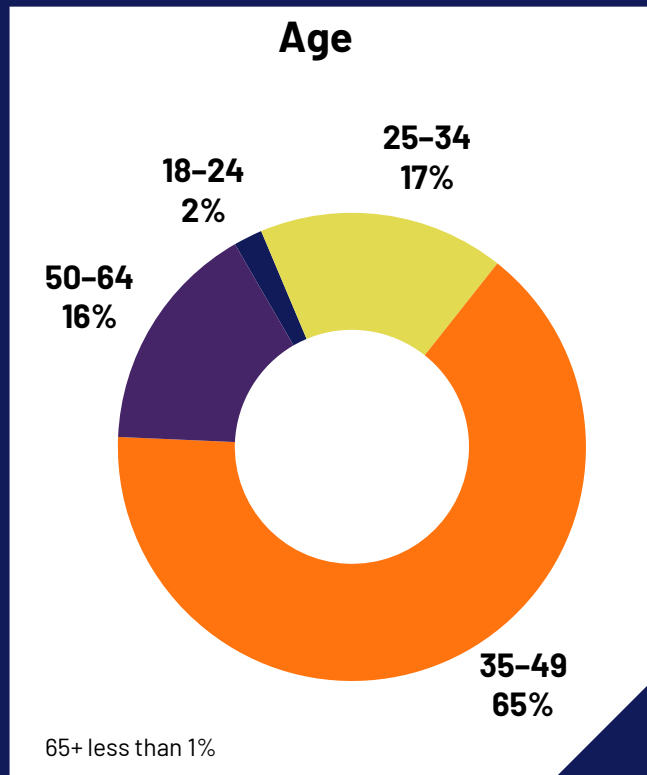
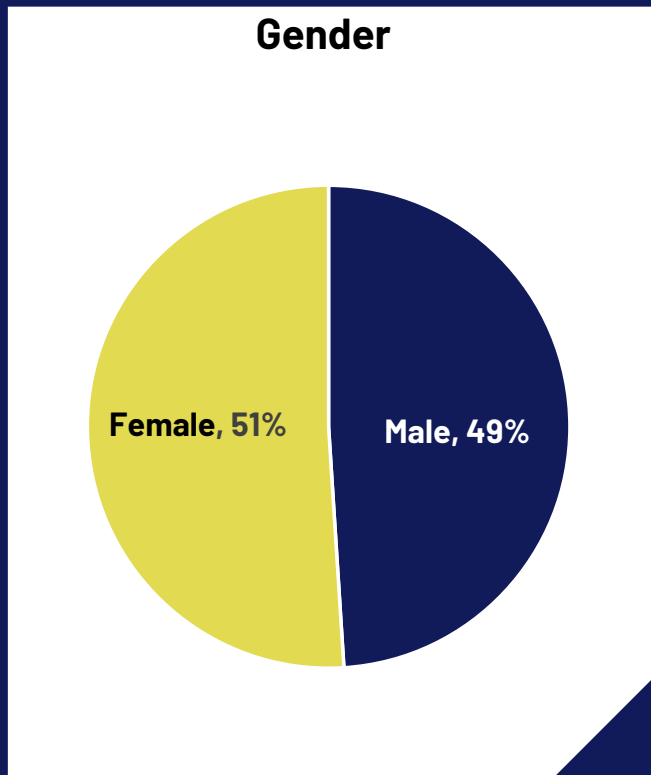


**Q.A1** How many children under 18 do you have parental responsibility for?  
Base: All respondents: Ireland: 1,028

# SAMPLE PROFILE - FRANCE

# Sample Profile – France

## – Demographics

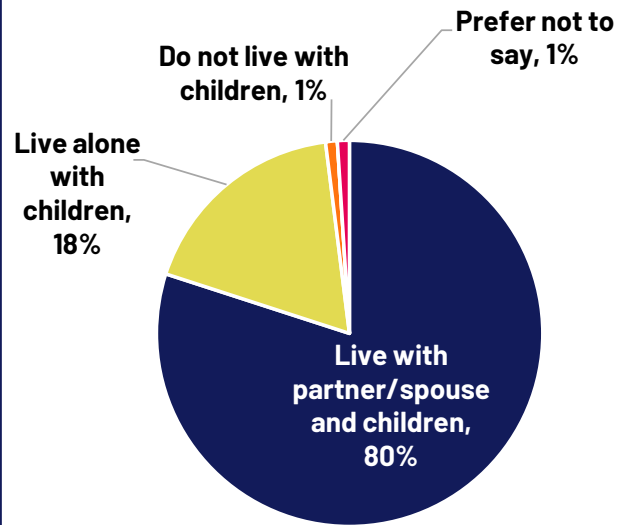


Base: All respondents: France: 1,019

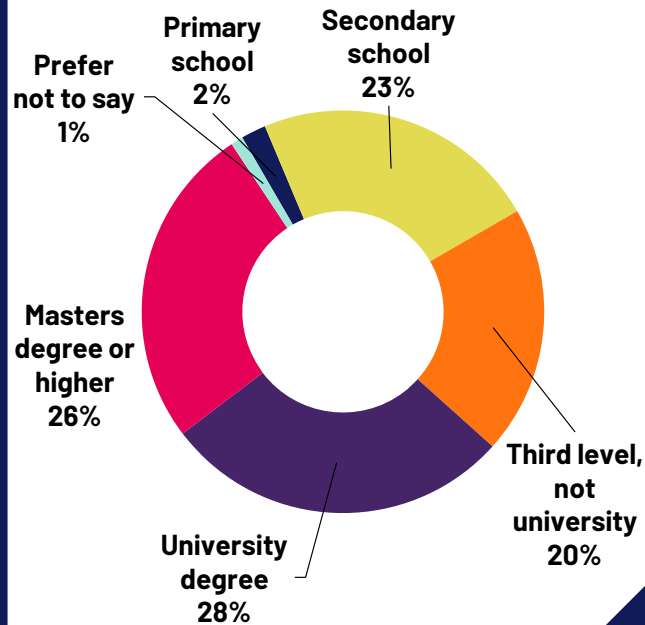
# Sample Profile – France

## – Demographics

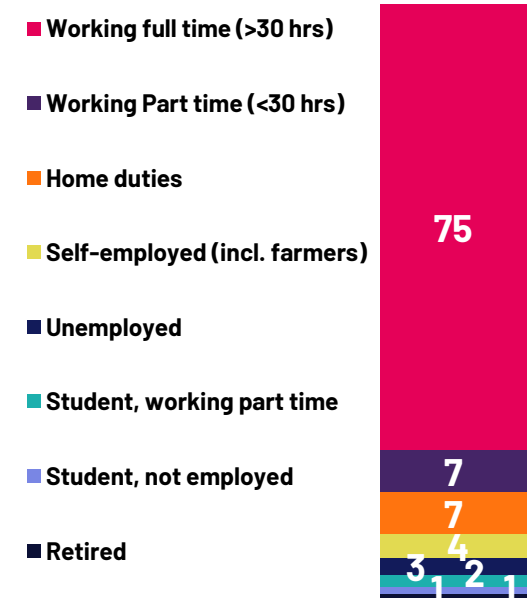
### Living situation



### Education level



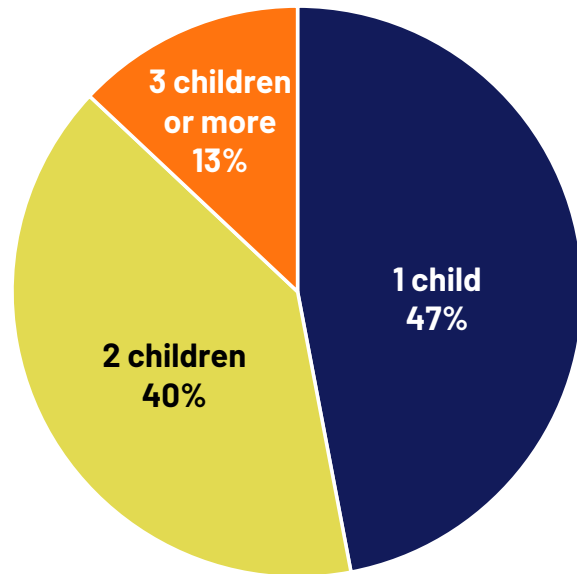
### Work status %



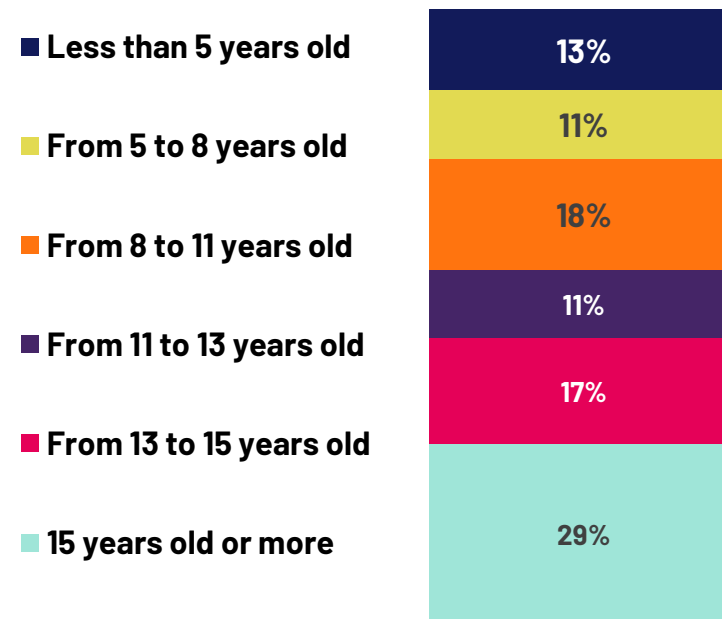
Base: All respondents: France: 1,019

# Number of children & age - France

## Number of children



## Age of children



**Q.A1** How many children under 18 do you have parental responsibility for?

Base: All respondents: France: 1,019

# FINDINGS

# 02

# Key Variables Used In Analysis



Age of parents: under 35s, aged 35 to 49, aged 50+



Men and women (or fathers and mothers)



Parents living in urban areas and those living in rural areas



The types of platforms used for sharenting



The frequency of sharenting: daily or almost daily, several times a week, several times a month, once every few months, only once or twice a year



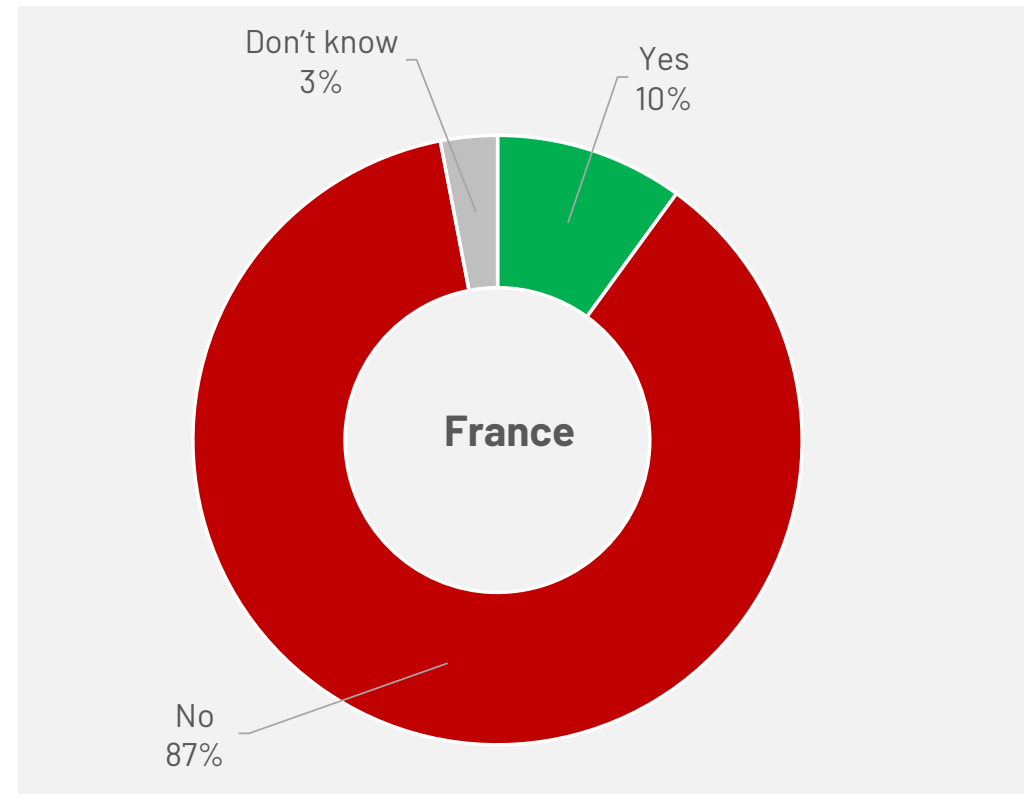
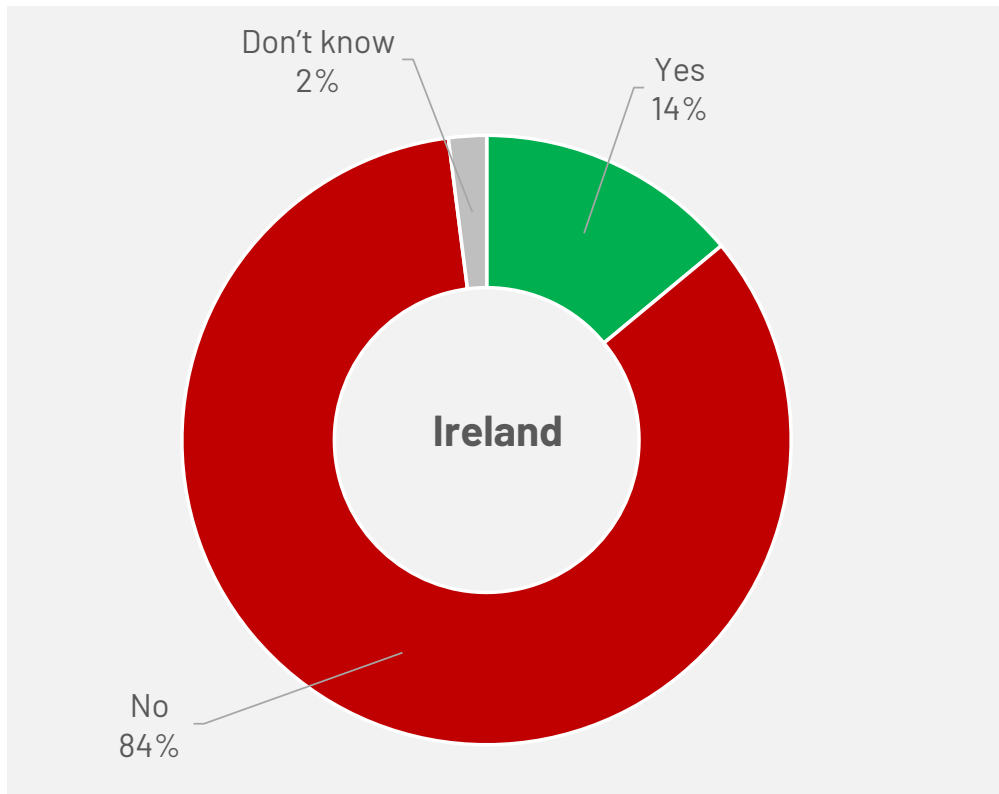
Whether parents consider themselves parent influencers or not

# PARENT INFLUENCERS

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# Parent Influencer – Self-Identification


Respondents considering themselves a parent influencer is slightly more common among those sharing content about their children online in Ireland (14%) than in France (10%).



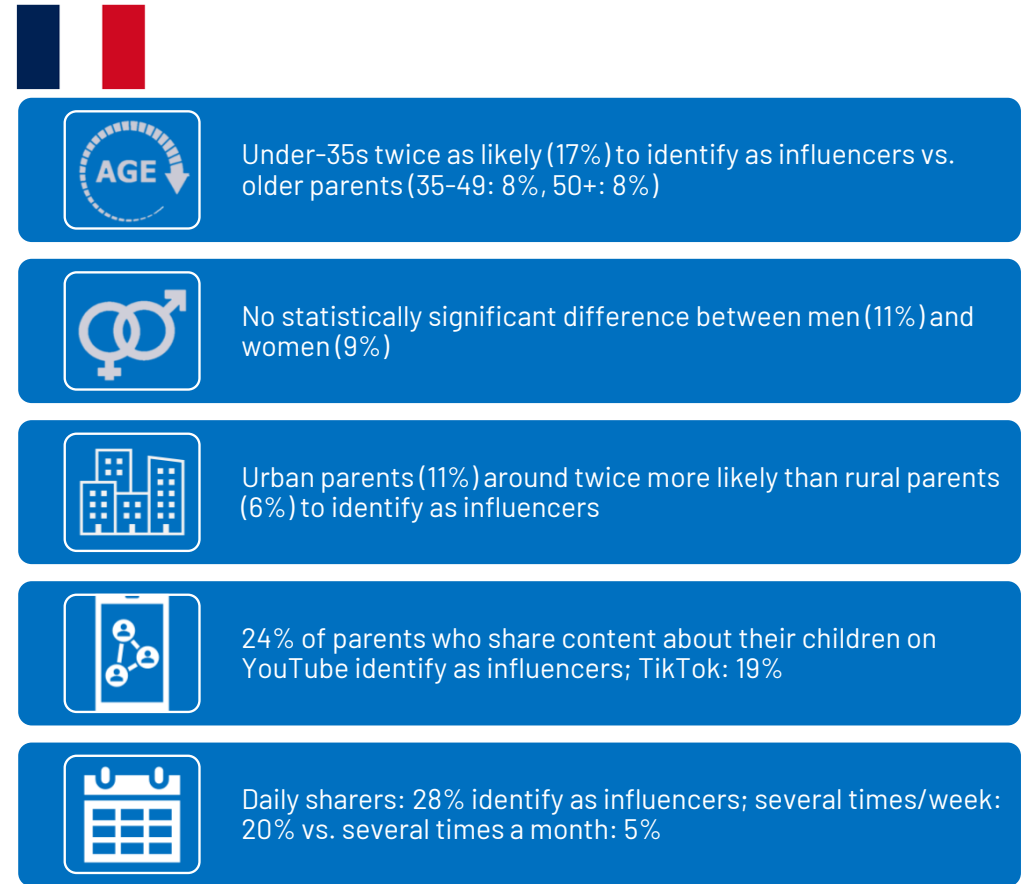
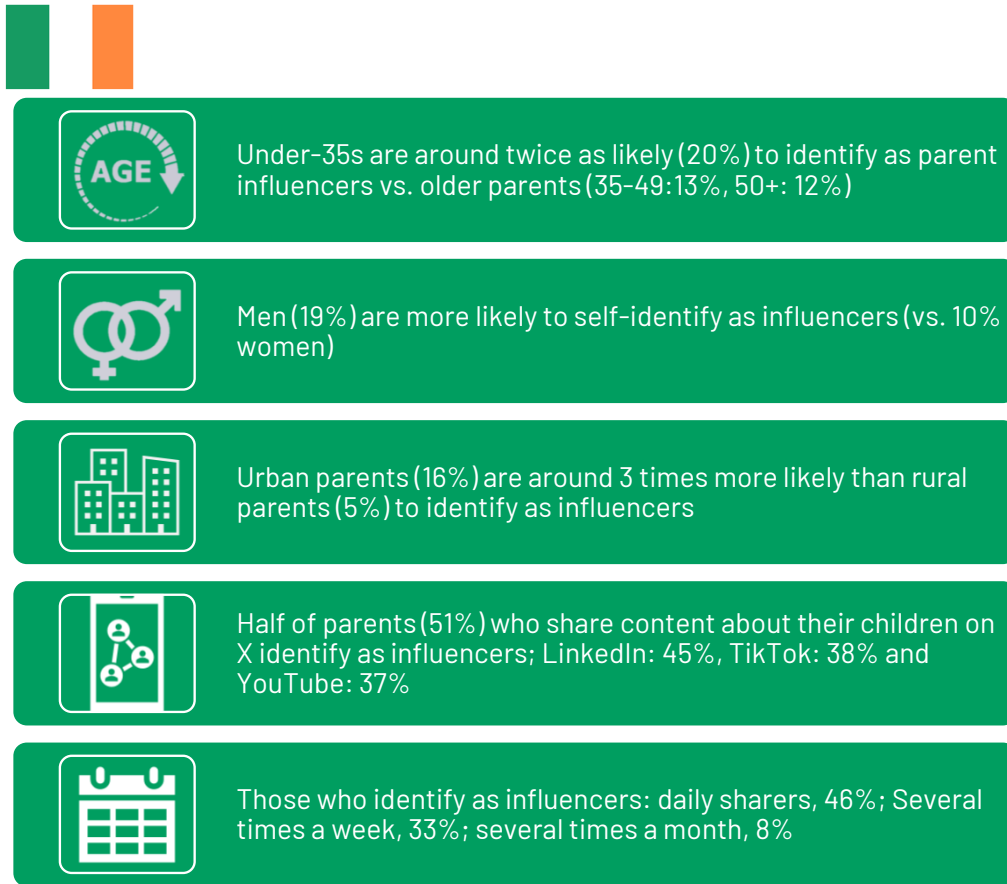
Q.22 Do you consider yourself a parent influencer i.e. someone who regularly shares content about your family/children with a significant online following and may be compensated for that content?  
Base: All who share content about their children online: Ireland: 773, France: 729

# Parent Influencer – Self-Identification By Platform Used For Sharenting

	Instagram 	Facebook 	X 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Yes	17	18	51	29	45	37	38	11	17
No	82	80	46	69	52	60	59	87	80
Don't know	1	3	3	2	2	2	3	2	3

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Yes	15	13		16		19	24	9	11
No	83	85		82		77	73	89	87
Don't know	2	2		2		5	3	2	2

# Parent Influencer – Self-Identification



# Summary

## Parent Influencer – Self-Identification.

### Key similarities between Ireland and France

- Under-35s in both countries are around twice as likely to self-identify as influencers compared to older parents.
- Parent influencers are more prevalent in urban areas in both markets.
- Daily sharers are significantly more likely to consider themselves influencers.

### Key differences between Ireland and France

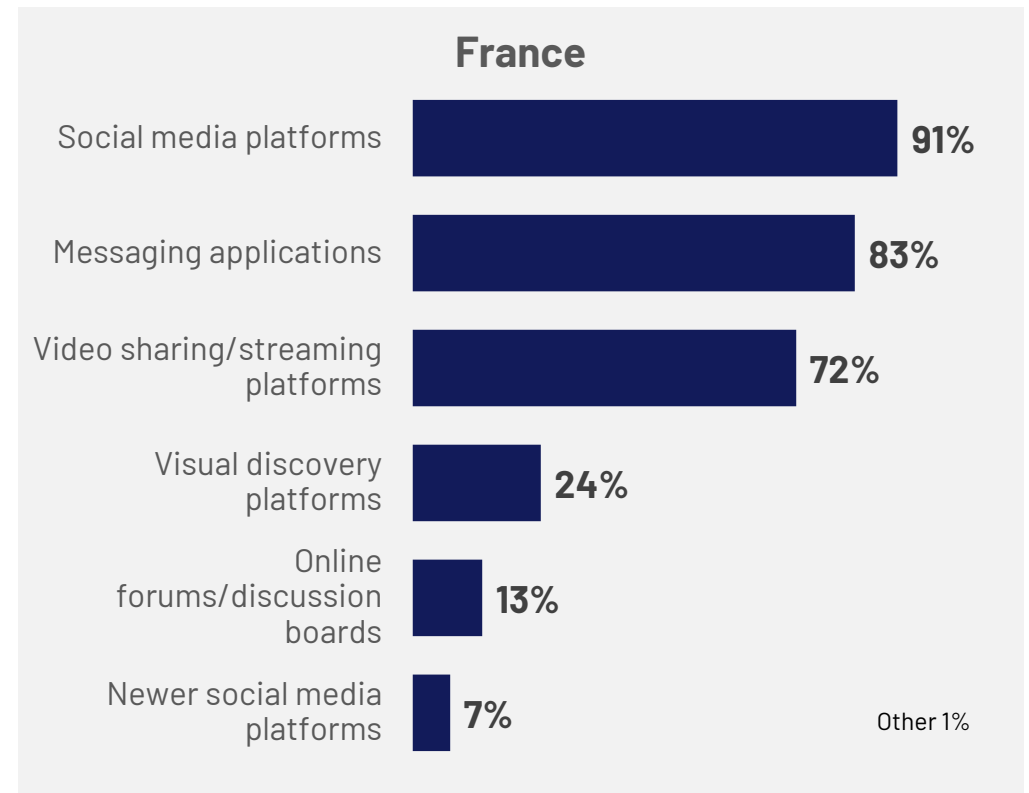
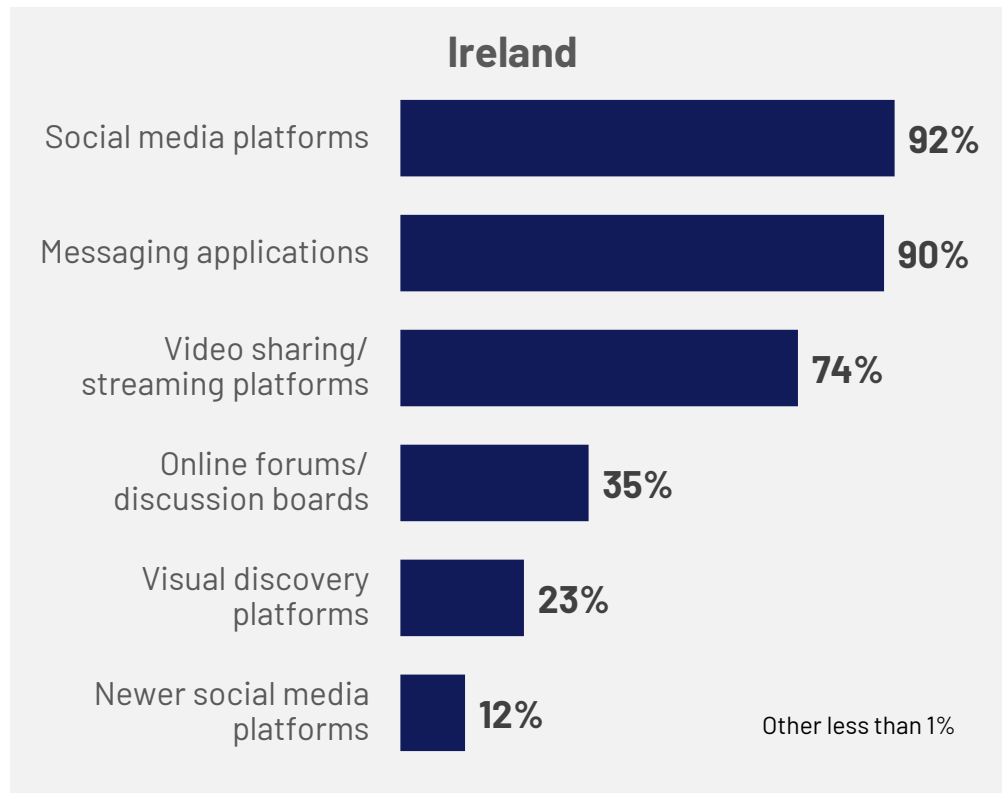
- Irish fathers nearly twice as likely as mothers to identify as influencers while no significant gender difference is captured in France.
- Irish parents that share daily, and those using TikTok/YouTube to share content about their children, are more likely to identify as influencers than French parents.
- In Ireland, parents who share content about their children on X and LinkedIn are most likely to identify as influencers while in France, YouTube stands out.

# ONLINE PLATFORMS USAGE



# Type Of Online Platforms Used

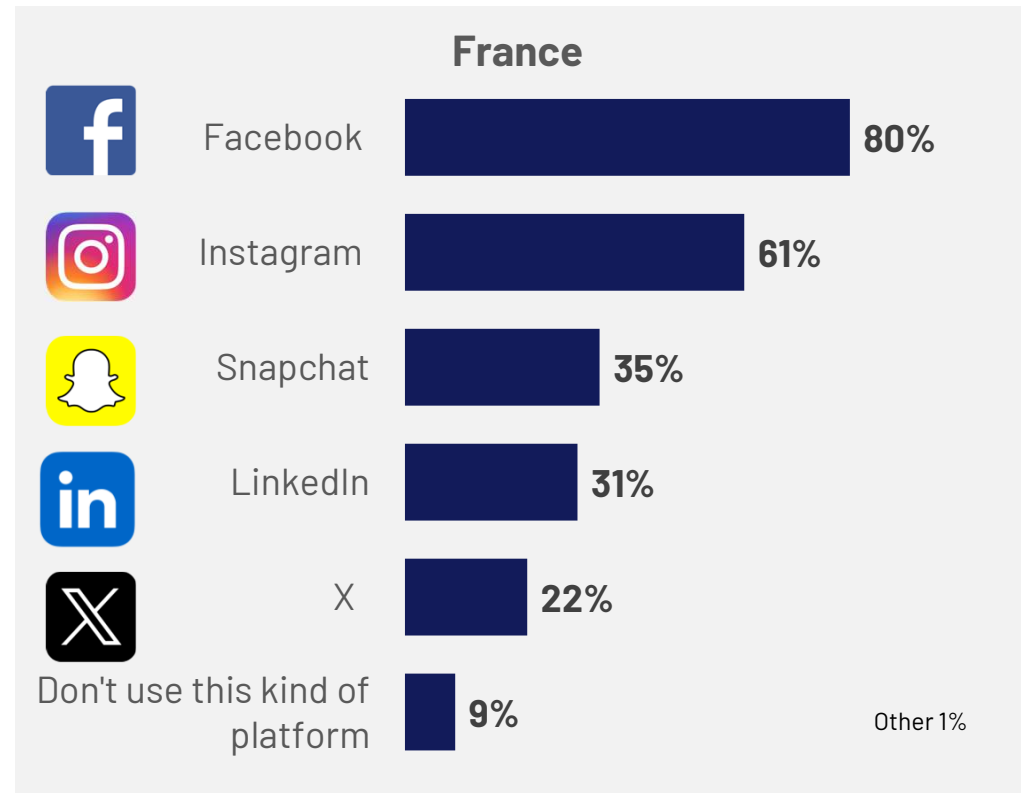
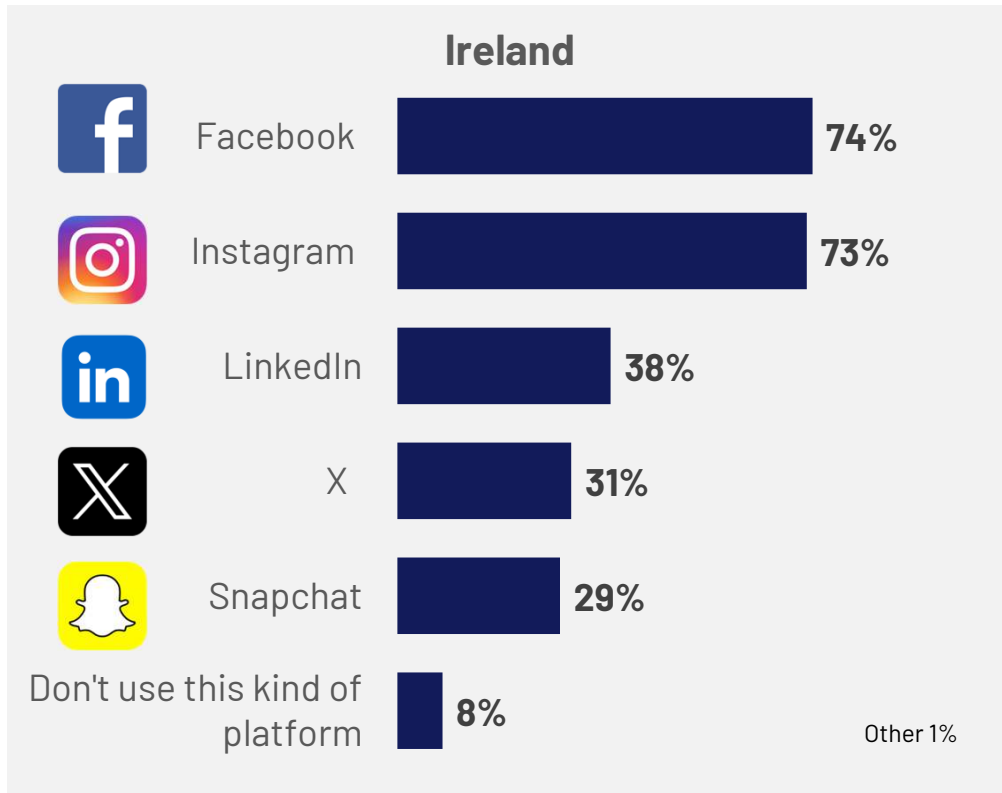
Social media platforms and messaging applications usage is almost universal in both countries. Online forums/discussion boards usage is twice more prevalent in Ireland (35%) than in France (13%).



Q.B Which of the following types of online platforms do you use?  
Base: All respondents: Ireland: 1028; France: 1019

# Social Media Platforms

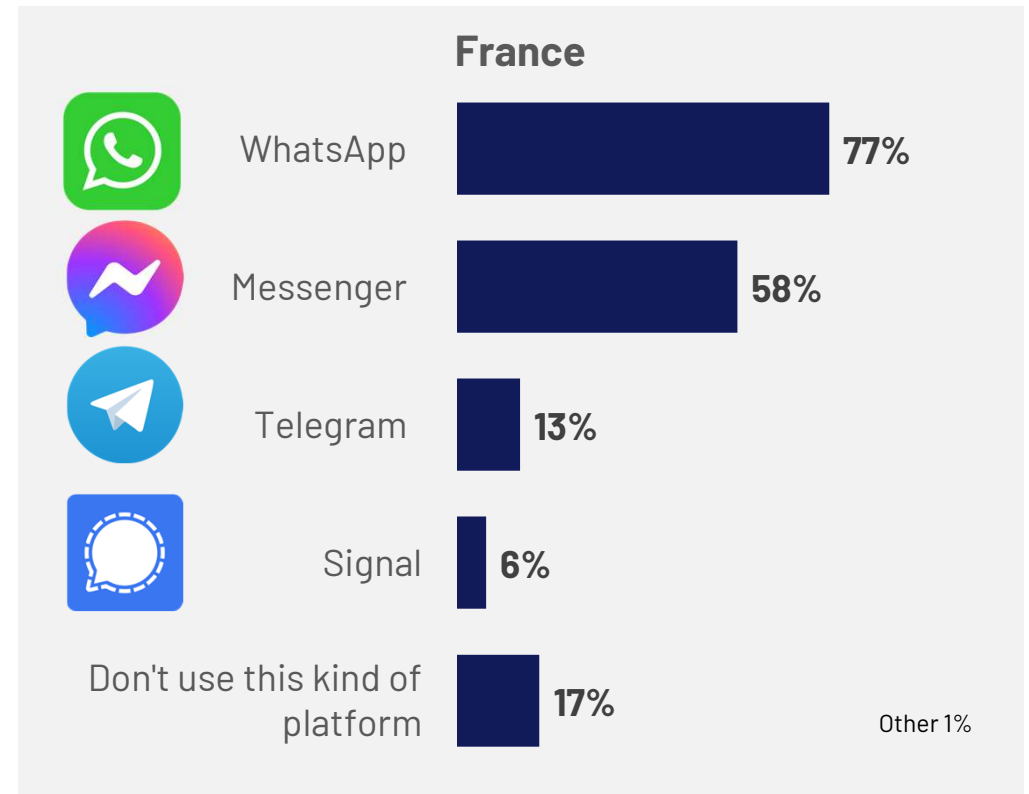
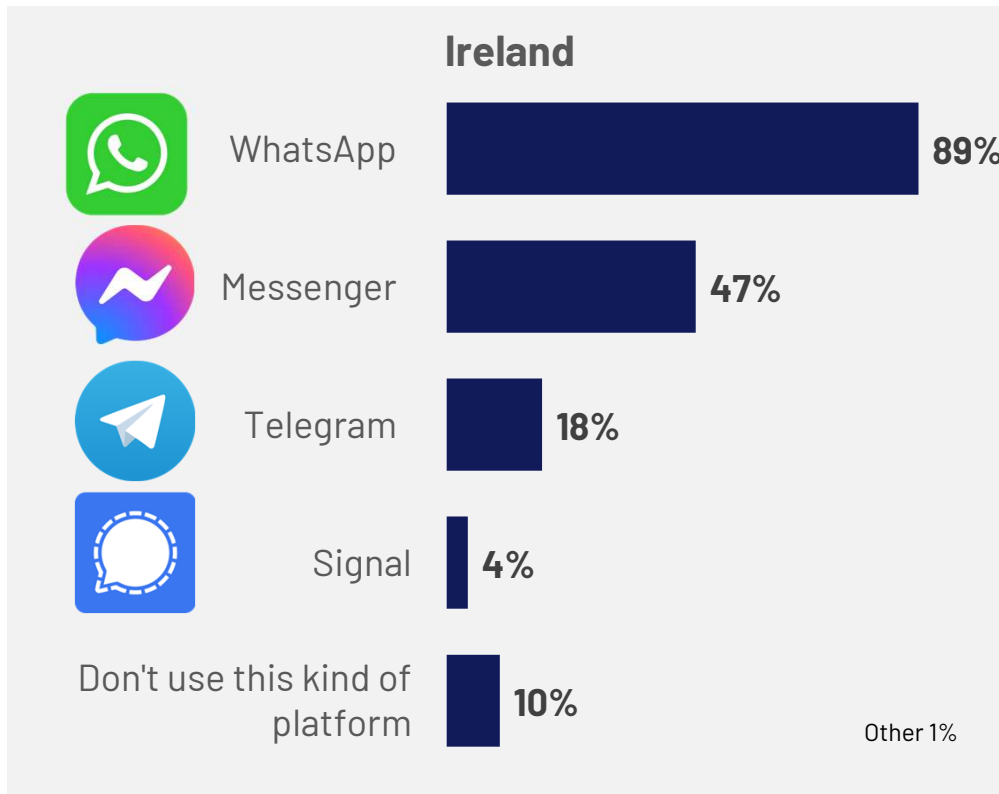
Facebook is the dominant social media platform with more than 7 out of 10 using it in both countries. Instagram, LinkedIn and X are more prevalent in Ireland while Facebook and Snapchat are more prevalent in France.



Q.7 You said you use social media platforms, which of the following specific platforms do you use?  
 Base: All respondents: Ireland: 1028; France: 1019

# Messaging Applications

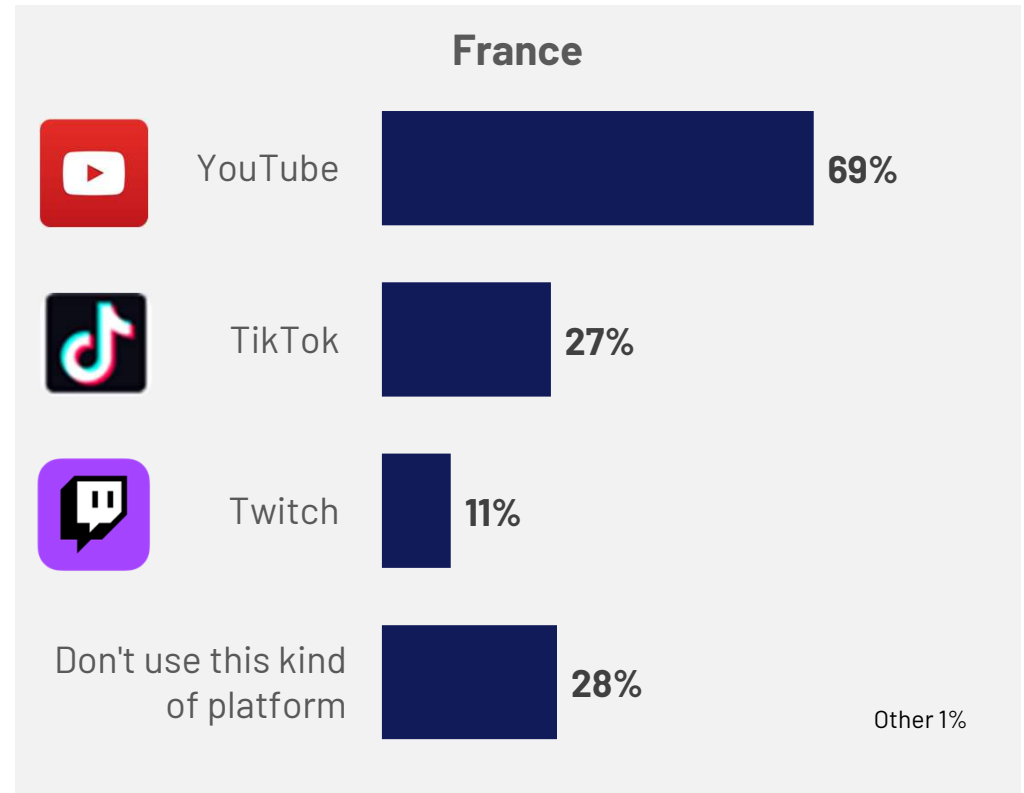
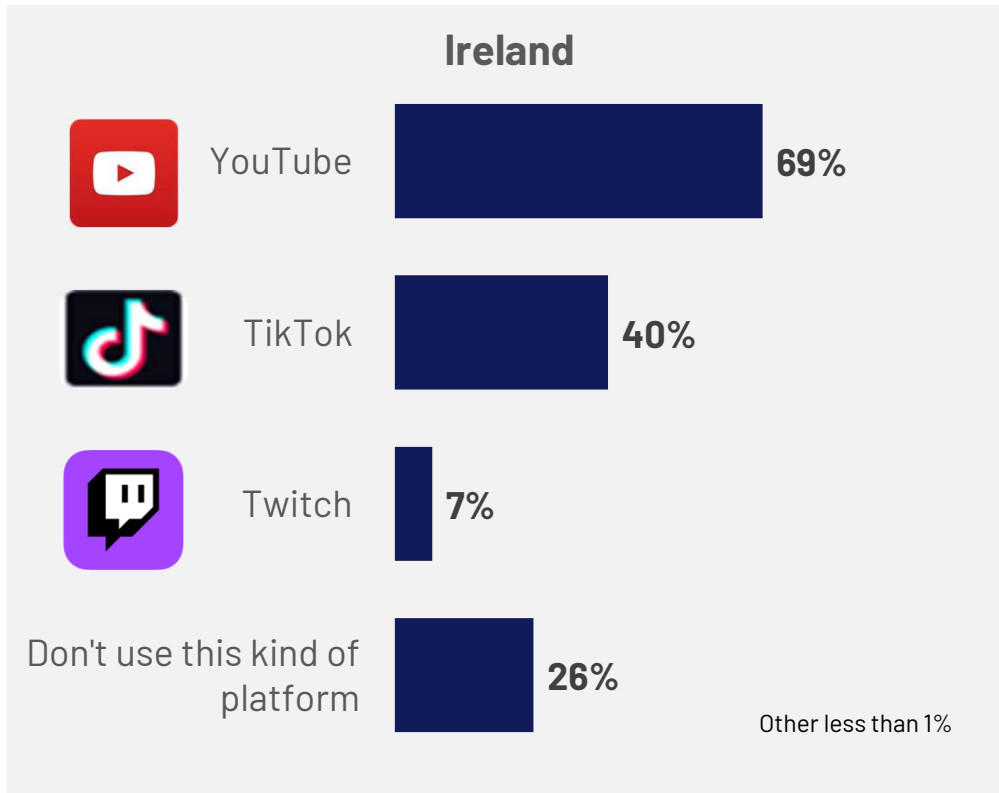
WhatsApp is the dominant messaging application used in both markets, while Messenger is more commonly used in France compared to in Ireland (58% vs. 47%).



Q.7b You said you use Messaging applications, which of the following specific platforms do you use?  
Base: All respondents: Ireland: 1028; France: 1019

# Video Sharing/Streaming Platforms

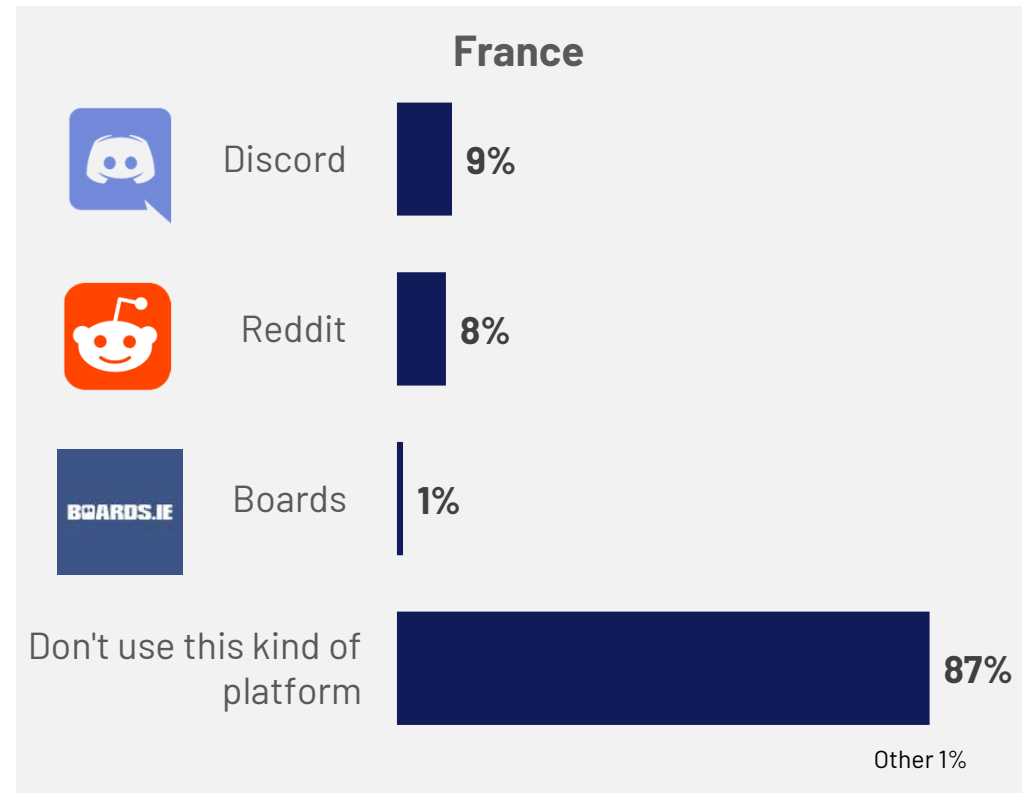
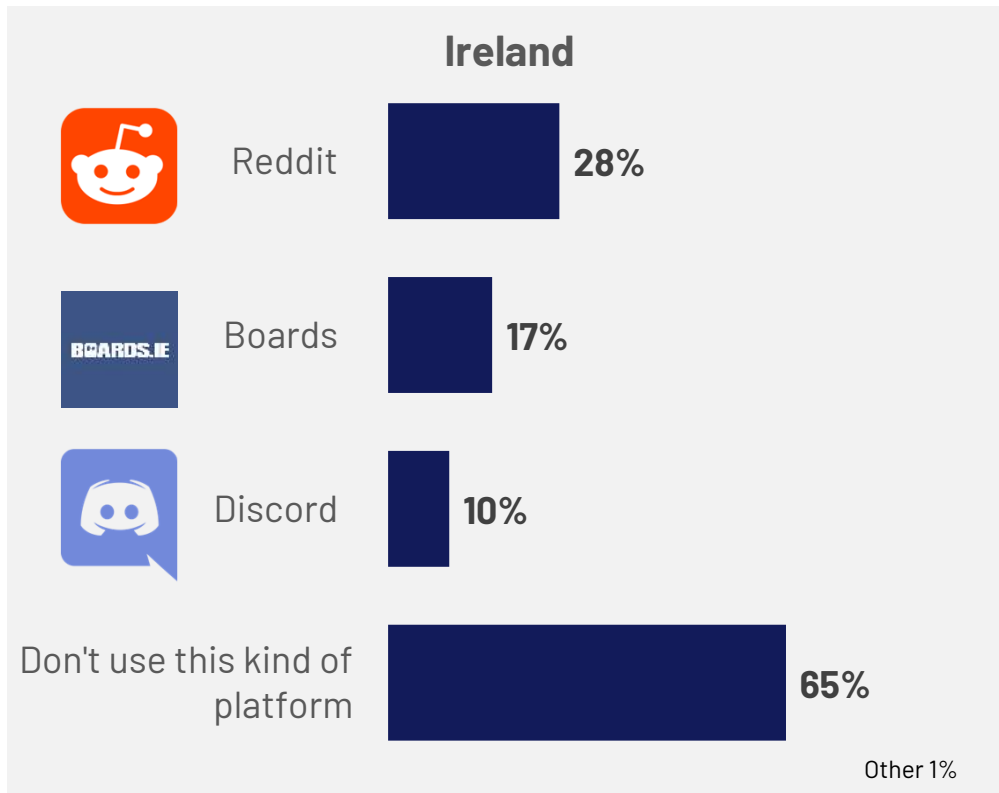
While more than 2 out of 3 in both in Ireland and France use YouTube, TikTok shows significantly higher adoption among Irish respondents (40% vs. 27%).



Q.7a You said you use video sharing/streaming platforms, which of the following specific platforms do you use?  
Base: All respondents: Ireland: 1028; France: 1019

# Online Forums/Discussion Boards

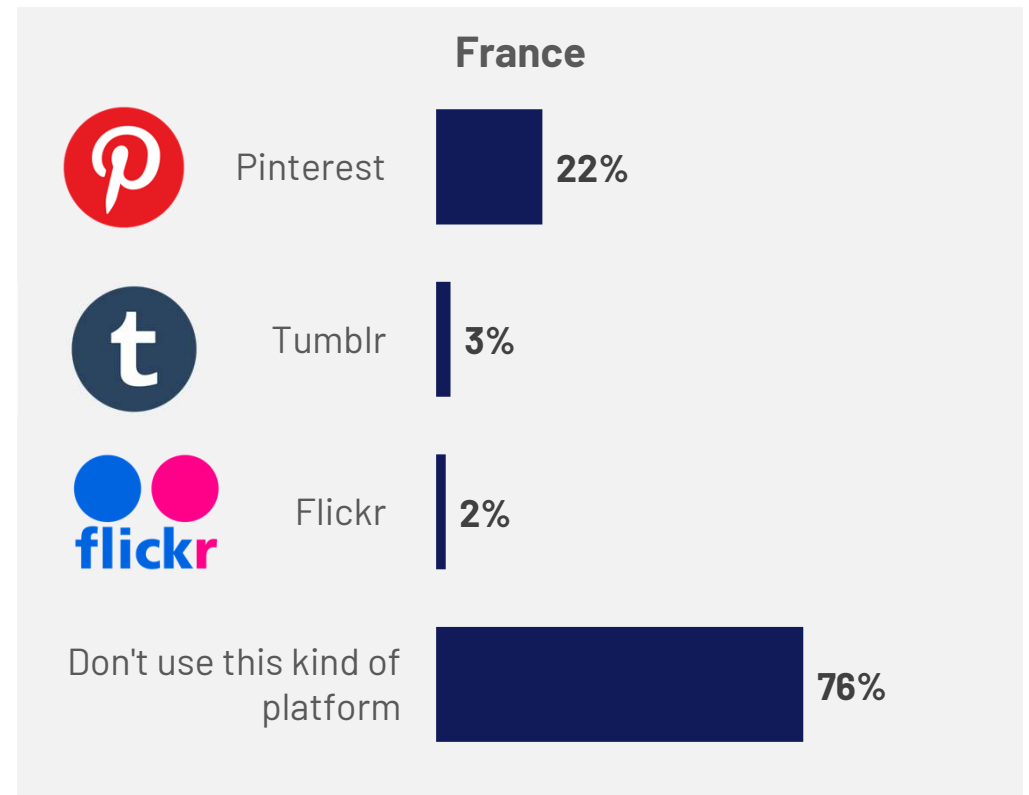
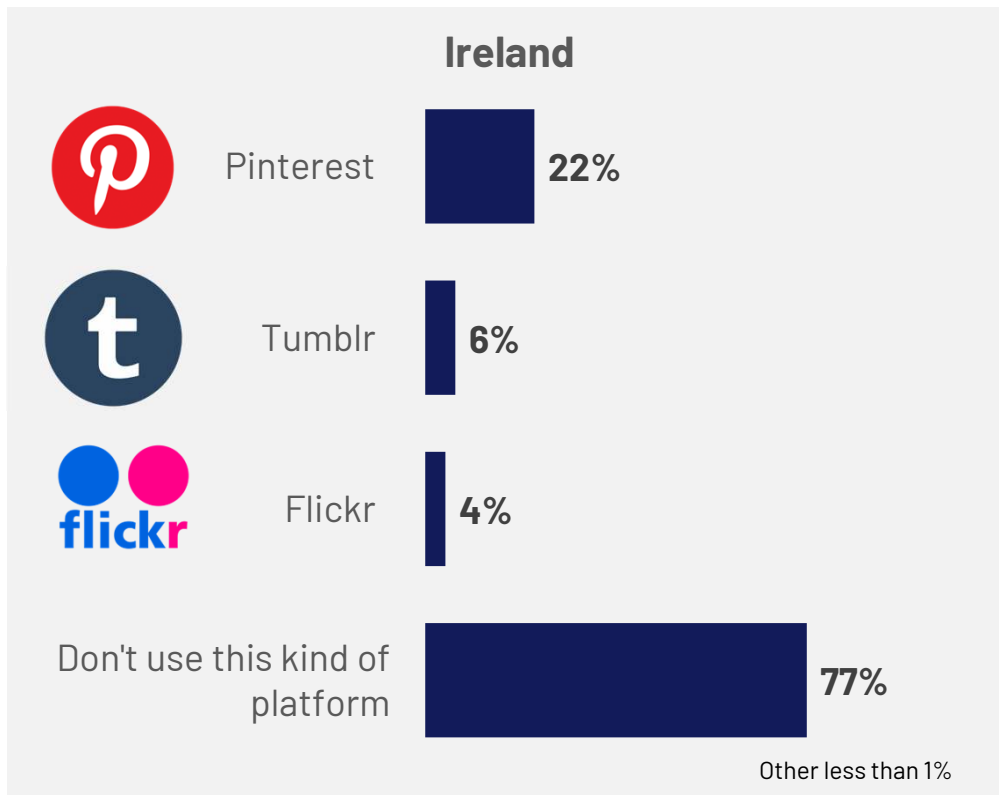
Irish parents are much more likely, than their French counterparts, to be using online forums/discussion board. In Ireland Reddit is the most popular online forum/discussion board used.



Q.7d You said you use Online forums/discussion boards, which of the following specific platforms do you use?  
Base: All respondents: Ireland: 1028; France: 1019

# Visual Discovery Platforms

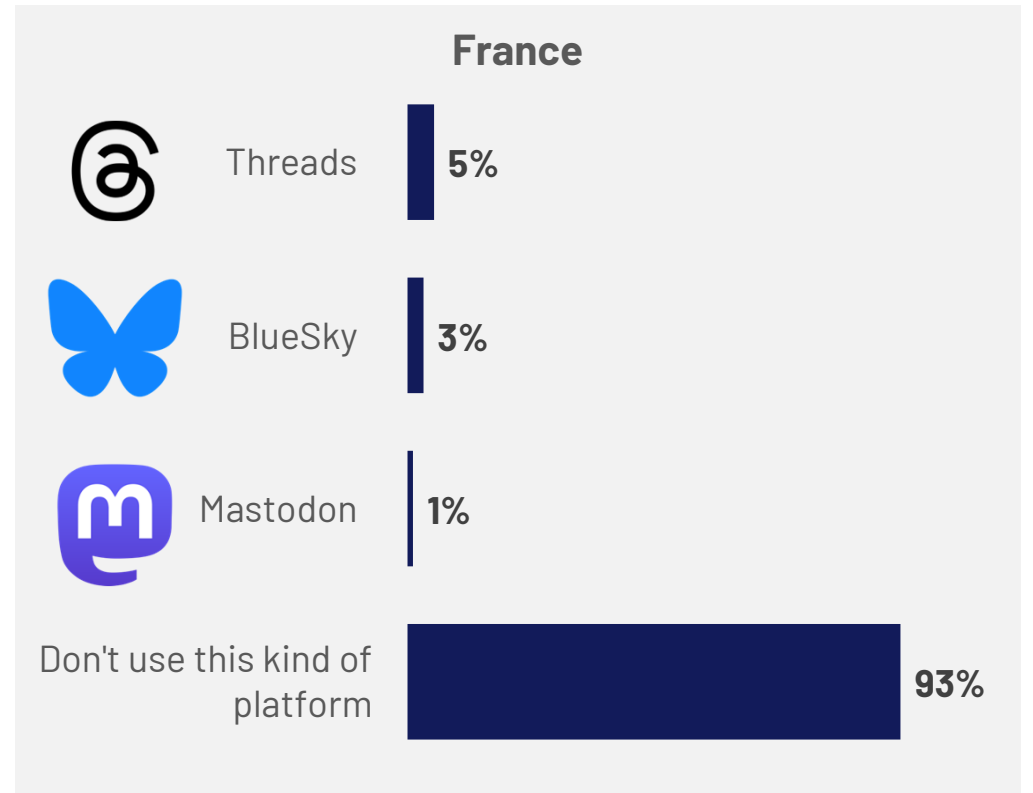
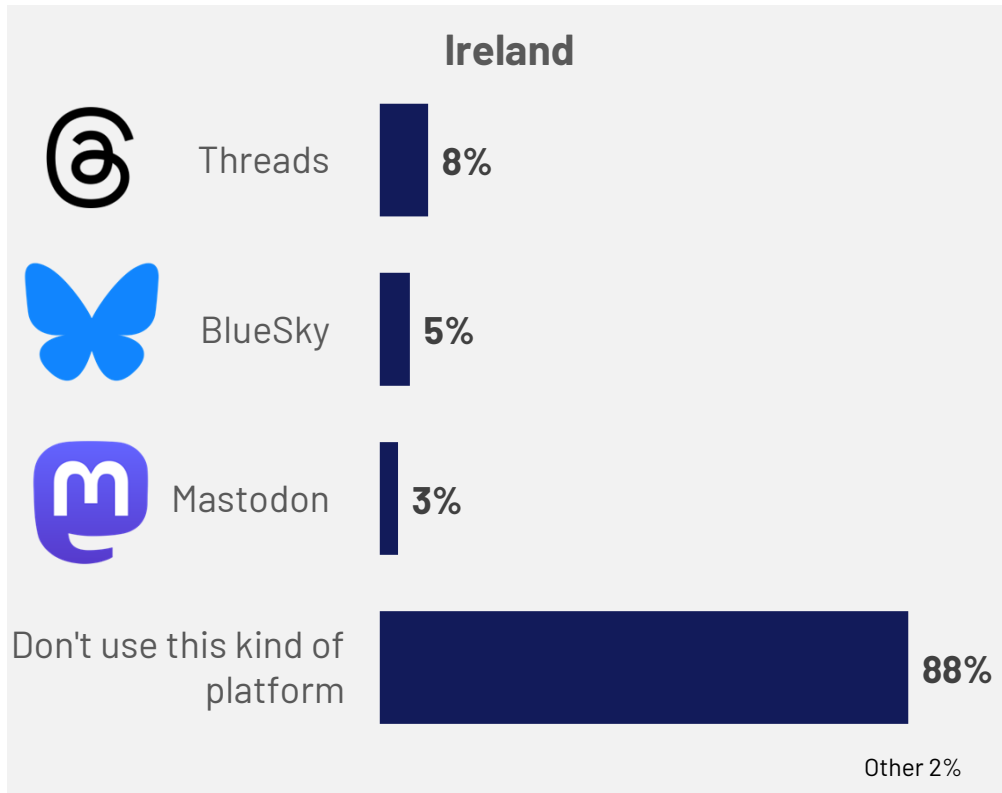
While most parents do not use visual discovery platforms, among those who do, Pinterest is the most popular in both countries.



Q.7e You said you use Visual discovery platforms, which of the following specific platforms do you use?  
Base: All respondents: Ireland: 1028; France: 1019

# Newer Social Media Platforms

Very few parents in both countries use newer social media platforms, with Threads being the most popular.



Q.7c You said you use Newer social media platforms, which of the following specific platforms do you use?  
Base: All respondents: Ireland: 1028; France: 1019

# Summary

## Online platforms usage.

### Key similarities between Ireland and France

- Social media platforms and messaging applications are widely used in both countries.
- Facebook and Instagram are the two most popular social media platforms.
- YouTube dominates video-sharing/streaming platforms.
- Pinterest leads visual discovery platforms in both countries.
- Newer platforms (Threads, BlueSky, Mastodon) have very low uptake among French and Irish parents.

### Key differences between Ireland and France

- Instagram and X usage is more prevalent among Irish parents, while Snapshot and Facebook are more prevalent among French parents.
- WhatsApp is more popular in Ireland while Messenger is more popular in France.
- TikTok usage in Ireland is significantly higher than in France.
- Irish parents are much more likely to say they use online forums or discussion boards with Reddit leading in Ireland while Discord leads in France.

# SHARENTING

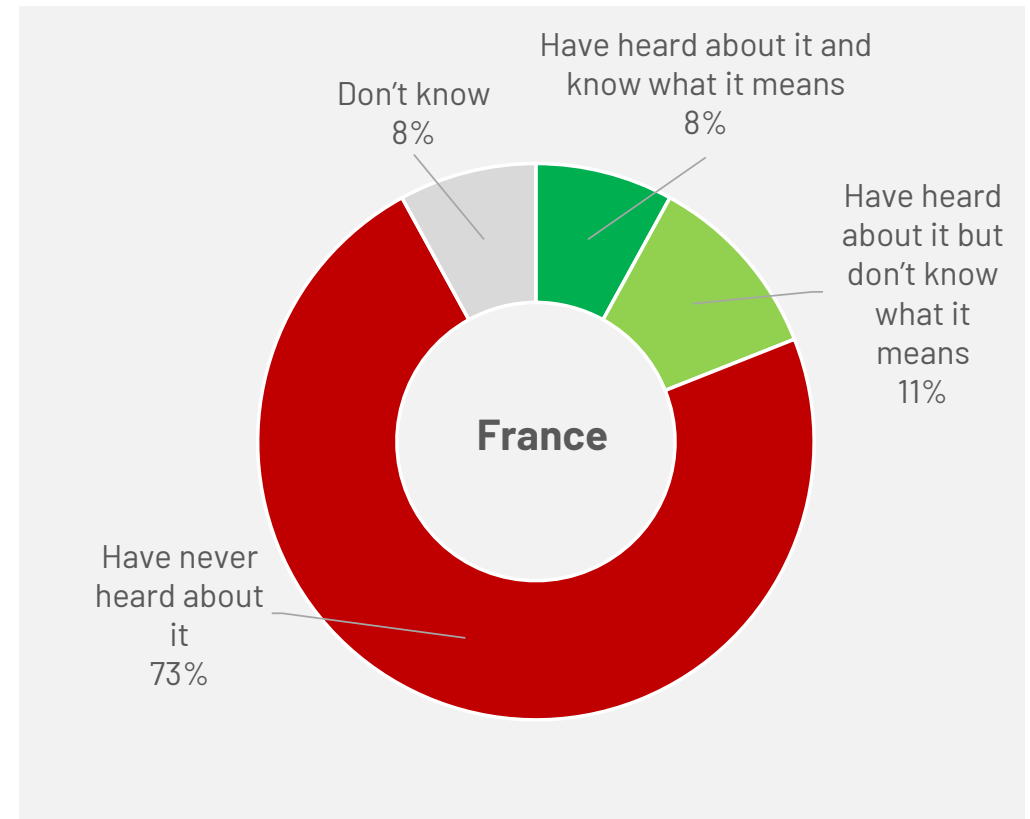
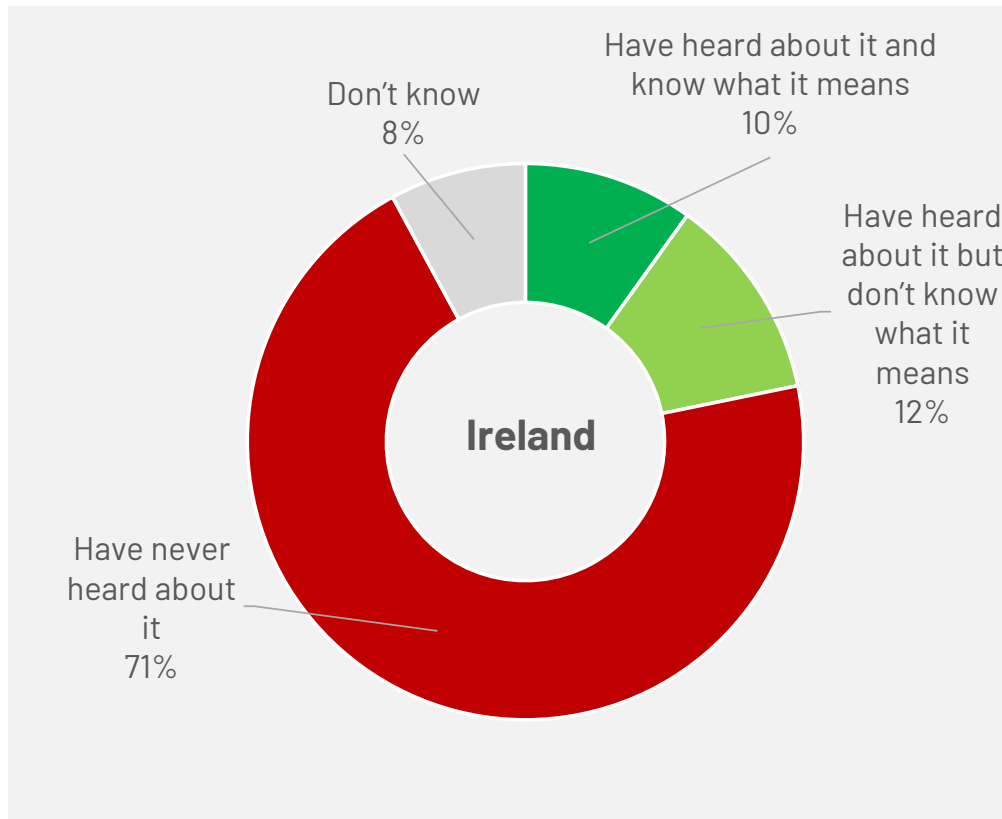


**Sharenting is the practice of parents or guardians habitually sharing photos, videos and/or information about their children online**













# Familiarity With The Term 'Sharenting'


The term 'Sharenting' remains largely unknown as a concept with only 10% of respondents in Ireland and 8% in France who claim to understand the term.



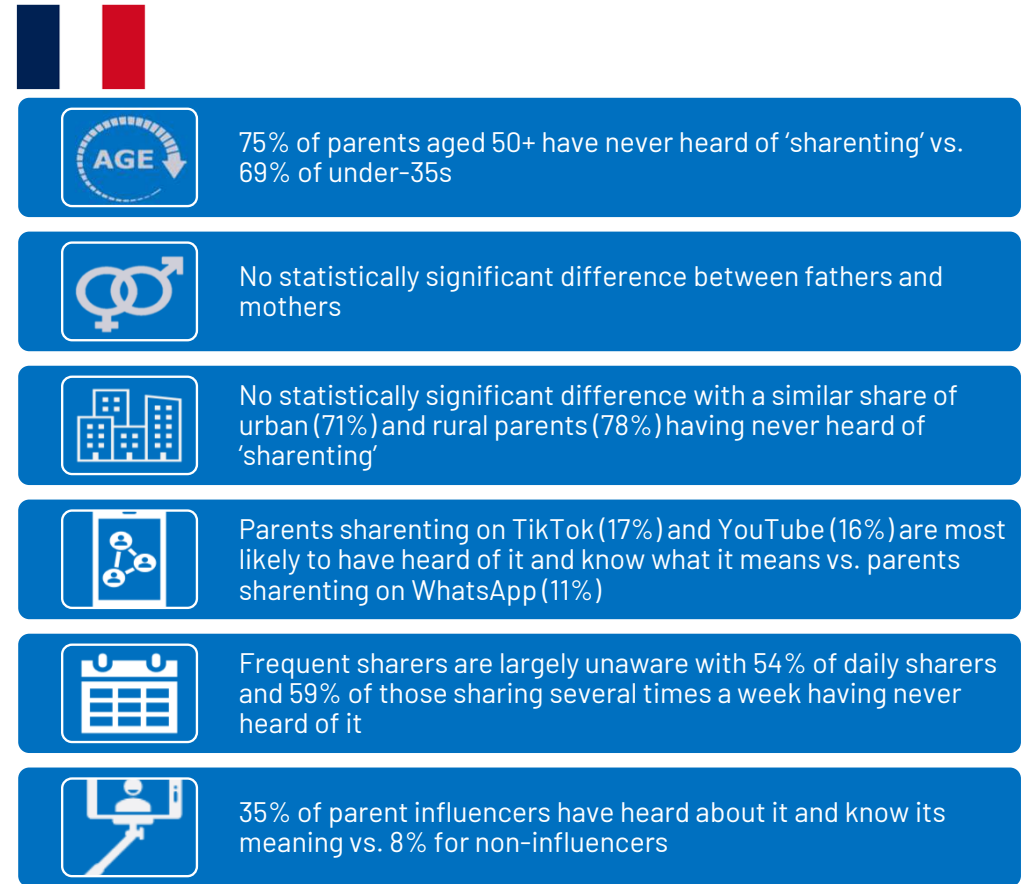
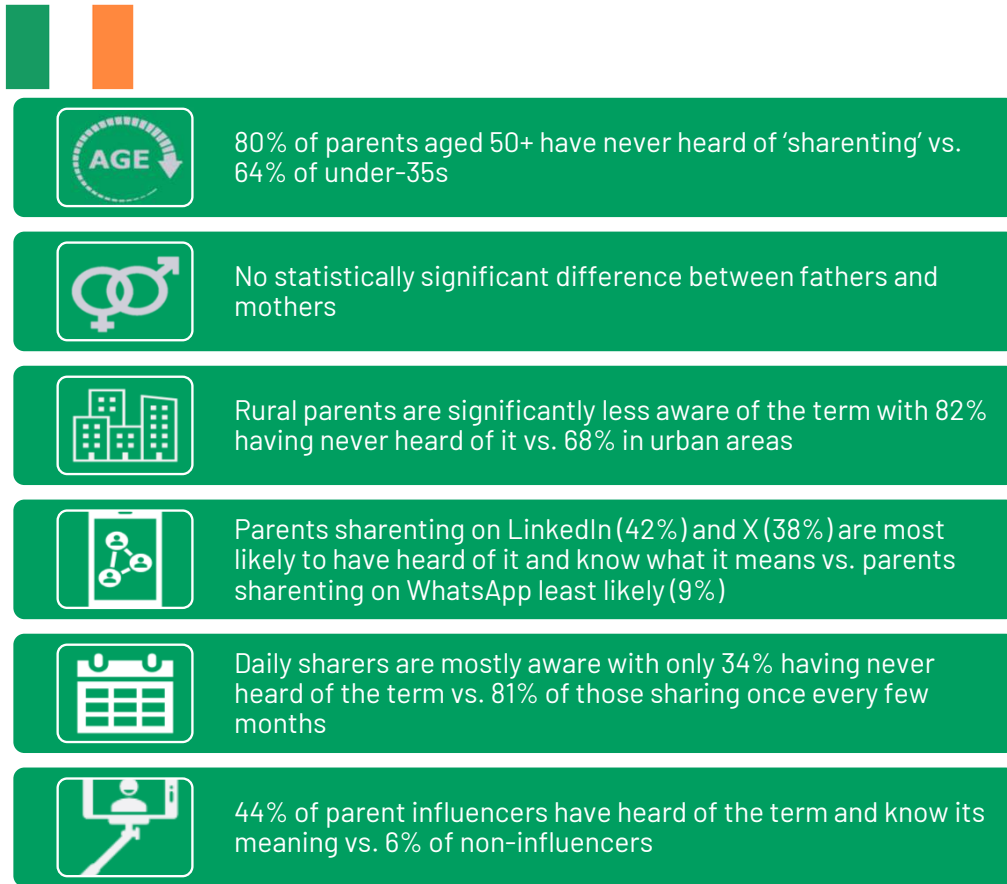
Q.21 Have you ever heard of the term 'Sharenting'?  
Base: All respondents: Ireland: 1028, France: 1019

# Familiarity With The Term 'Sharenting' By Platform Used For Sharenting

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
									
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Have heard about it and know what it means	14	14	38	16	42	25	25	9	13
Have heard about it but don't know what it means	13	13	25	14	21	24	23	11	15
Have never heard about it	65	65	32	61	27	40	44	71	64
Don't know	8	8	5	9	10	10	8	9	9

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Have heard about it and know what it means	15	12		11		16	17	11	12
Have heard about it but don't know what it means	14	13		15		17	18	12	14
Have never heard about it	63	68		66		58	59	67	67
Don't know	8	7		9		9	6	10	7

# Familiarity With The Term 'Sharenting'



# Summary

## Familiarity With The Term 'Sharenting'.

### Key similarities between Ireland and France

- The term 'sharenting' remains largely unknown in both countries.
- No significant gender differences in awareness in either market.
- Parent influencers in both countries are significantly more likely to know the term than non-influencers.
- Parents who use WhatsApp to share content about their children online are among the least aware of the term in both markets.

### Key differences between Ireland and France

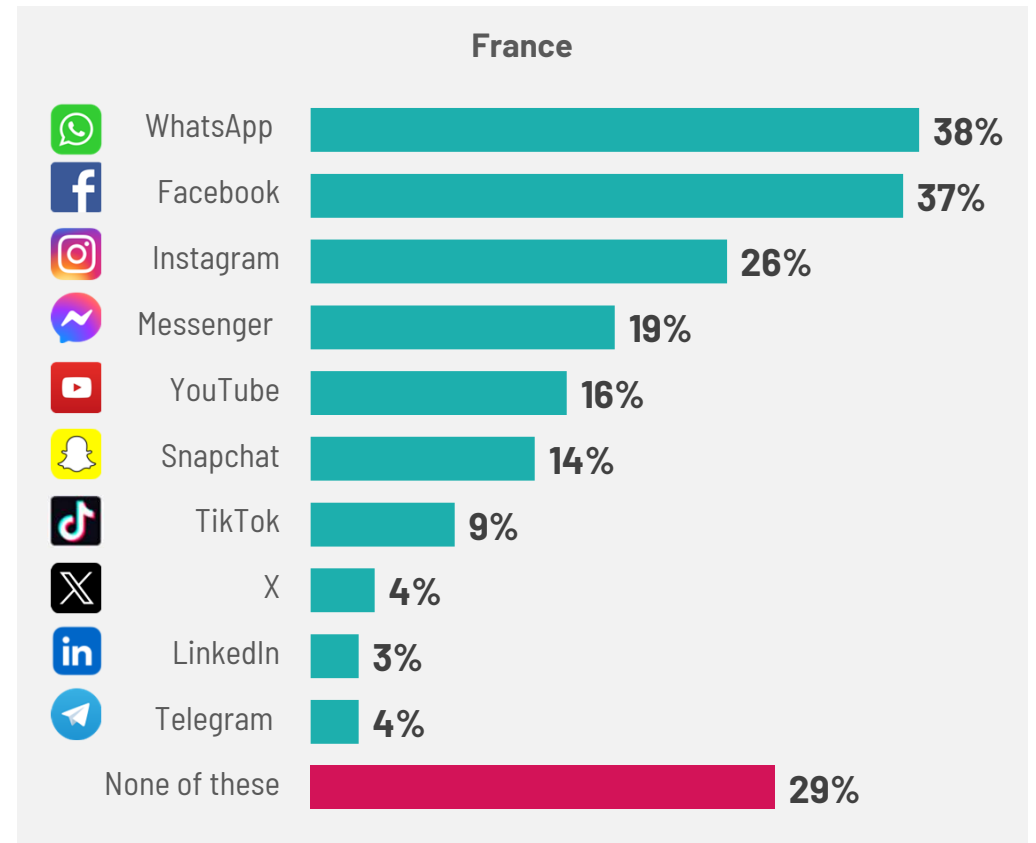
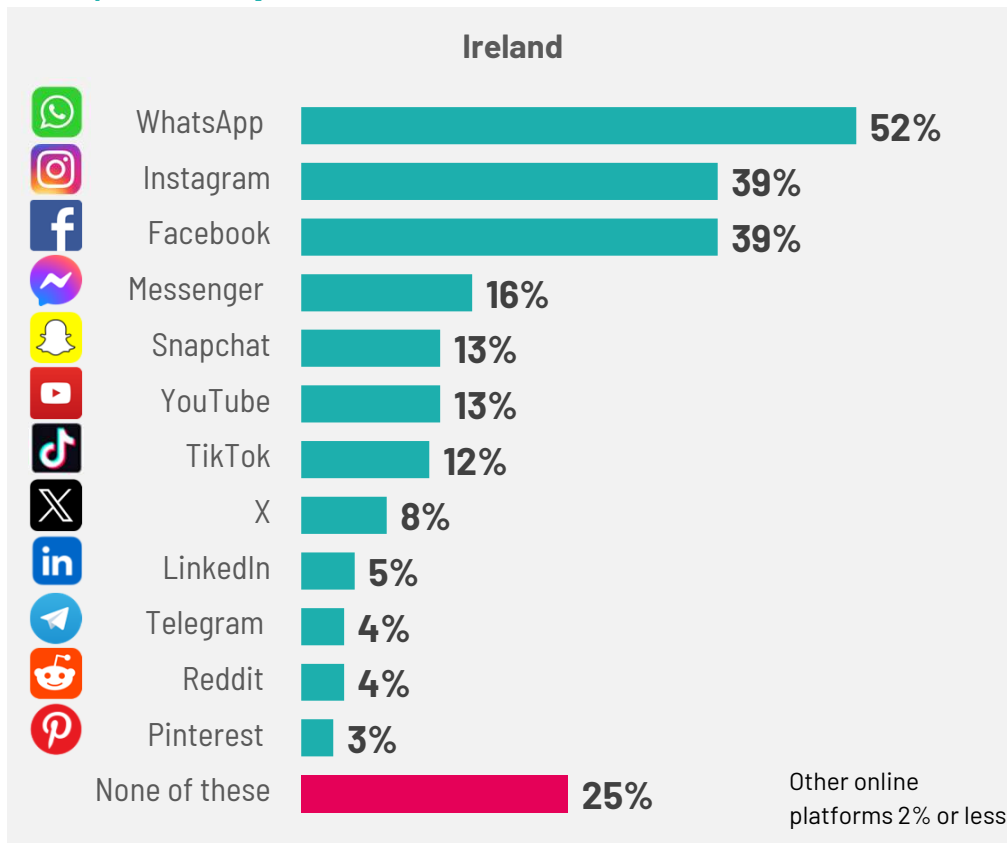
- The rural/urban gap is more pronounced in Ireland (14 percentage points) vs. no significant difference in France.
- Irish daily sharers are more aware (66% have heard of it) vs. French daily sharers who remain largely unaware (54% never heard it).
- Irish parent influencers show higher awareness (44%) than French counterparts (35%).

# SHARENTING PREVALENCE & ONLINE PLATFORMS USED FOR SHARENTING

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# Sharenting Prevalence & Online Platforms Used For Sharenting

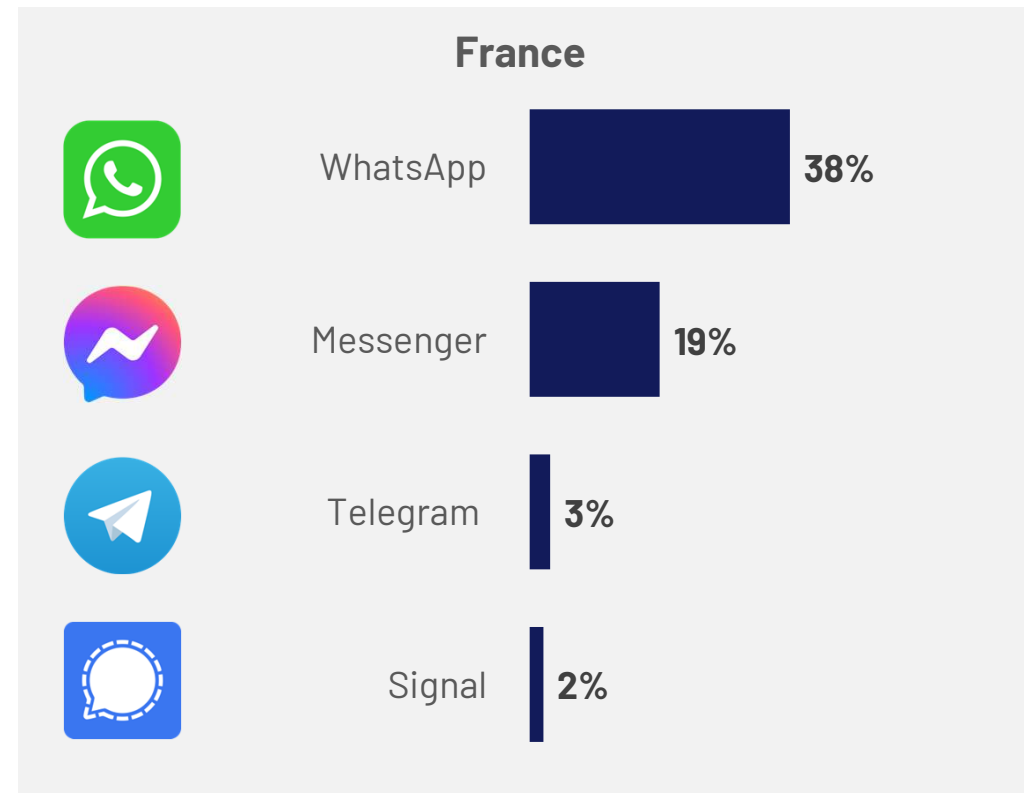
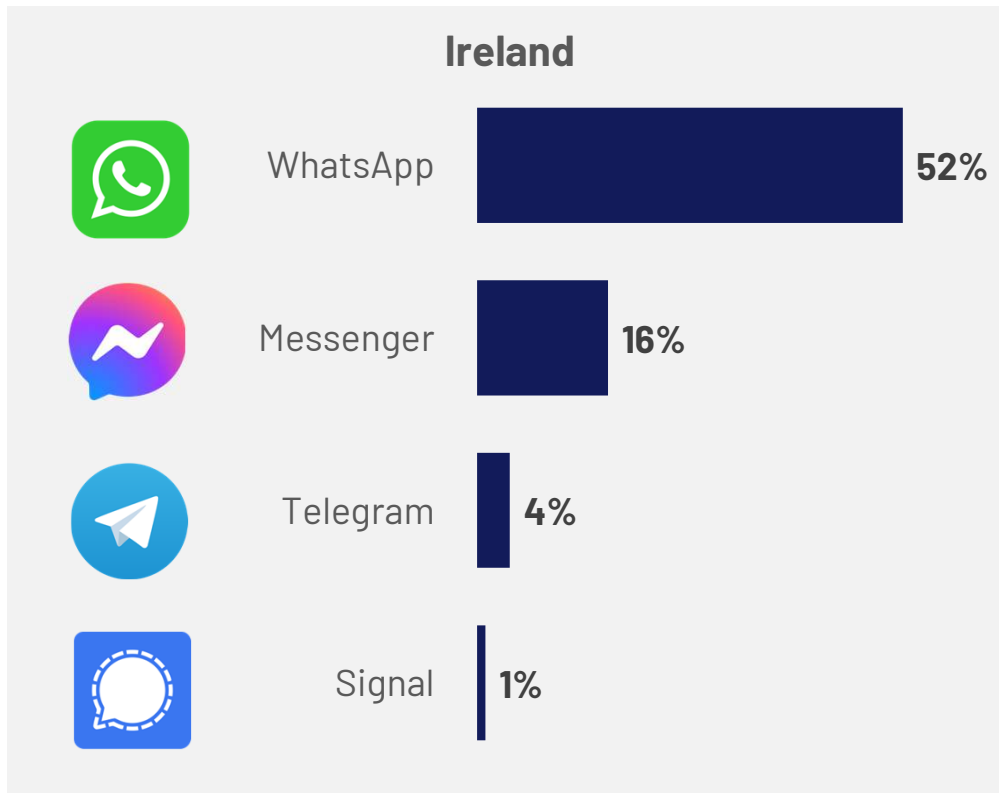
Around 3 out of 4 parents have shared content related to their children online in the past year (IE: 75%, FR: 71%). Around 1 in 4 parents in both countries say they do not share any content about their children online (IE: 25%, FR 29%).



Q.7e Over the last year, on which of the following platforms have you shared photos, videos and/or information about your children?  
 Base: All respondents: Ireland: 1028, France: 1019

# Messaging Applications Used For Sharenting

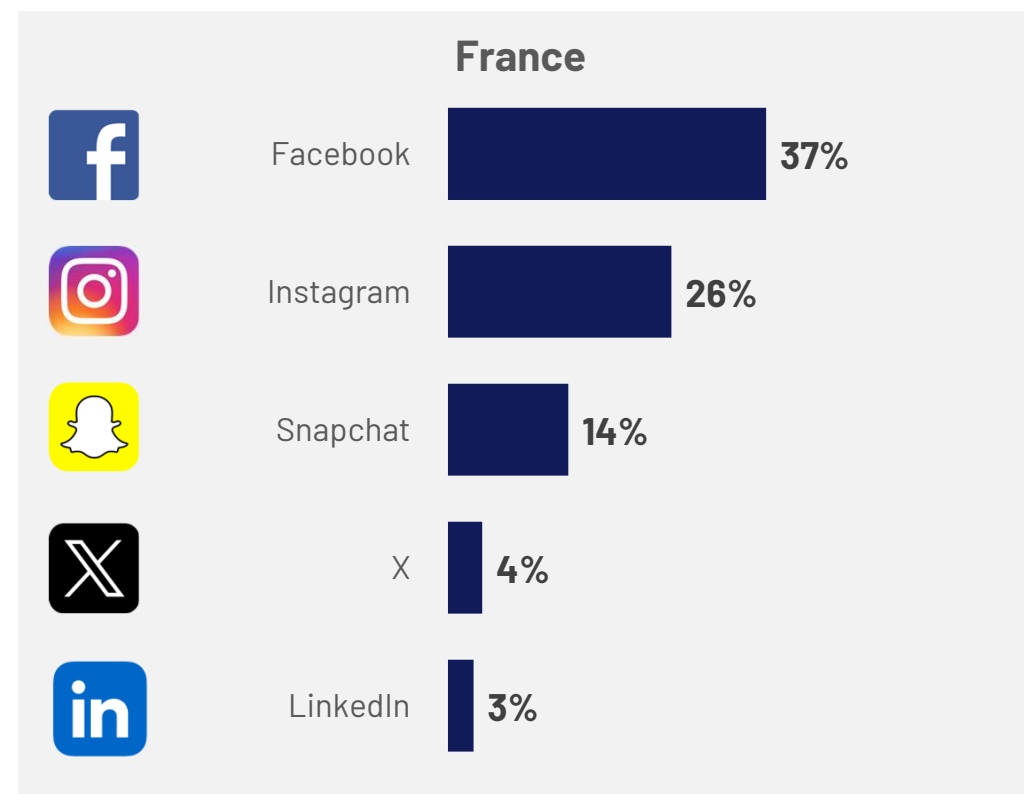
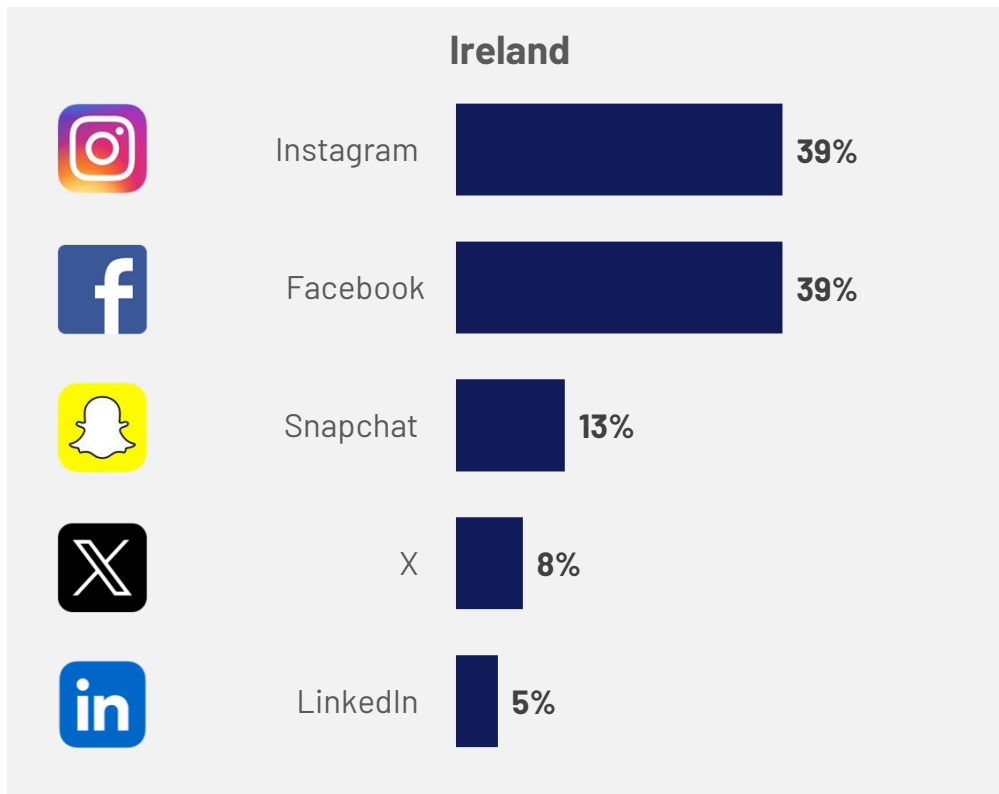
More than half of Irish parents say they share content about their children on WhatsApp (52%). This figure is lower for French parents at 38%.



Q.7e Over the last year, on which of the following platforms have you shared photos, videos and/or information about your children?  
Base: All respondents: Ireland: 1028, France: 1019

# Social Media Platforms Used For Sharenting

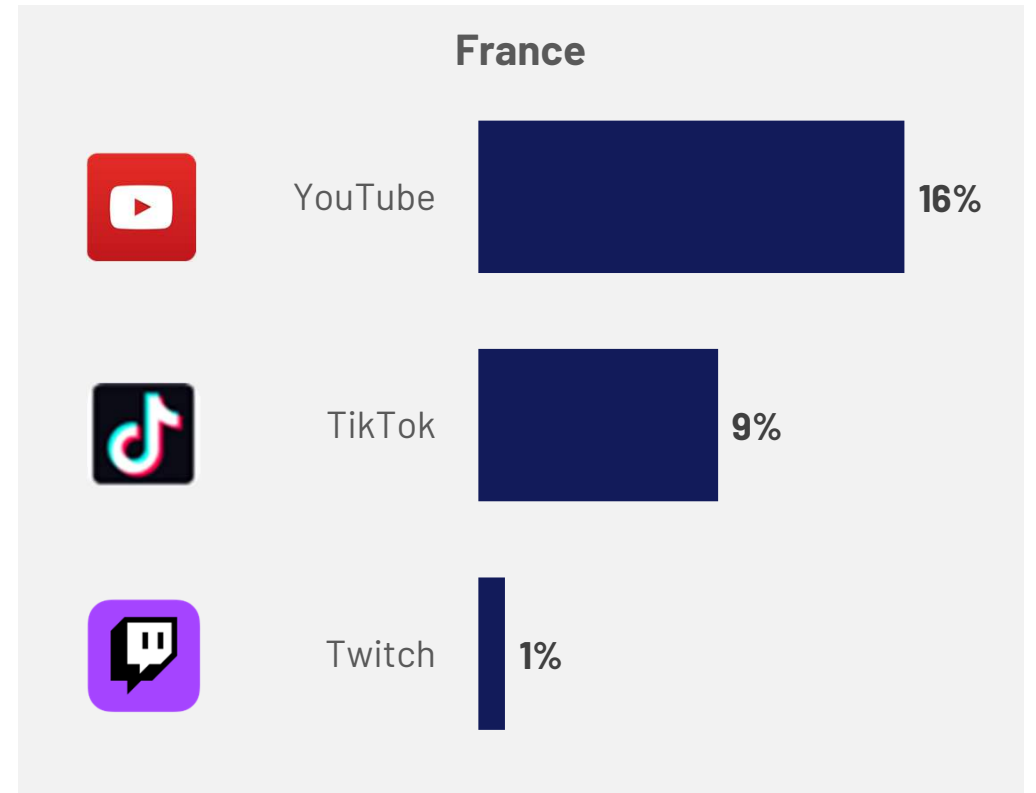
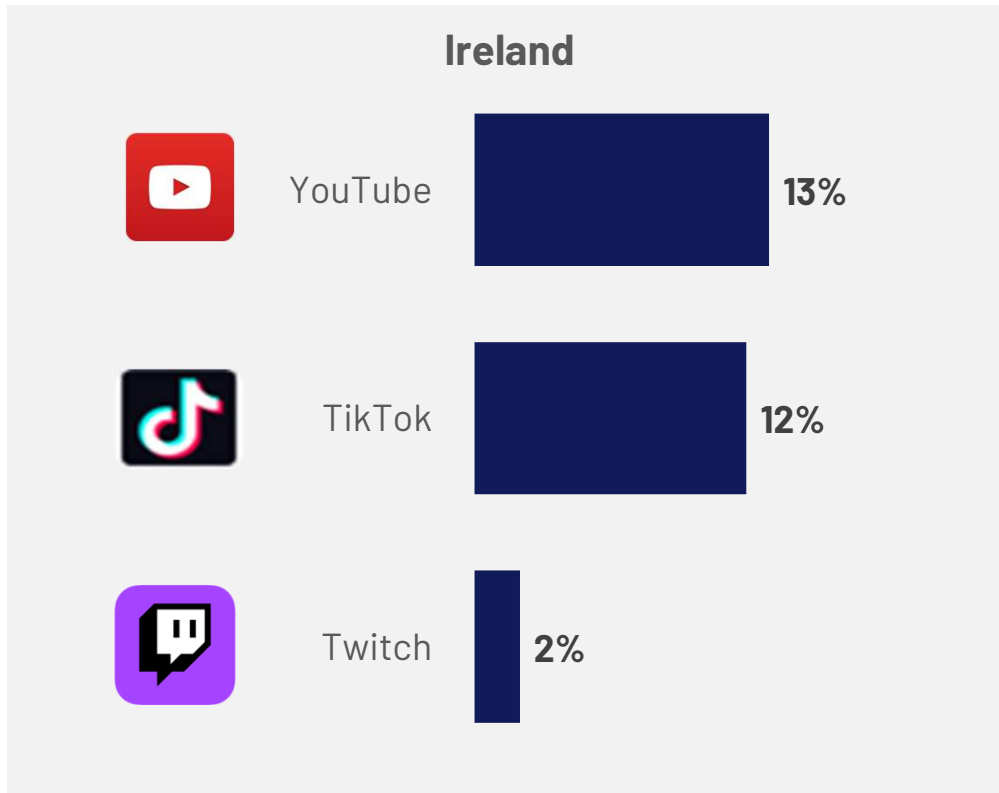
Instagram and Facebook are both popular social media for parents in Ireland to share content about their children. In France Facebook is more popular than Instagram.



Q.7e Over the last year, on which of the following platforms have you shared photos, videos and/or information about your children?  
Base: All respondents: Ireland: 1028, France: 1019

# Video Sharing/Streaming Platforms Used For Sharenting

YouTube is the most popular video sharing/streaming platform used by parents in both countries to share content about their children, closely followed by TikTok.



Q.7e Over the last year, on which of the following platforms have you shared photos, videos and/or information about your children?  
Base: All respondents: Ireland: 1028, France: 1019











# Online Platforms Used For Sharenting - Ireland

Platforms 4% or less not shown

NET messaging apps: WhatsApp, Telegram, Messenger, Signal

NET social media app: Facebook, Instagram, X, Snapchat, LinkedIn

NET video platforms: YouTube, TikTok, Twitch

	Gender		Age			Area		Frequency sharenting					Parent influencer		
	TOTAL	Male	Female	Under 35	35-49	50+	Urban	Rural	Daily or almost daily	Several times a week	Several times a month	Once every few months during the year	Only once or twice a year	Yes	No
	(1,028)	(442)	(584)	(177)	(674)	(177)	(826)	(202)	(85)	(144)	(178)	(238)	(112)	(105)	(653)
<b>NET MESSAGING APPS</b>	54	50	58	57	56	44	55	50	69	77	78	75	57	58	75
 WhatsApp	52	47	57	54	54	42	53	48	66	70	74	74	55	53	72
 Messenger	16	14	18	23	16	11	18	11	31	22	24	20	17	27	21
<b>NET SOCIAL MEDIA</b>	55	51	59	69	56	42	59	43	89	74	63	77	76	86	72
 Instagram	39	32	46	57	39	25	42	28	73	51	48	52	50	64	51
 Facebook	39	38	40	45	40	30	42	27	66	57	46	54	44	67	49
 Snapchat	13	12	13	20	13	6	14	8	29	30	12	13	7	35	14
 X	8	12	3	11	7	7	9	1	27	22	5	5	1	37	6
 LinkedIn	5	9	2	6	5	7	6	2	24	13	4	3	2	23	4
<b>NET VIDEO PLATFORMS</b>	19	24	14	28	18	15	22	6	56	43	26	11	8	65	19
 YouTube	13	17	9	17	13	11	15	4	45	30	15	6	7	46	12
 TikTok	12	13	11	20	11	7	14	4	32	27	19	8	2	43	11
None of these	25	27	24	18	23	40	23	33	n/a	n/a	n/a	n/a	n/a	n/a	n/a









# Online Platforms Used For Sharenting - France

Platforms 4% or less not shown

NET messaging apps: WhatsApp, Telegram, Messenger, Signal

NET social media app: Facebook, Instagram, X, Snapchat, LinkedIn

NET video platforms: YouTube, TikTok, Twitch

	TOTAL	Gender		Age			Area		Frequency sharenting					Parent influencer	
		Male	Female	Under 35	35-49	50+	Urban	Rural	Daily or almost daily	Several times a week	Several times a month	Once every few months during the year	Only once or twice a year	Yes	No
	(1,019)	(481)	(534)	(195)	(665)	(159)	(787)	(232)	(83)	(163)	(180)	(173)	(108)	(74)	(634)
<b>NET MESSAGING APPS</b>	44	43	45	41	45	44	46	37	62	65	70	66	47	56	63
 WhatsApp	38	38	39	35	40	38	41	31	57	57	61	56	40	50	55
 Messenger	19	17	21	21	18	20	18	20	34	30	27	26	22	30	27
<b>NET SOCIAL MEDIA</b>	50	47	53	53	49	48	51	46	68	75	61	73	80	83	69
 Instagram	26	24	27	33	25	20	27	19	45	42	26	39	37	54	34
 Facebook	37	36	39	31	38	43	38	37	61	54	45	53	60	67	51
 Snapchat	14	11	16	22	12	13	15	10	35	23	14	20	11	32	18
<b>NET VIDEO PLATFORMS</b>	20	24	16	26	18	21	23	9	55	44	26	12	12	54	25
YouTube	16	20	12	19	15	19	18	8	46	34	22	10	8	43	20
 TikTok	9	10	8	15	8	7	10	4	27	23	9	7	4	30	10
 None of these	29	31	27	26	30	30	26	38	n/a	n/a	n/a	n/a	n/a	n/a	n/a

# Sharenting Prevalence & Online Platforms Used For Sharenting



Younger parents are more likely to share content about their children online: under-35s (81%), 35-49 (77%), 50+ (59%). Under-35s are most likely to use Instagram (57%) and TikTok (20%)



Younger parents are slightly more likely to share content about their children online: under-35s (72%), 35-49 (70%), 50+ (69%). A third (33%) of under-35s share content on Instagram, with 15% using TikTok



No statistically significant difference in sharenting between fathers (73%) and mothers (76%). Instagram higher among women (46% vs. 32%); men more likely to share on X (12% vs. 3%), LinkedIn (9% vs. 2%) and YouTube (17% vs. 9%)



No statistically significant difference between fathers (68%) and mothers (72%) in overall sharenting prevalence. A fifth (20%) of men report sharing content on YouTube (vs. 12% of women)



Urban parents are more likely to be online sharers (77%) compared to rural (66%) ones. Urban parents more likely to use social media overall (59% vs. 43%) and video sharing platforms (22% vs. 6%)



Urban parents are more likely to be online sharers (73%) compared to rural (61%) ones. Urban parents are more likely to use social media overall (51% vs. 46%) and video sharing platforms (23% vs 9%)



Daily or almost daily sharers are most likely to use social media (89%) and video sharing platforms (56%)



Daily or almost daily sharers are most likely to use video sharing platforms (55%), while those sharing only once or twice a year (80%) and several times a week (75%) are most likely to use social media



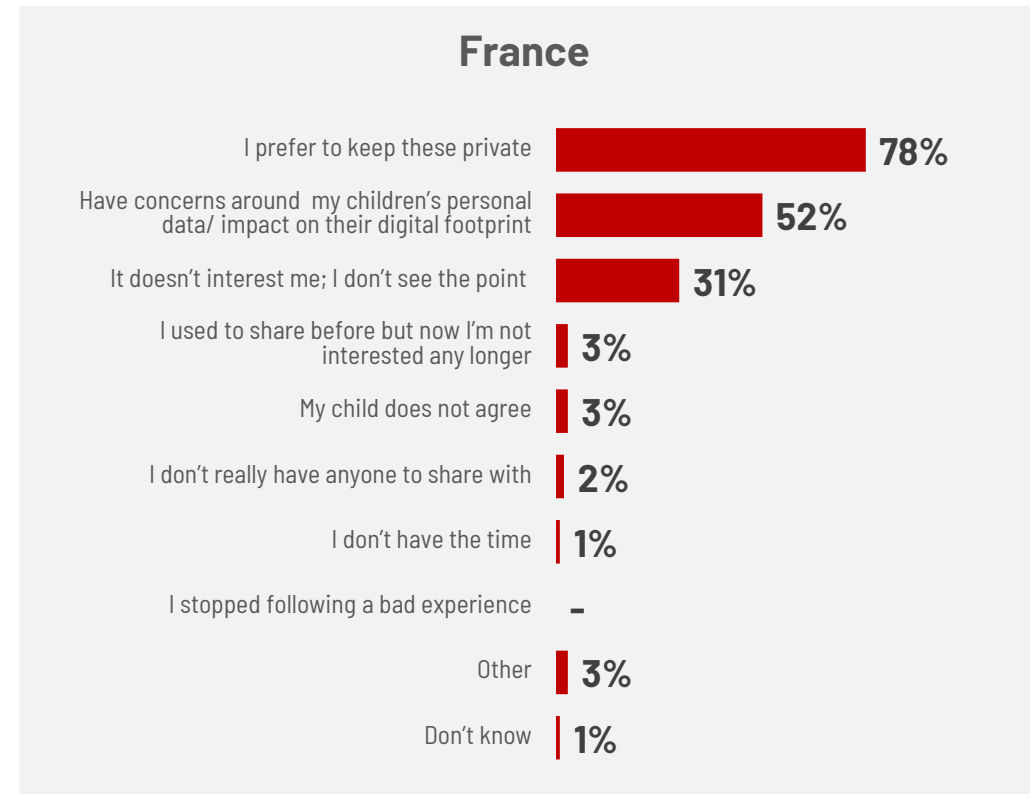
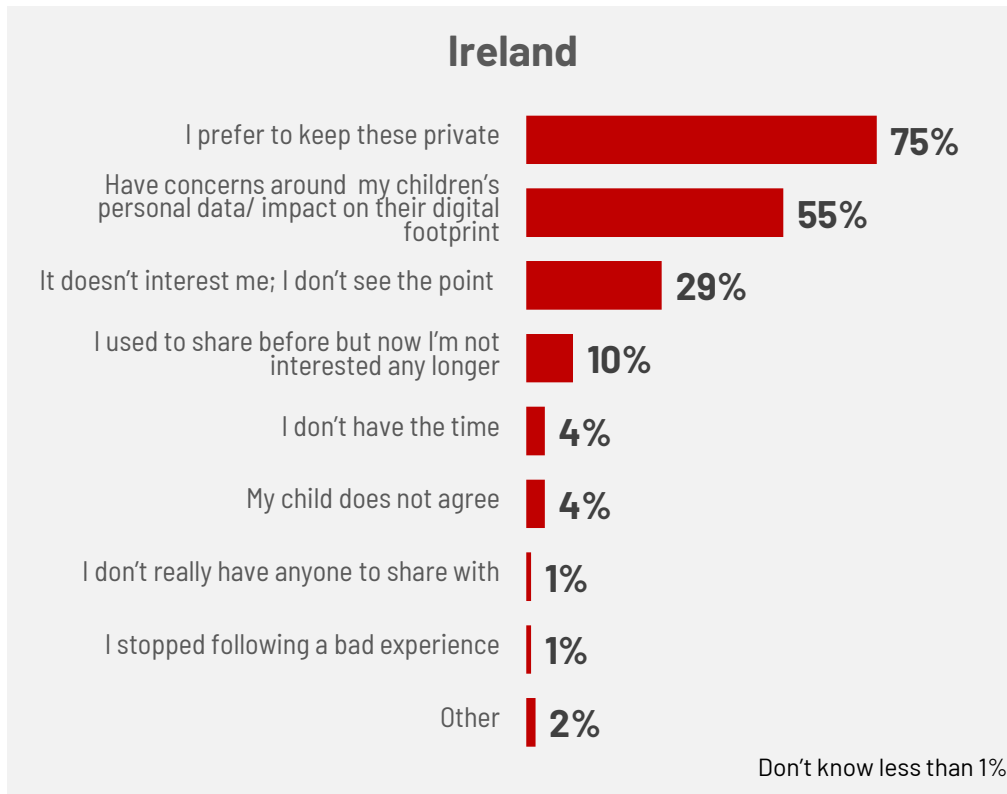
Influencers are far more likely to use video sharing platforms (65% vs. 19%) while non-influencers are most likely to use messaging apps to share about their children (75% vs. 58%)



Parent influencers are far more likely to use social media (83% vs. 69%) while parents who don't self-identify as influencers are most likely to use messaging apps to share about their children (63% vs. 56%)

# Reasons For Not Sharing Content About Children Online

The vast majority of parents who don't share content about their children online cite privacy as their main concern, with 3 in 4 in both Ireland (75%) and France (78%) saying they prefer to keep such content private. Over half express concerns about their children's personal data and digital footprint, 55% in Ireland and 52% in France. These concerns are consistent across various socio-demographic groups.



Q.8a Why do you not share photos, videos and/or information about your children on any of these platforms?  
 Base: All who do not share content about their children online: Ireland: 255, France: 290

# Summary

## Sharenting Prevalence, Online Platforms Used For Sharenting & Reasons For Not Sharing.

### Key similarities between Ireland and France

- Around 3 in 4 parents have shared content about their children online in both countries.
- Urban parents are more likely to share content online and to use social media and video platforms for sharenting in both markets.
- Privacy is the top reason for not sharing in both markets, followed by concerns around children's personal data/digital footprint.
- Parent influencers are far more likely to use video sharing platforms; non-influencers rely more heavily on messaging apps in both countries.

### Key differences between Ireland and France

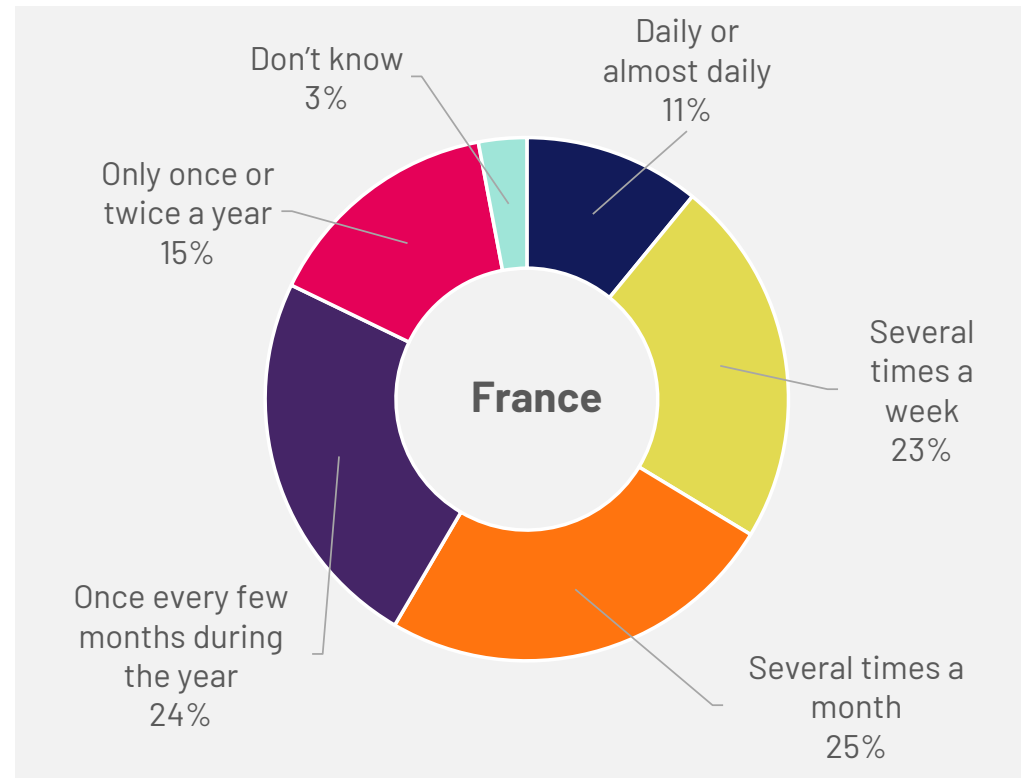
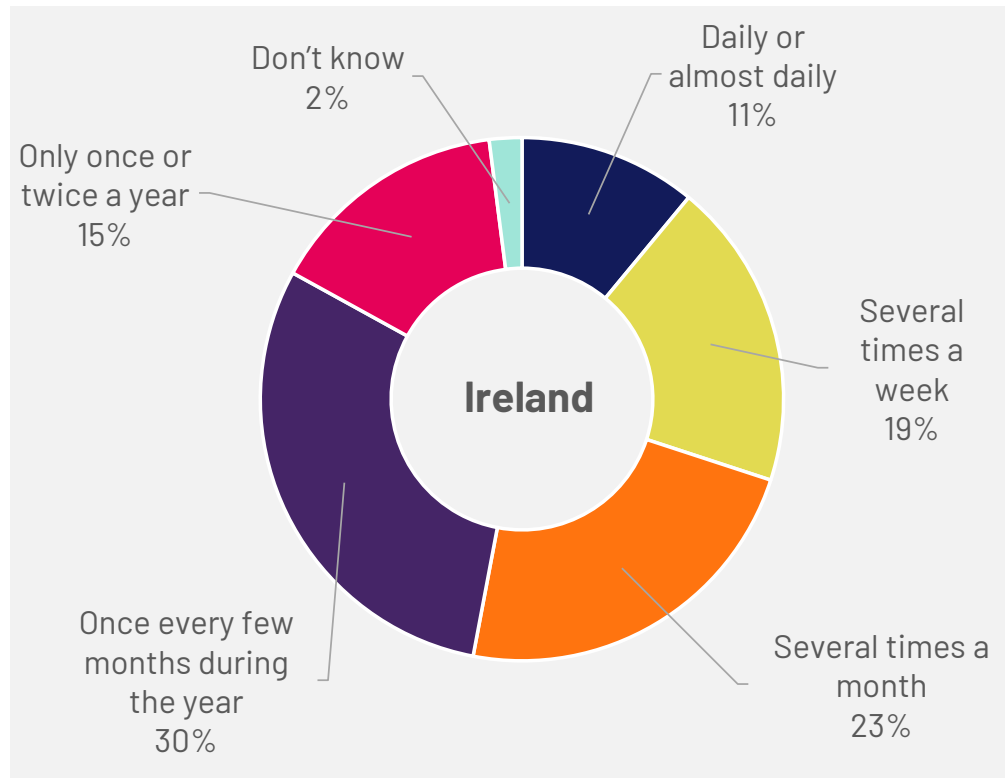
- Age gap in sharenting prevalence is more pronounced in Ireland.
- WhatsApp is most commonly used for sharenting in Ireland, Instagram is equally popular as Facebook in Ireland while Facebook leads in France.
- Gender differences in platform choice is evident in Ireland (Instagram higher among women; men more likely to use X, LinkedIn, YouTube) while in France the only notable gender difference is men's higher use of YouTube.
- Irish parents are more likely to use TikTok for sharenting and video platforms overall.

# FREQUENCY OF SHARENTING




# Frequency Of Content Sharing


While a majority of sharing happens monthly or less frequently, around 1 in 3 parents in France and Ireland do share daily or several times a week.



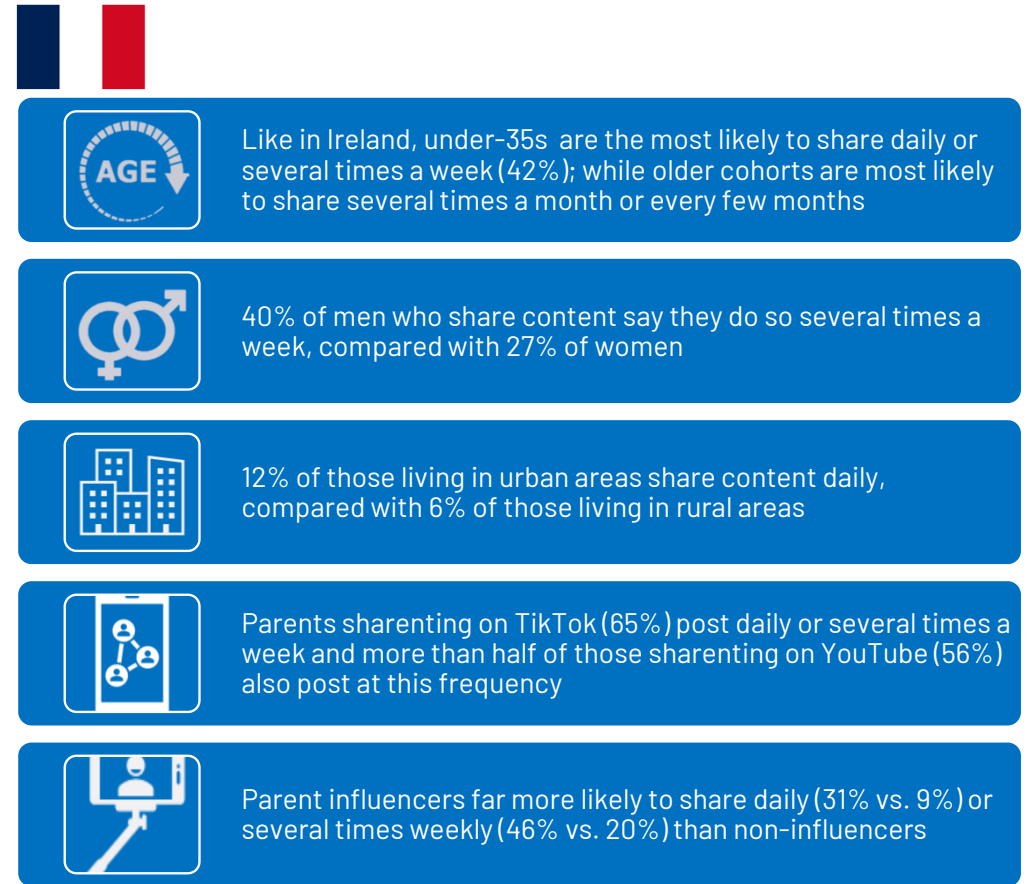
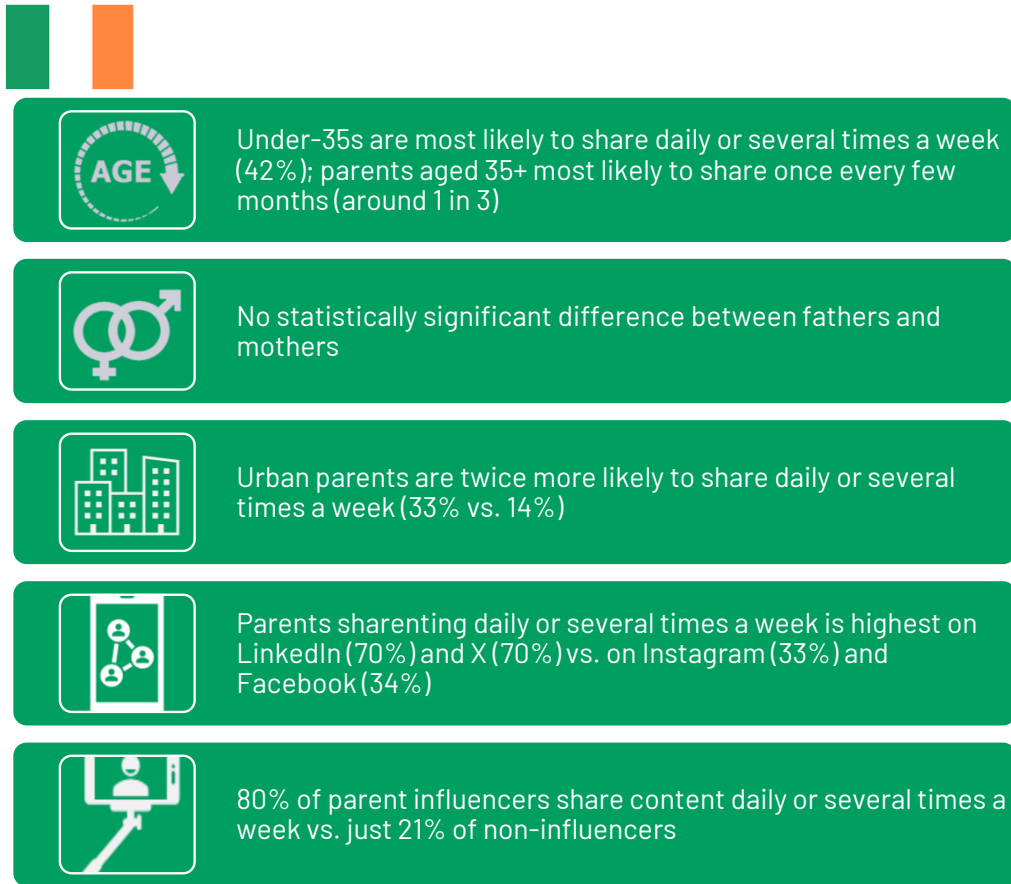
Q.9 And in general, how often would you say you share photos, videos and/or information about your children on any of these platforms?  
 Base: All who share content about their children online: Ireland: 773, France: 729

# Frequency Of Content Sharing By Platform Used For Sharenting

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Daily or almost daily	15	14	29	19	37	29	22	10	15
Several times a week	18	20	41	34	33	33	31	19	19
Several times a month	21	21	12	17	11	21	28	25	26
Once every few months during the year	30	31	15	23	12	11	15	32	28
Only once or twice a year	14	12	1	6	4	6	2	12	11

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Daily or almost daily	14	13		20		22	23	11	14
Several times a week	26	23		27		34	42	24	26
Several times a month	18	21		18		24	17	28	25
Once every few months during the year	25	24		25		10	13	25	23
Only once or twice a year	16	18		9		5	4	11	13

# Frequency Of Content Sharing



# Summary

## Frequency Of Content Sharing.

### Key similarities between Ireland and France

- Around 1 in 3 parents in both countries share content daily or several times a week.
- The majority of parents share monthly or less frequently in both countries.
- Parent influencers share significantly more frequently than non-influencers.
- Parents sharing on video platforms (YouTube, TikTok) share most frequently in both countries.

### Key differences between Ireland and France

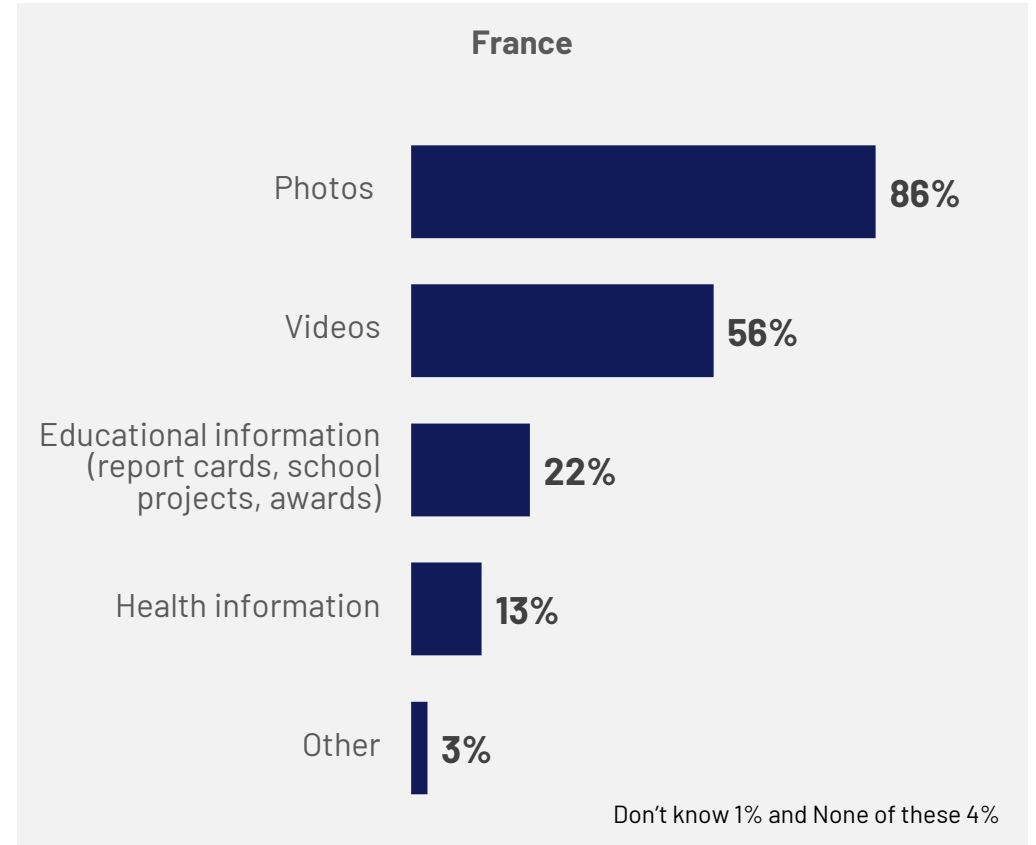
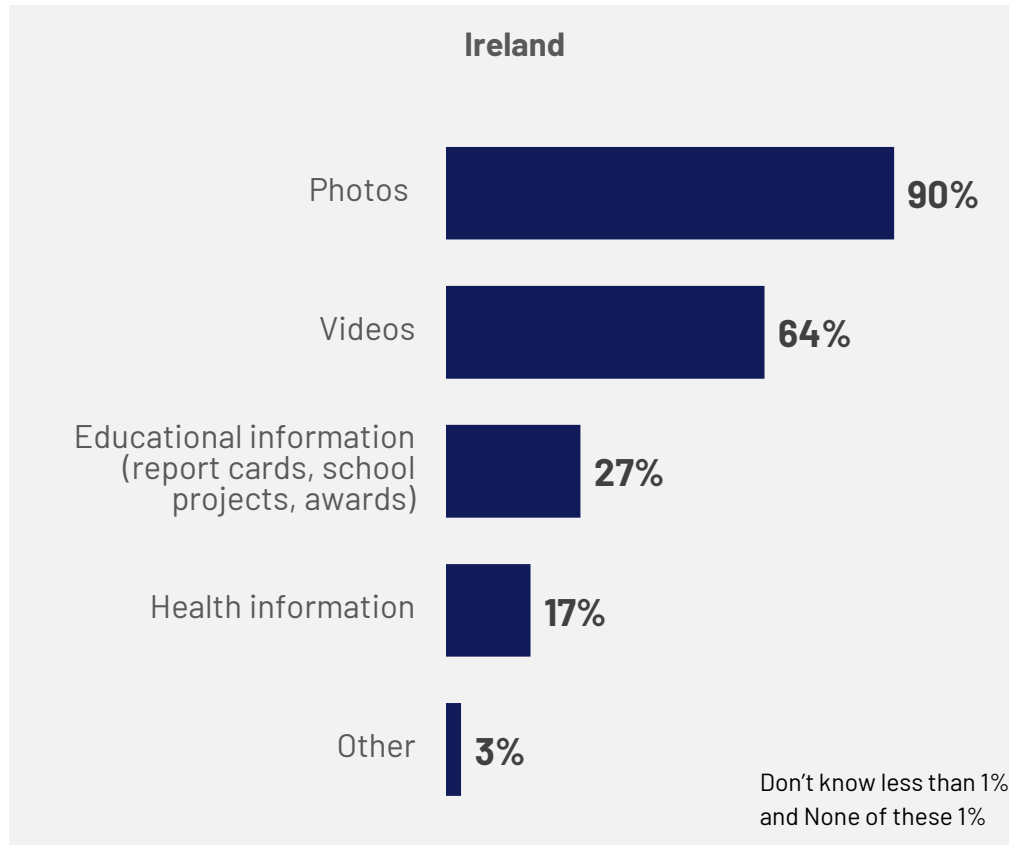
- In Ireland, age is a key driver of frequency while there is no significant age difference in France.
- There is a gender gap in France but not in Ireland.
- An urban/rural gap in daily sharing is evident in France (but not significant in Ireland).
- Platform patterns differ: LinkedIn and X drive frequent sharing in Ireland, while YouTube and TikTok drive it in France.

# TYPE OF CONTENT & INFORMATION SHARED ONLINE ABOUT CHILDREN




# Types Of Content Shared


Photos are the dominant content type shared (90% Ireland, 86% France). Educational and health information sharing remain high in both markets.



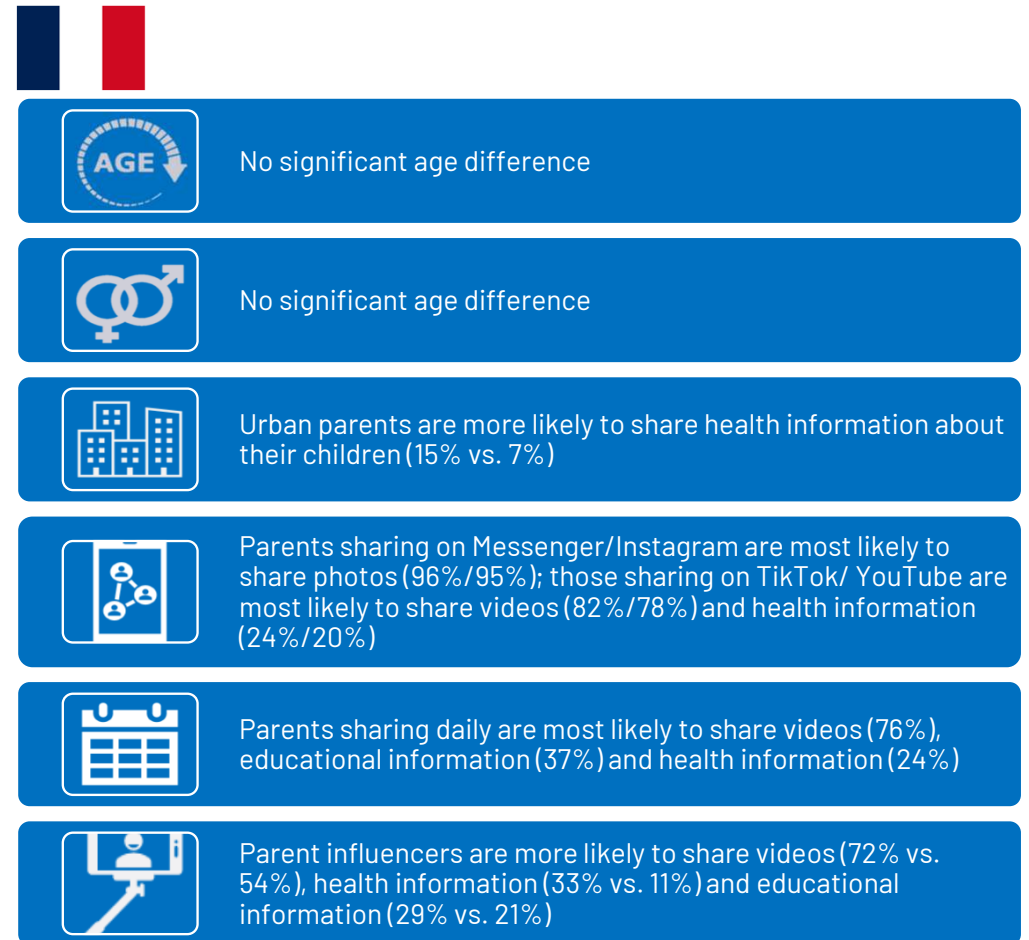
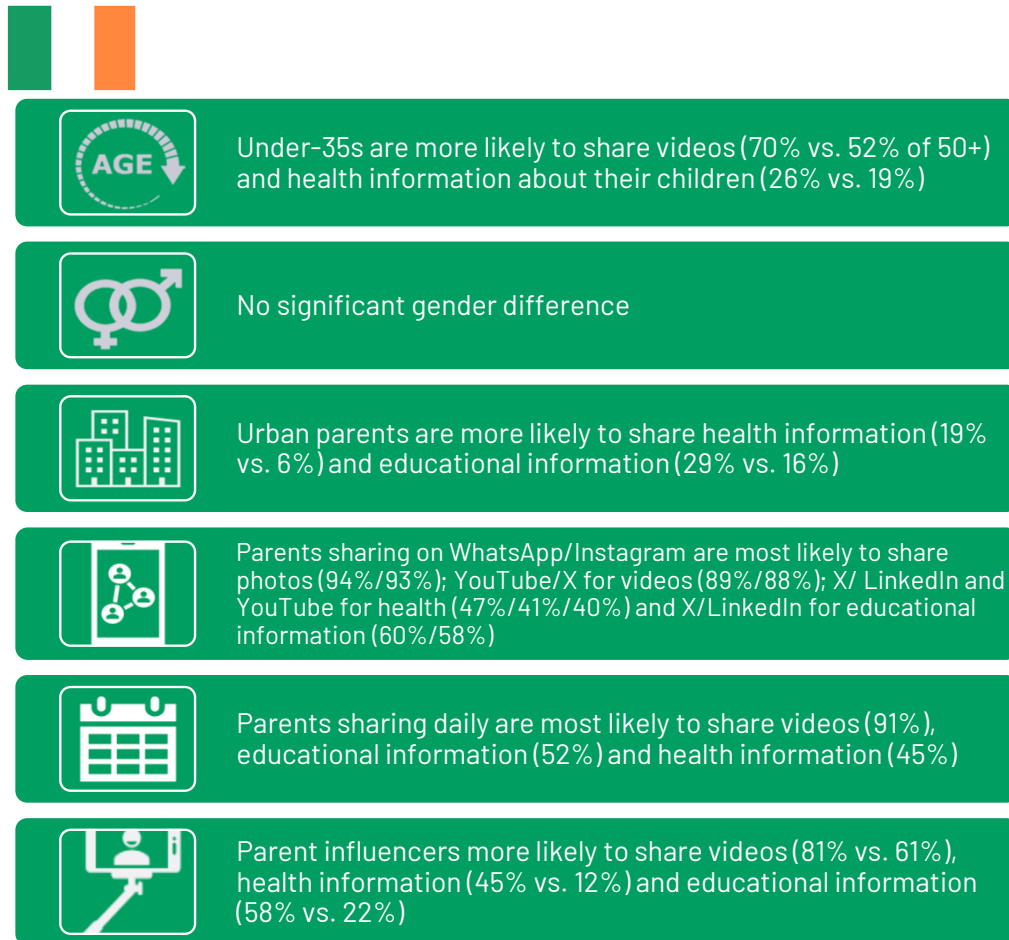
Q.8b What types of things have you shared?  
Base: All who share content about their children online: Ireland: 773, France: 729

# Types Of Content Shared By Platform Used For Sharenting

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Photos	93	92	87	91	85	84	84	94	92
Videos	66	63	88	78	82	89	84	70	70
Health information	21	21	47	31	41	40	36	15	22
Educational information (report cards, school projects, awards)	27	32	60	42	58	53	54	30	40

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Photos	95	92		92		78	84	94	96
Videos	63	55		68		78	82	67	68
Health information	12	13		19		20	24	16	19
Educational information (report cards, school projects, awards)	24	23		25		32	30	28	31

# Types Of Content Shared













# Types Of Information Shared

**Major milestones lead sharing in Ireland (57%) while everyday moments are more frequently shared in France (51%). Anecdotes and amusing moments are notably higher in France (40% vs. 24%).**


	Ireland %	France %
Major milestones in the child's life	57	47
Everyday moments	44	51
Extracurricular activities	28	31
Anecdotes, amusing moments	24	40
Purchases or products for the child/shown with the child (food, clothes, toys, education aids etc.)	21	23
Information about their health/neurodiversity/mental health	12	9
Location tagged content	12	8
Pranks/Skits/Performances with child participating or as the subject (TikTok trends etc.)	12	11
Child's thoughts/feelings	10	14
Something else	3	3
None of these	6	6
Don't know	1	1

Q.10 Over the last year, what type of photos, videos and/or information did you generally share about your children?  
 Base: All who share content about their children online: Ireland: 773, France: 729

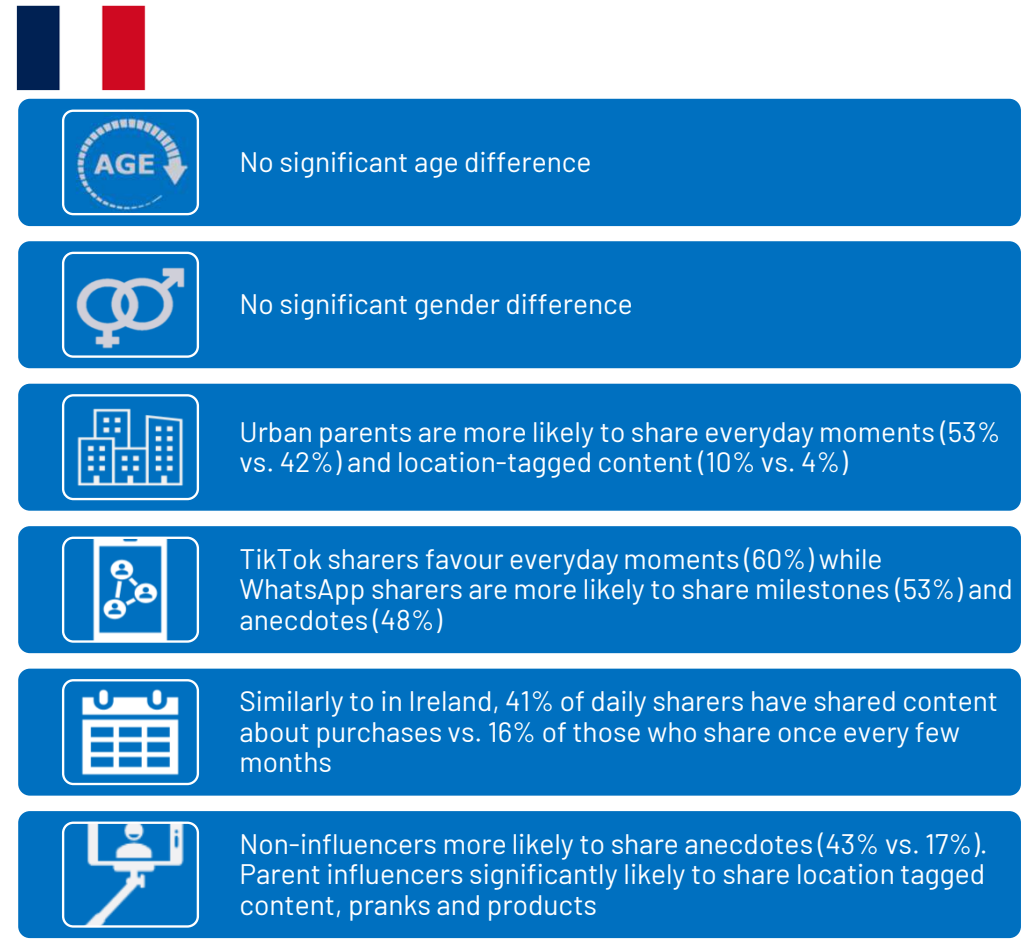
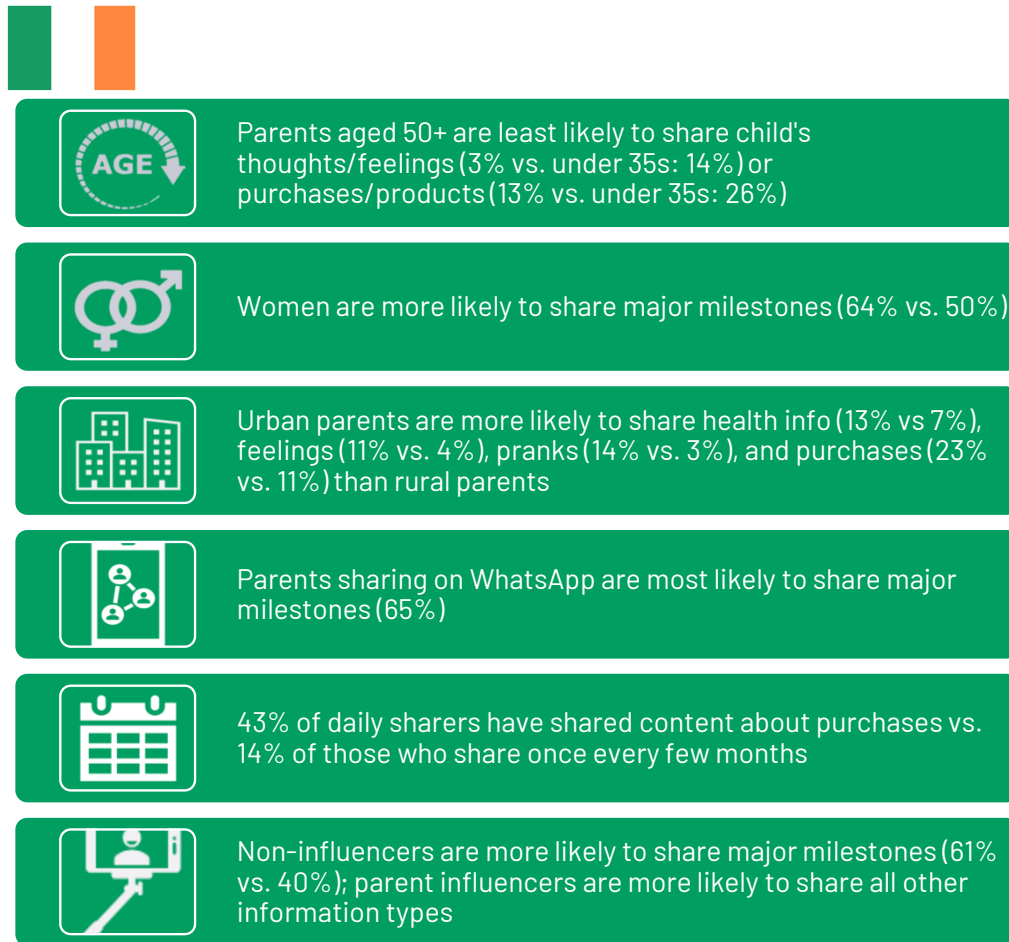
# Types Of Information Shared By Platform Used For Sharenting - Ireland

	Instagram 	Facebook 	X 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Everyday moments	44	40	49	48	44	39	42	46	47
Major milestones in the child's life (birthdays etc.)	58	59	55	61	35	42	51	65	62
Anecdotes, amusing moments	21	24	40	31	38	31	31	28	29
Information about their health/neurodiversity/mental health etc.	15	13	33	18	31	27	21	11	17
Location tagged content	16	16	33	24	24	25	24	12	17
Child's thoughts/feelings	11	13	35	17	31	26	23	10	12
Pranks/Skits/Performances with child participating or as the subject (TikTok trends etc.)	13	15	33	21	34	28	33	11	16
Purchases or products or experiences for the child/shown with the child (food, clothes, toys, education aids etc.)	23	26	47	39	46	40	42	23	29
Extracurricular activities	28	29	37	32	37	32	38	31	32

# Types Of Information Shared By Platform Used For Sharenting - France

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Everyday moments	55	49		59		53	60	57	59
Major milestones in the child's life (birthdays etc.)	47	47		45		38	36	53	53
Anecdotes, amusing moments	37	34		37		36	37	48	40
Information about their health/neurodiversity/mental health etc.	9	8		9		10	11	11	13
Location tagged content	11	11		17		17	19	12	13
Child's thoughts/feelings	15	15		22		19	22	16	16
Pranks/Skits/Performances with child participating or as the subject (TikTok trends etc.)	14	12		13		21	25	11	14
Purchases or products or experiences for the child/shown with the child (food, clothes, toys, education aids etc.)	28	26		29		30	40	27	31
Extracurricular activities	30	32		32		35	33	40	38

# Types Of Information Shared



# Summary

## Types Of Content & Information Shared.

### Key similarities between Ireland and France

- Photos dominate content shared in both markets.
- Parent influencers are more likely to share videos, health information and educational information than non-influencers in both countries.
- Parents sharing on WhatsApp are most likely to share major milestones in both markets.
- Parents sharing daily or several times a week are most likely to share sensitive content (health information, location-tagged content, child's thoughts/feelings).

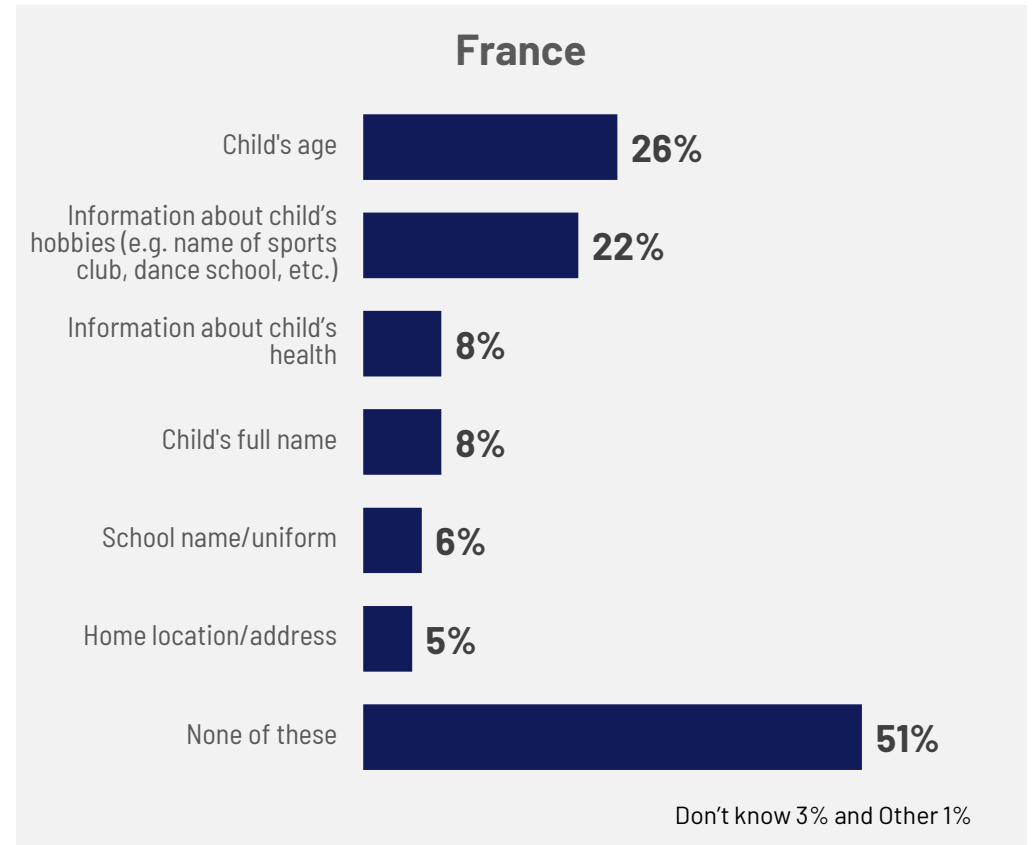
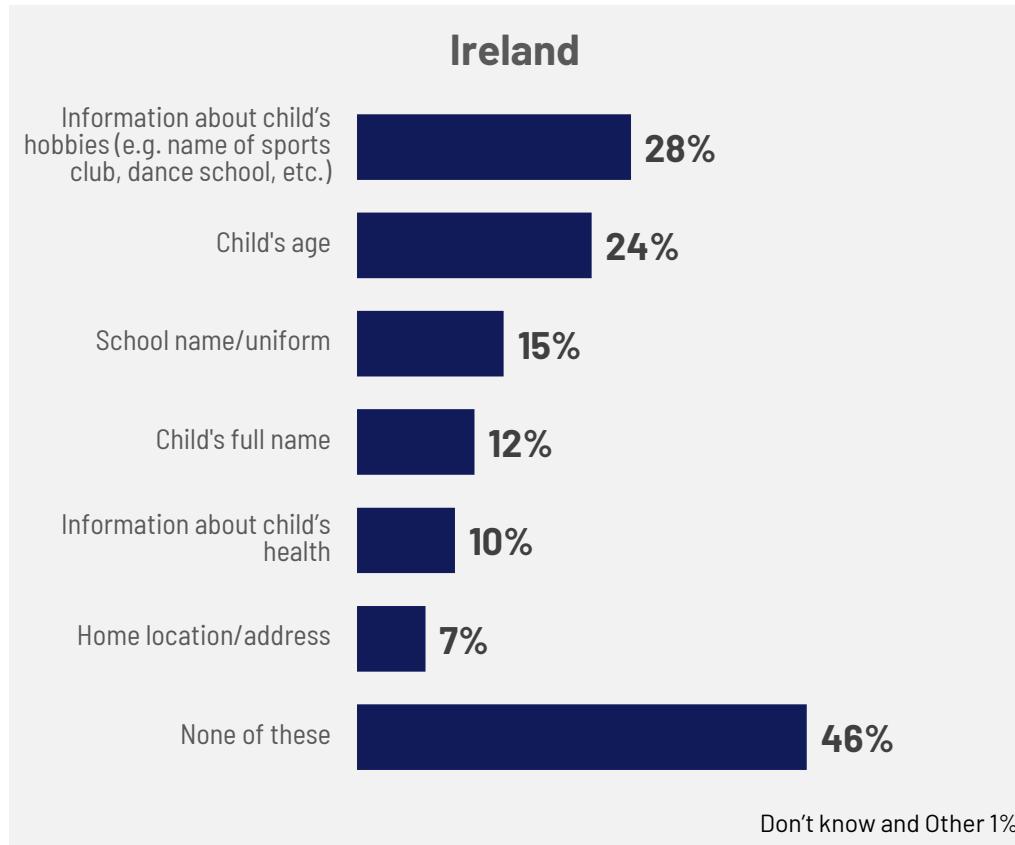
### Key differences between Ireland and France

- Major milestones lead sharing in Ireland while everyday moments lead in France.
- Anecdotes and amusing moments notably higher in France.
- In Ireland, women more are likely to share major milestones while there is no significant gender difference in France.
- In Ireland, age and area drive differences in content type (under-35s and urban parents share more videos and sensitive information); fewer demographic differences in France.
- Platform patterns differ: X and LinkedIn drive health/educational information sharing in Ireland; TikTok and YouTube drive it in France.
- Non-influencers in France more likely to share anecdotes; in Ireland non-influencers focus on major milestones.

# PERSONAL INFORMATION AND WHO IS INCLUDED IN THE CONTENT











# Types Of Personal Information Shared

Nearly half of parents avoid sharing any identifying information (46% Ireland, 51% France). Information about children's hobbies is the most commonly shared personal detail in Ireland, while it is the child's age in France.













Q.10a Which of the following have you ever included in the photos/videos/information that you have shared online?  
 Base: All who share content about their children online: Ireland: 773, France: 729

# Types Of Personal Information Shared By Platform Used For Sharenting - Ireland

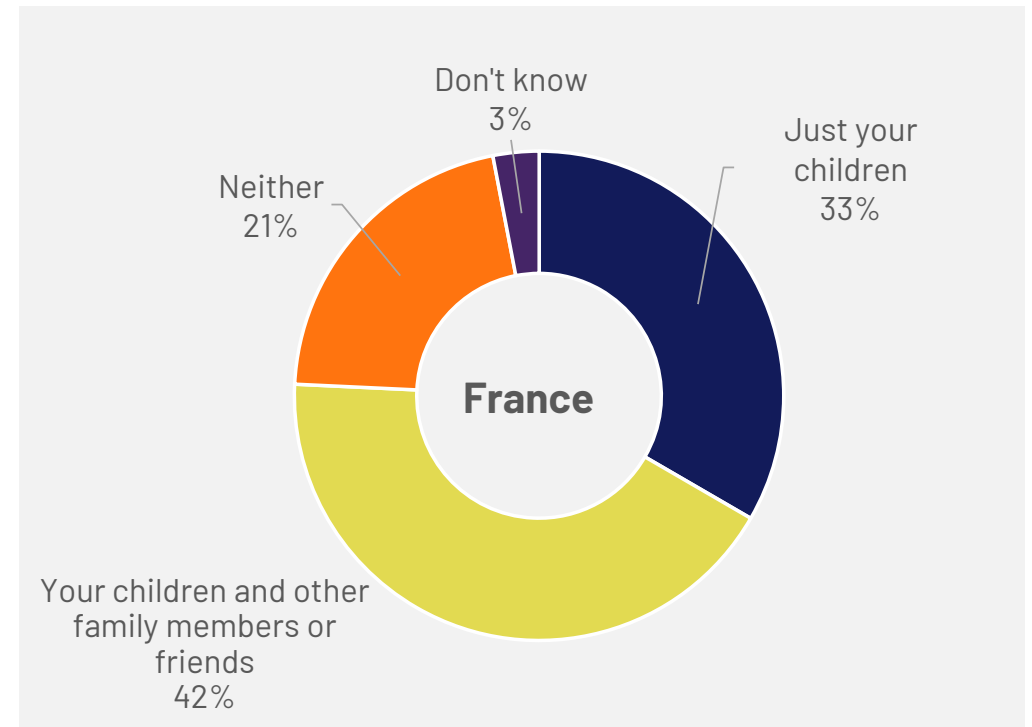
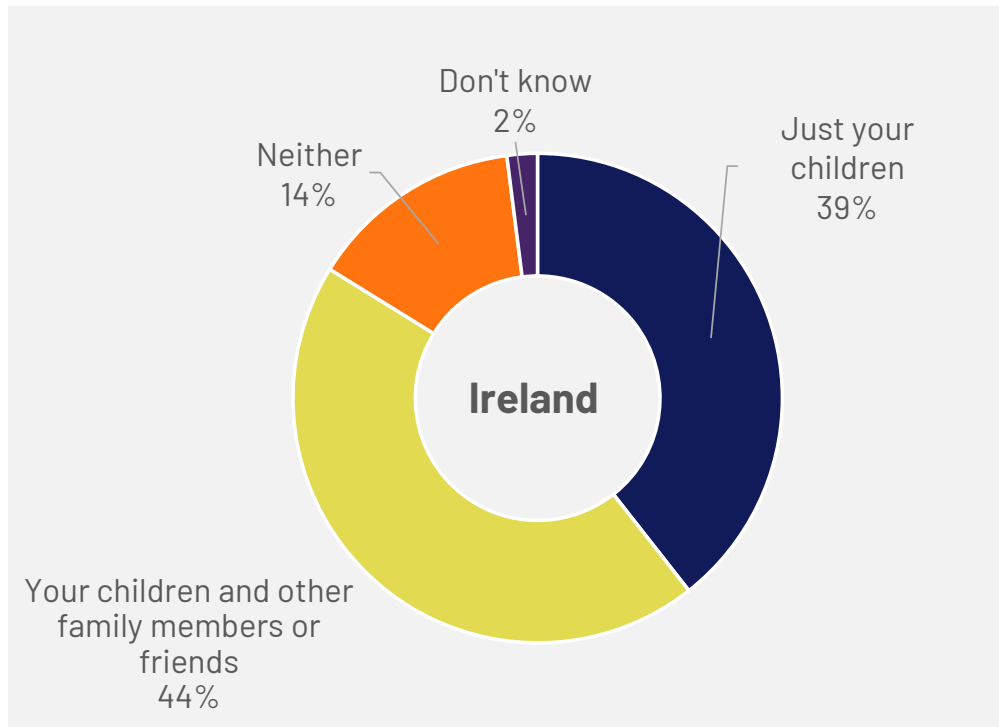
	Instagram 	Facebook 	X 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Child's full name	16	17	28	14	27	22	24	11	19
Child's age	28	30	26	25	24	21	30	25	32
School name/uniform	18	19	39	21	23	25	25	16	18
Home location/address	11	11	40	16	30	22	21	7	10
Information about child's hobbies (e.g. name of sports club, dance school, etc.)	30	34	61	44	45	45	51	27	38
Information about child's health	12	14	40	18	30	24	25	8	14
None of these	43	36	14	36	31	38	31	48	34

# Types Of Personal Information Shared By Platform Used For Sharenting – France

	Instagram 	Facebook 	X 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Child's full name	11	11		13		14	16	9	13
Child's age	34	36		37		32	36	27	41
School name/uniform	8	7		4		14	12	7	7
Home location/address	8	7		8		9	17	5	7
Information about child's hobbies (e.g. name of sports club, dance school, etc.)	24	25		29		26	31	26	28
Information about child's health	8	8		10		11	19	11	12
None of these	46	43		42		41	31	50	38



# Who Is Included In the Shared Content

Content typically includes other family members or friends, with over a third sharing content featuring just their children in both countries. Notably, more than half of parent influencers (IE: 54%, FR: 47%) say they typically share content of just their children (vs. IE: 38%, FR: 32% for non-influencers).










Q.11 When sharing content about your children, do you typically include photos/videos/information about:  
Base: All who share content about their children online: Ireland: 773, France: 729


# Who Is Included In the Shared Content By Platform Used For Sharenting







	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Just your children	43	41	47	44	46	36	41	38	36
Your children and other family members or friends	45	45	45	44	32	44	42	46	49
Neither	11	13	8	11	22	19	16	13	13
Don't know	1	1	-	1	-	1	1	3	2
	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Just your children	36	36		33		28	29	31	35
Your children and other family members or friends	44	45		46		42	48	47	46
Neither	17	17		17		28	19	18	16
Don't know	3	2		3		2	3	3	3

# Types Of Personal Information & Who Is Included In The Shared Content



-  No significant age difference in sharing personal information
-  No significant gender difference
-  Rural parents are more likely to avoid sharing any personal information (55% vs. 44% urban)
-  Parents sharing on X are most likely to share child's hobbies (61%), home location/address (40%) and health information (40%) and most likely to share content with just their children in it (47%)
-  Parents sharing daily are most likely to share child's full name (29%), health information (26%) and home location/address (22%)
-  Parent influencers are far more likely, to share personal information across all categories (2-6x higher) and more likely to share just their children in the content (54% vs. 38%)



-  No significant age difference in sharing personal information
-  No significant gender difference
-  No significant urban/rural difference
-  Parents sharing on TikTok most likely to share health information (19%) and YouTube users most likely to share child's full name (14%); WhatsApp users least likely to share personal information (50% share none)
-  Parents sharing daily are most likely to share child's full name (16%), health information (16%) and home location/address (18%)
-  Parent influencers are more likely to share child's age (44% vs. 24%), full name (25% vs. 6%), hobbies (31% vs. 21%) and health information (19% vs. 7%)

# Summary

## Types Of Personal Information & Who Is Included In The Shared Content.

### Key similarities between Ireland and France

- Nearly half of parents avoid sharing any identifying personal information in both markets.
- A child's age and hobbies are the most commonly shared personal details in both countries.
- Parent influencers significantly more likely to share personal information (full name, health, hobbies) than non-influencers.
- Parent influencers more likely to share content featuring just their children in both markets.

### Key differences between Ireland and France

- Irish parents more likely to share school name/uniform and home location/address.
- In Ireland, rural parents more cautious; no significant urban/rural difference in France.
- Platform patterns differ: In Ireland, X users most likely to share personal information (hobbies, location, health); in France, TikTok and YouTube users lead for health information and child's full name.
- In Ireland, parents sharing daily are significantly more likely to share sensitive personal information (full name, health, home location); pattern less pronounced in France.
- In Ireland, parent influencers share a wider range of personal information (school name/uniform, home location) compared to French parent influencers.

# MOTIVATIONS FOR SHARING CONTENT

# Motivations For Sharenting

Sharing moments with their loved ones who live far away, expressing their pride in their children and, keeping a record of important moments, are the three most commonly selected reasons by parents for why they share content about their children online.

	Ireland %	France %
To share moments with my friends and family	64	55
Because I am proud of my children	38	28
To keep a record of important moments	31	28
Because my family or friends frequently ask me to	17	25
To share my experience with other parents who may be on a similar parenting journey	16	8
To be connected with other parents	13	6
To engage with groups related to my children's sports/class group/hobbies	11	10
I was inspired by other parents I know	6	7
Because my children ask me to	8	6
To generate additional income	4	3
For no particular reason	9	7
Other	2	1
None of these	4	6
Don't know	1	1

Q.12 For what reasons do you share content about your children?











Base: All who share content about their children online: Ireland: 773, France: 729

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69




# Motivations For Sharenting By Platform Used For Sharenting - Ireland

	 Instagram	 Facebook	 X	 Snapchat	 LinkedIn	 YouTube	 TikTok	 WhatsApp	 Message
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
To share moments with my friends and family	65	62	49	62	50	41	51	70	68
Because I am proud of my children	45	47	41	47	34	38	42	38	48
To keep a record of important moments	35	38	38	36	37	30	42	32	43
Because my family or friends frequently ask me to	17	15	26	25	19	21	19	19	20
To share my experience with other parents who may be on a similar parenting journey	19	20	50	29	32	32	37	14	20
To be connected with other parents	17	17	34	23	28	24	28	13	20
To engage with groups related to my children's sports/class group/hobbies	11	13	32	22	33	23	24	11	9
I was inspired by other parents I know	8	9	24	13	19	15	20	7	10
Because my children ask me to	8	8	24	12	24	18	20	5	10
To generate additional income	5	6	26	12	18	16	9	3	4
For no particular reason	11	11	20	12	10	19	12	7	6


# Motivations For Sharenting By Platform Used For Sharenting - France

	Instagram 	Facebook 	X 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
To share moments with my friends and family	52	55		49		38	46	66	59
Because I am proud of my children	36	36		37		26	39	27	40
To keep a record of important moments	32	32		30		30	35	30	32
Because my family or friends frequently ask me to	28	24		31		27	28	27	27
To share my experience with other parents who may be on a similar parenting journey	13	11		10		14	21	9	12
To be connected with other parents	10	9		12		9	15	6	10
To engage with groups related to my children's sports/class group/hobbies	10	9		11		14	12	12	11
I was inspired by other parents I know	10	10		12		15	19	8	8
Because my children ask me to	6	6		6		11	9	5	7
To generate additional income	4	4		3		7	9	3	3
For no particular reason	10	8	11	12	12	7	10		


# Motivations For Sharenting




No significant age difference in motivations; sharing with friends/family the top reason across all age groups




Women are more likely to cite 'sharing moments with friends/family' as a motivation for sharenting (69% vs. 58%)




Rural parents are more likely to cite sharing moments with friends/family (75% vs. 61%)




Parents sharing on WhatsApp are most likely to cite sharing moments with friends/family (70%)




Parents sharing once every few months are most likely to cite sharing moments with friends/family (75%); for daily sharers it is sharing experiences with other parents (37%)




Parent influencers more likely to cite sharing experiences with other parents (46% vs. 11%) and generating income (20% vs. 1%)




Under-35s are less likely to cite sharing moments with friends/family (44% vs. 58% for 35-49)




Women are more likely to cite sharing moments with friends/family (59% vs. 51%)




No significant urban/rural difference in motivations



Parents sharing on WhatsApp are most likely to cite sharing moments with friends/family (66%)



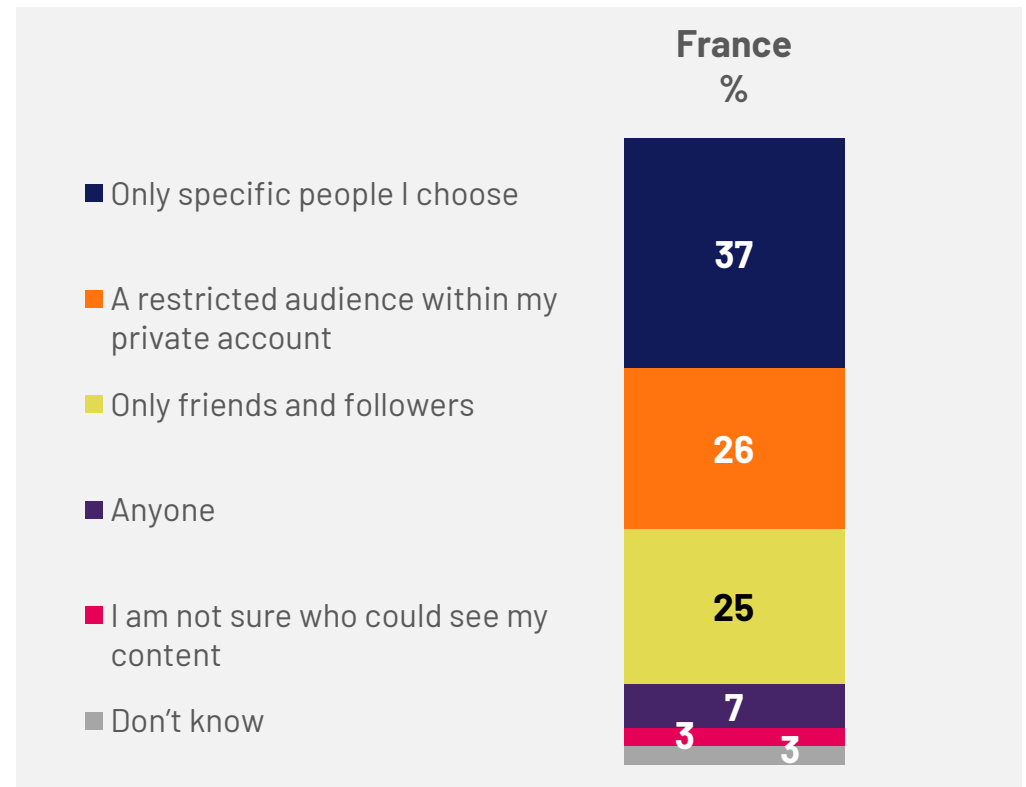
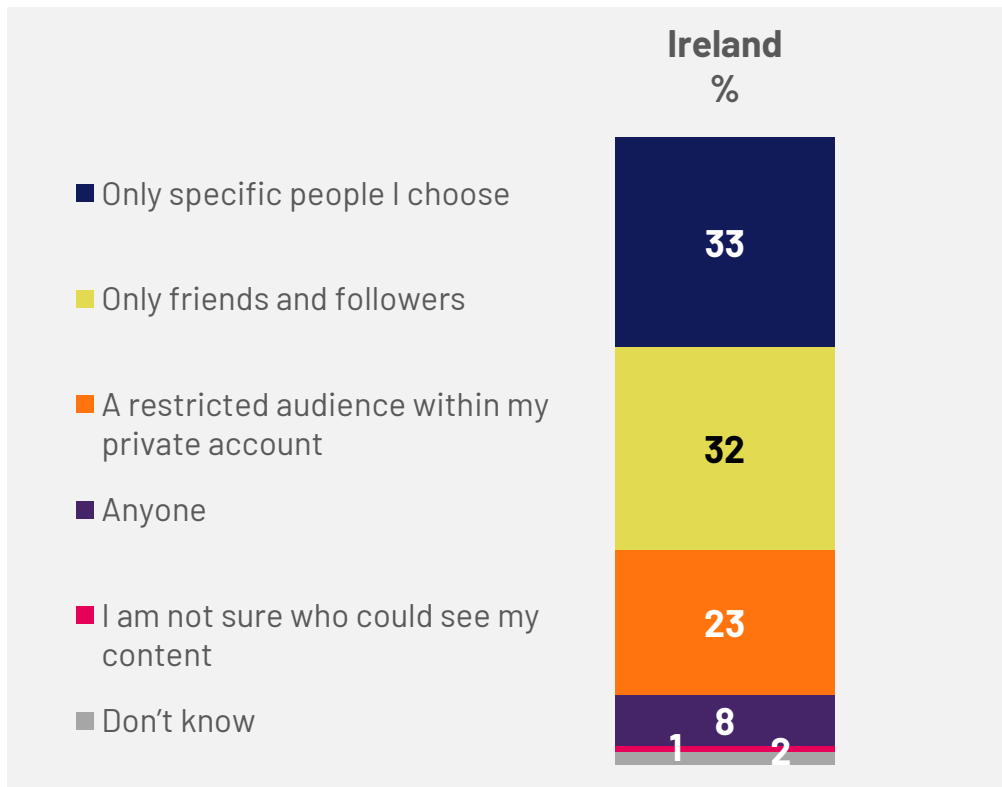
Parents sharing once every few months are most likely to cite sharing moments with friends/family (70%); daily sharers are most likely to cite pride in children (26%)



Parent influencers are more likely to cite connecting with other parents (17% vs. 5%), being inspired by other parents (24% vs. 5%) and generating income (12% vs. 2%)


# Audience For The Shared Content

Most parents in both countries say that only a restricted audience could typically see the content they shared about their children, with only a minority sharing it with anyone online (IE:8%, FR: 7%).




Q.13 Over the last year, thinking about when you shared photos, videos and/or information about your children online, who could typically see them?  
Base: All who share content about their children online: Ireland: 773, France: 729

# Audience for the Shared Content By Platform Used For Sharenting

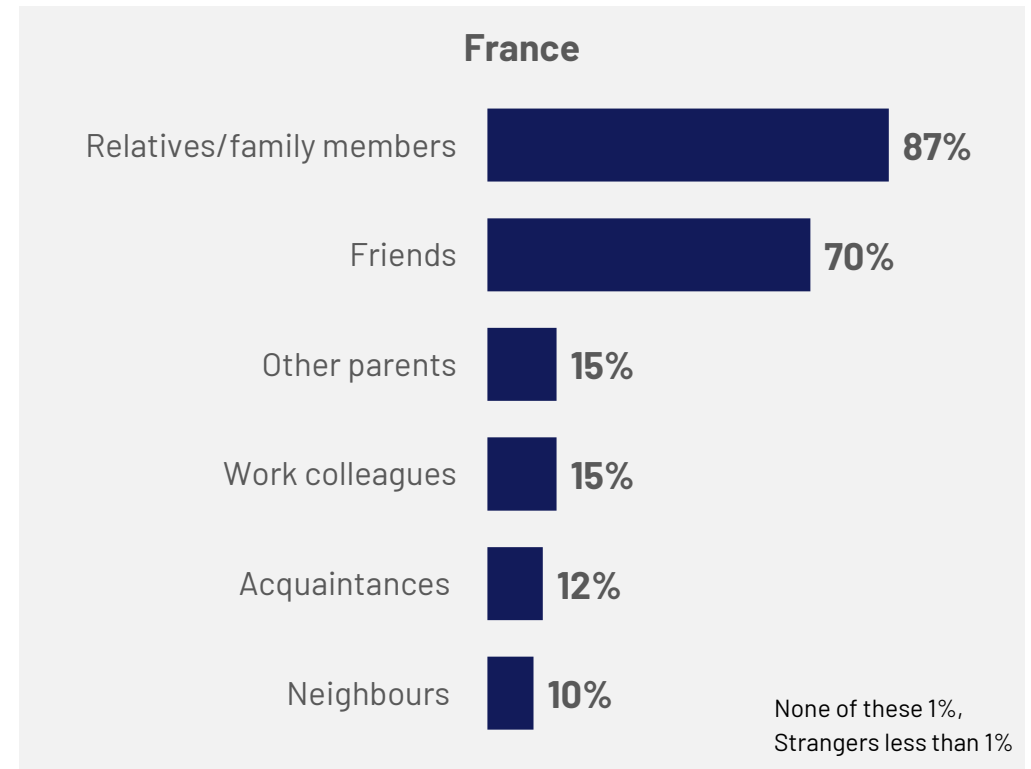
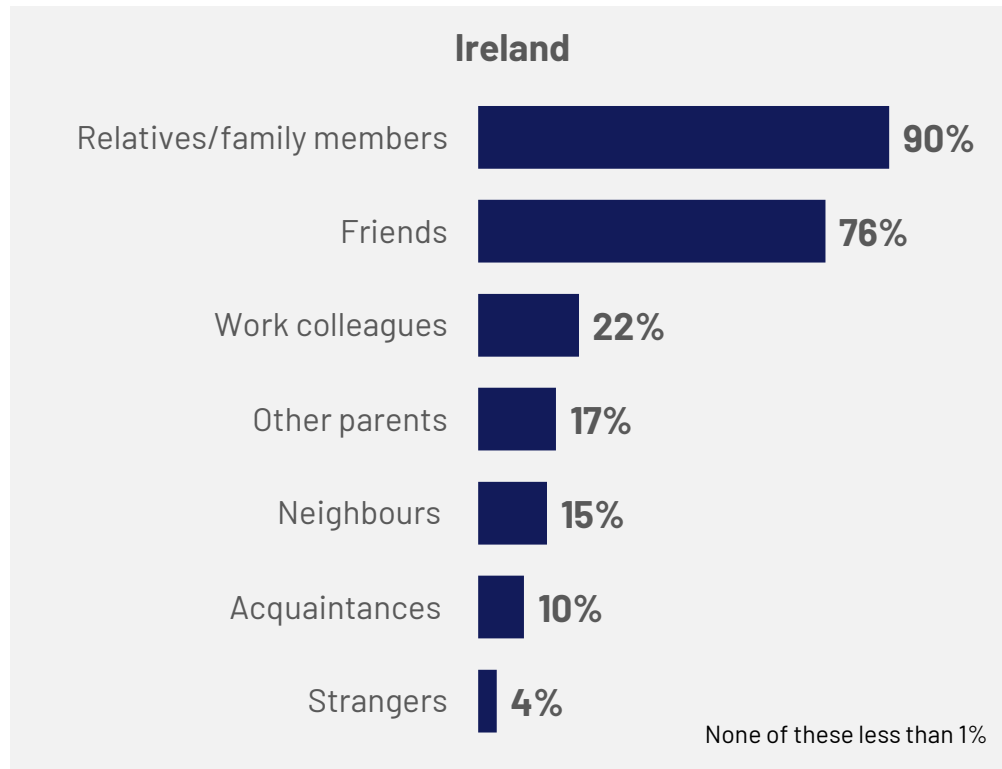
	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Only specific people I choose (via private groups/messages)	25	22	13	22	31	23	19	39	33
Only friends and followers (my account is set to "private")	39	37	36	36	30	31	38	30	33
A restricted audience within my private account (e.g. "Close Friends" list)	24	27	33	23	27	32	24	21	23
Anyone (i.e. public account)	10	11	17	16	11	12	15	7	9
I am not sure who could see my content	1	1	1	1	-	-	2	1	-

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Only specific people I choose (via private groups/messages)	28	28		36		30	22	44	37
Only friends and followers (my account is set to "private")	23	27		26		24	28	21	23
A restricted audience within my private account (e.g. "Close Friends" list)	33	31		21		27	28	27	28
Anyone (i.e. public account)	12	9		11		13	17	6	9
I am not sure who could see my content	1	3		3		3	-	1	1











# Specific Audience With Whom Content Is Shared

When asked to specify who comprises their restricted sharing audience, parents overwhelmingly share with close personal connections such as relatives/family members and friends, with only a minority sharing with wider circles.













Q.14 You said that when you typically share photos, videos and/or information about your children online it is to specific people or to a restricted audience, who does this include?  
Base: All who said they share content about their children to only specific people, only friends & followers or only a restricted audience: Ireland: 684, France: 634


# Specific Audience With Whom Content Is Shared By Platform Used For Sharenting


	Instagram 	Facebook 	X 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Relatives/family members	89	87	71	84	78	75	80	94	94
Friends	83	84	72	80	76	71	79	77	91
Other parents	20	20	35	25	35	29	25	17	23
Neighbours	19	21	29	27	24	24	29	12	18
Work colleagues	28	28	42	34	33	29	35	21	29
Acquaintances	13	14	32	17	27	23	25	8	15
Strangers	6	6	27	13	20	15	16	4	3


# Specific Audience With Whom Content Is Shared By Platform Used For Sharenting


	Instagram 	Facebook 	X 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Relatives/family members	86	85		86		79	77	88	89
Friends	77	76		79		64	73	71	74
Other parents	18	16		13		20	21	17	16
Neighbours	13	13		12		18	17	13	14
Work colleagues	21	19		24		17	25	14	17
Acquaintances	16	18		18		16	19	11	12
Strangers	1	1		1		1	-	0	1


# Audience For The Shared Content





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No significant age difference; most parents share with restricted audiences and overwhelmingly with relatives/family (90%) and friends (76%)
- 


Women are more likely to share with restricted audiences (91% vs. 86%) and with relatives/family (94% vs. 85%)
- 


Rural parents are more likely to share with restricted audiences (93% vs. 87%) and with relatives/family (98% vs. 88%)
- 


Those sharing on X are most likely to share with strangers (27%) and acquaintances (32%)
- 


Parents sharing daily most likely to share with anyone (i.e. public account) at 17% vs. 5% of those sharing several times a month or less frequently
- 


Influencers are more likely to share with anyone (i.e. public account) (20% vs. 6%) and with other parents (28% vs. 15%), neighbours (25% vs. 13%) and strangers (18% vs. 2%)





- 

Under-35s are more likely to share with "anyone"/public (11% vs. 7% for 35-49); no significant age difference in specific audience
- 

Women are more likely to share with relatives/family (90% vs. 84%) and friends (74% vs. 66%)
- 

Rural parents are more likely to share with relatives/family (91% vs. 87%)
- 

Parents sharing on WhatsApp are most likely to select "only specific people I choose" (44%) and to share with relatives/family (88%); TikTok users most likely to share with "anyone"/public (17%) and other parents (21%)
- 

Parents sharing daily are most likely to share with anyone (i.e. public account) at 17%
- 

Influencers are more likely to share with anyone (i.e. public account) (18% vs. 6%) and with other parents (30% vs. 13%), neighbours (22% vs. 9%) and acquaintances (23% vs. 11%)

# Summary

## Motivations For Sharenting & Audience.

### Key similarities between Ireland and France

- Sharing moments with friends and family who live far away is the top motivation in both countries.
- WhatsApp users in both markets are most motivated by sharing with friends/family and most likely to share with "only specific people I choose".
- Most parents share with restricted audiences; relatives/family members and friends are the primary audience in both countries.
- Parent influencers are more likely to share with public accounts and with wider circles (other parents, acquaintances, strangers).
- Daily sharers in both countries are more likely to share with public accounts than less frequent sharers.

### Key differences between Ireland and France

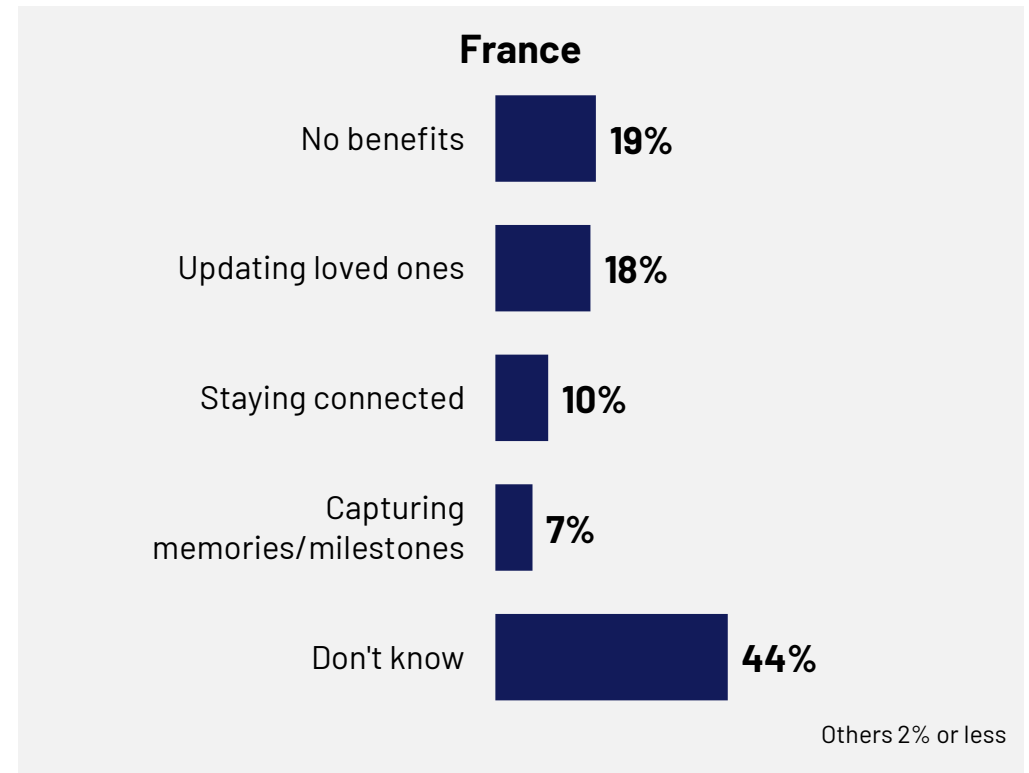
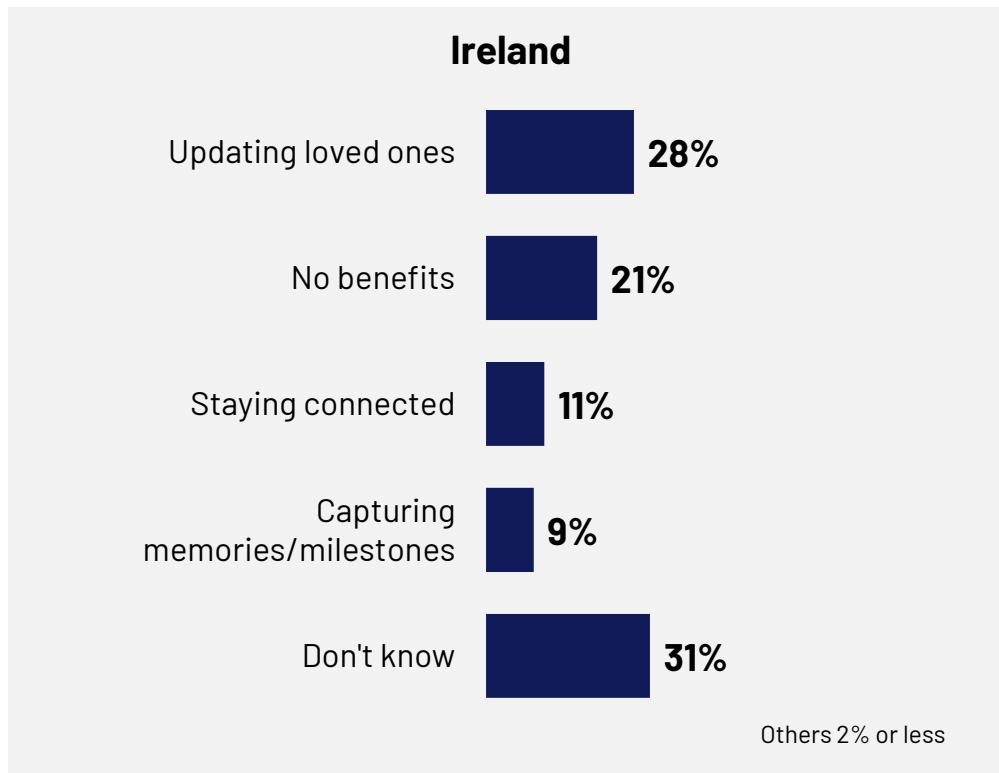
- In Ireland, rural parents are more likely to cite sharing with friends/family as motivation; no urban/rural difference in France.
- In Ireland, those sharing on X are most likely to cite generating income and sharing experiences with other parents while in France, TikTok and YouTube users most likely to cite income.
- In Ireland, women are more likely to share with restricted audiences; no significant gender difference in France.
- Irish parents are more likely to share with work colleagues and friends.
- Platform patterns differ: In Ireland, parents using X for sharenting are most likely to share with strangers while in France, TikTok users lead for public sharing.

# BENEFITS AND RISKS OF SHARING CONTENT




# Perceived Benefits of Sharing Content About Children Online


More than half of respondents in both countries either do not know (IE: 31%, FR: 44%) or say there are no benefits (IE: 21%, FR: 19%) associated with sharing content about their children online.




Q.16a What would you say are the benefits associated with sharing photos, videos and/or information about children online?  
Base: All respondents: Ireland: 1028, France: 1019

# Perceived Benefits of Sharing Content About Children Online By Platform Used For Sharenting


	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
No benefits	7	7	3	9	9	10	10	9	8
Capturing memories/milestones	12	13	12	14	2	9	13	11	15
Updating loved ones	32	30	18	26	19	21	20	36	35
Staying connected	12	15	8	7	11	13	12	15	13
Don't know	38	37	56	41	50	53	46	32	32

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
No benefits	11	9		12		7	8	9	7
Capturing memories/milestones	12	11		11		12	11	9	11
Updating loved ones	21	21		19		15	17	27	29
Staying connected	11	12		10		11	10	15	13
Don't know	45	47		45		47	47	40	42


# Perceived Benefits of Sharing Content About Children Online




No significant difference by parent's age




No significant difference between mothers and fathers




No significant difference by area




Parents sharenting on WhatsApp (36%) and Messenger (35%) are most likely to cite updating loved ones as a benefit - nearly twice as much as those on Facebook (18%) or LinkedIn (19%)




Nearly half of daily sharers (47%) do not cite any benefit associated with sharenting, while those who share once every few months during the year are the most likely to identify some benefit




53% of parent influencers do not name any benefit associated with sharenting




Older parents aged 50+ are the most likely to say that updating their loved ones is one of the benefit associated with sharenting at 21% compared to 12% of under 35s




No significant difference between mothers and fathers




No significant difference by area



Parents using WhatsApp (27%) and Messenger (29%) for sharenting are the most likely to cite 'updating their loved ones' as a benefit, twice as much as parents using YouTube (15%) or TikTok (17%)



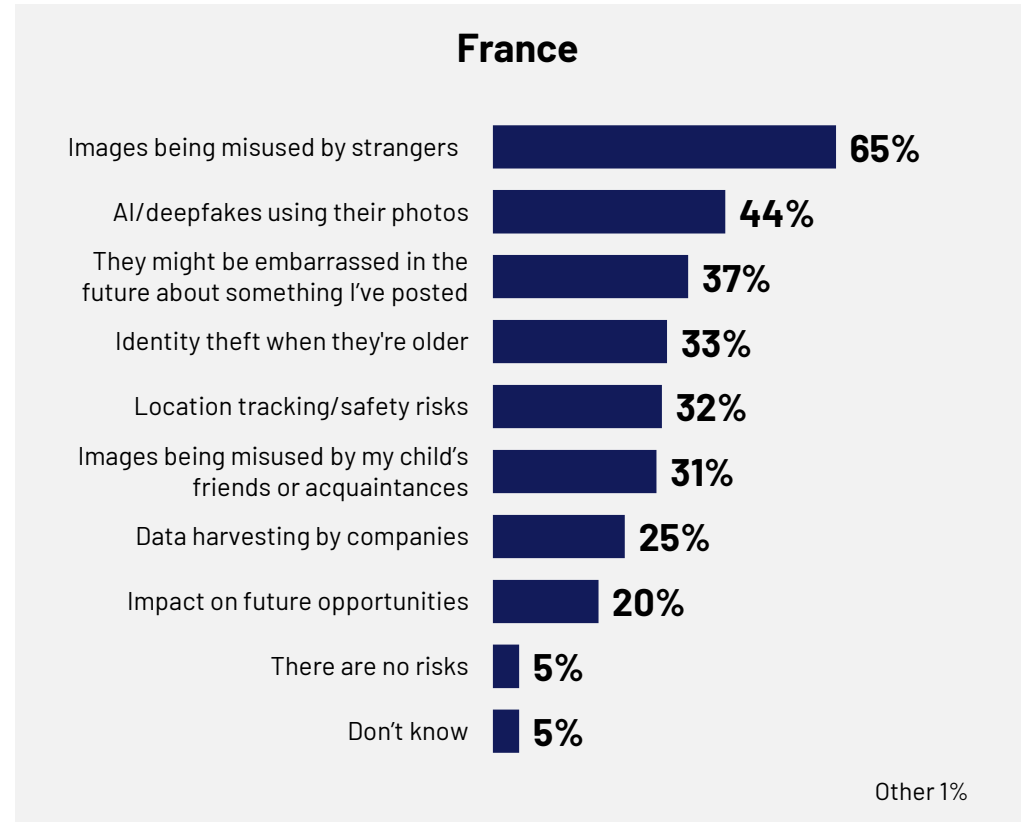
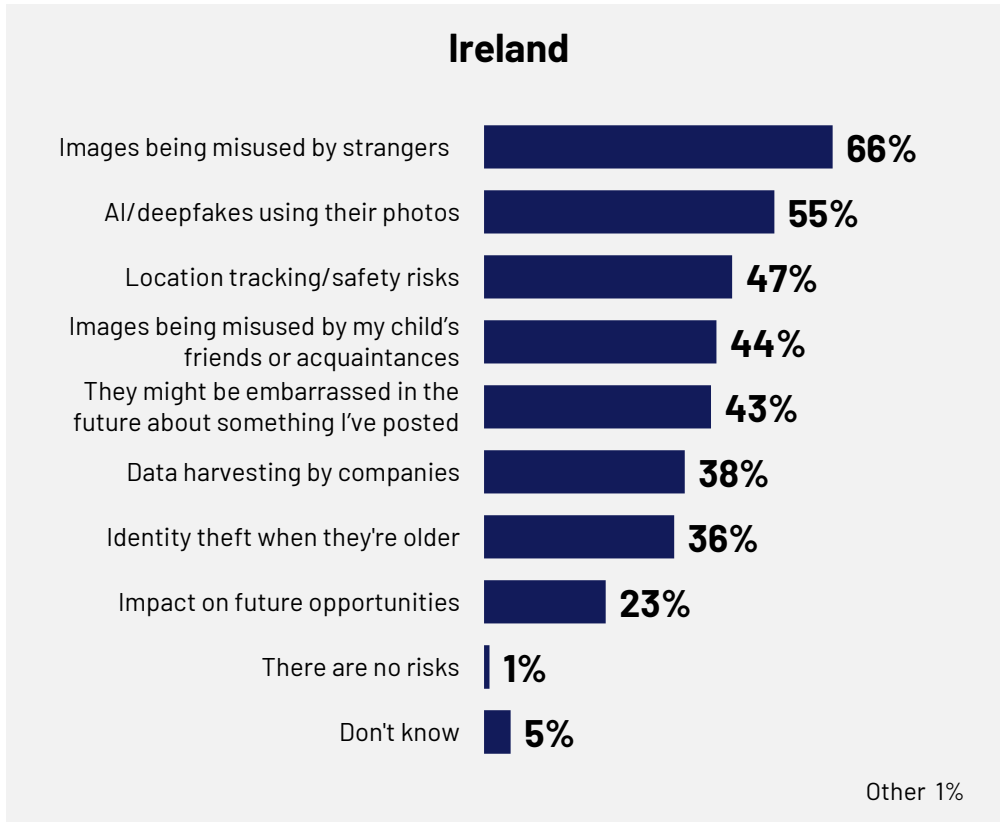
More than half of daily sharers (60%) do not name any benefit associated with sharenting while parents who share several times a month are the most likely to be able to name some benefit



Similarly to in Ireland, a significant share of parent influencers (44%) do not name any benefit associated with sharenting











# Perceived Risks of Sharing Content About Children Online

The most commonly identified risks in both countries are related to images being misused by strangers (IE: 66%, FR: 65%), followed by concerns about AI/deepfakes using their children's photos (IE: 55%, FR: 44%).













Q.16 What would you say are the risks associated with sharing photos, videos and/or information about children online?  
 Base: All respondents: Ireland: 1028, France: 1019

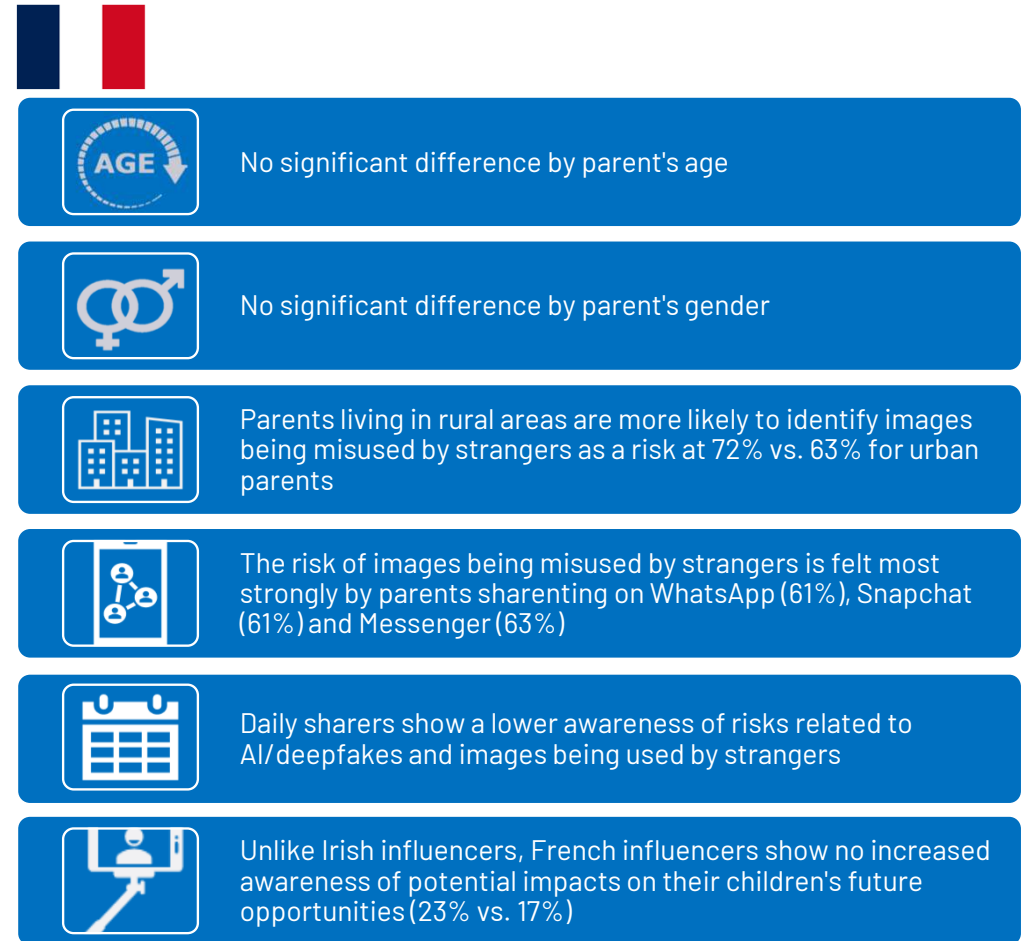
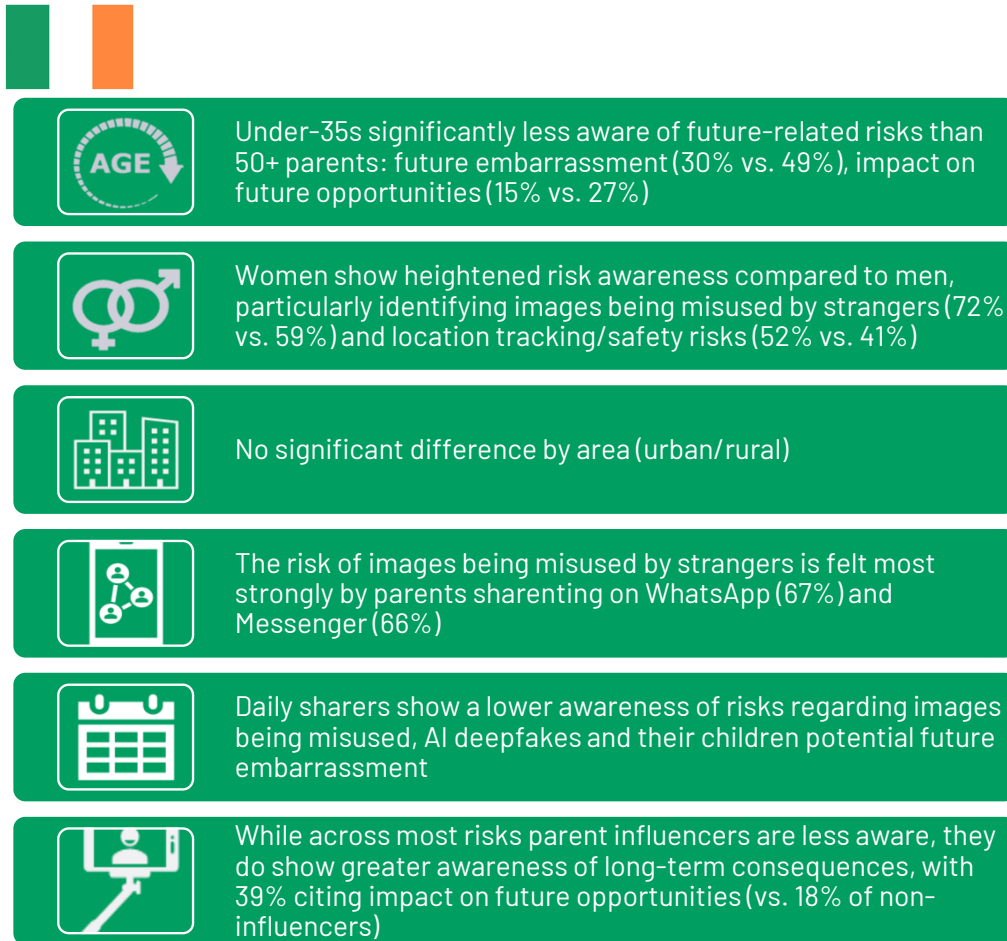
# Perceived Risks of Sharing Content About Children Online By Platform Used For Sharenting – Ireland

	 Instagram	 Facebook	 X	 Snapchat	 LinkedIn	 YouTube	 TikTok	 WhatsApp	 Messenger
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Images being misused by strangers	60	57	53	56	61	50	53	67	66
AI/deepfakes using their photos	53	46	54	45	52	41	52	53	52
Location tracking/safety risks	44	40	39	47	44	41	46	50	48
Images being misused by my child's friends or acquaintances	39	36	39	43	39	37	40	45	42
They might be embarrassed in the future about something I've posted	39	36	39	35	41	36	39	42	39
Data harvesting by companies	33	30	39	30	45	36	39	38	30
Identity theft when they're older	32	31	42	28	42	39	33	36	38
Impact on future opportunities	20	19	39	23	44	32	34	23	23

# Perceived Risks of Sharing Content About Children Online By Platform Used For Sharenting – France

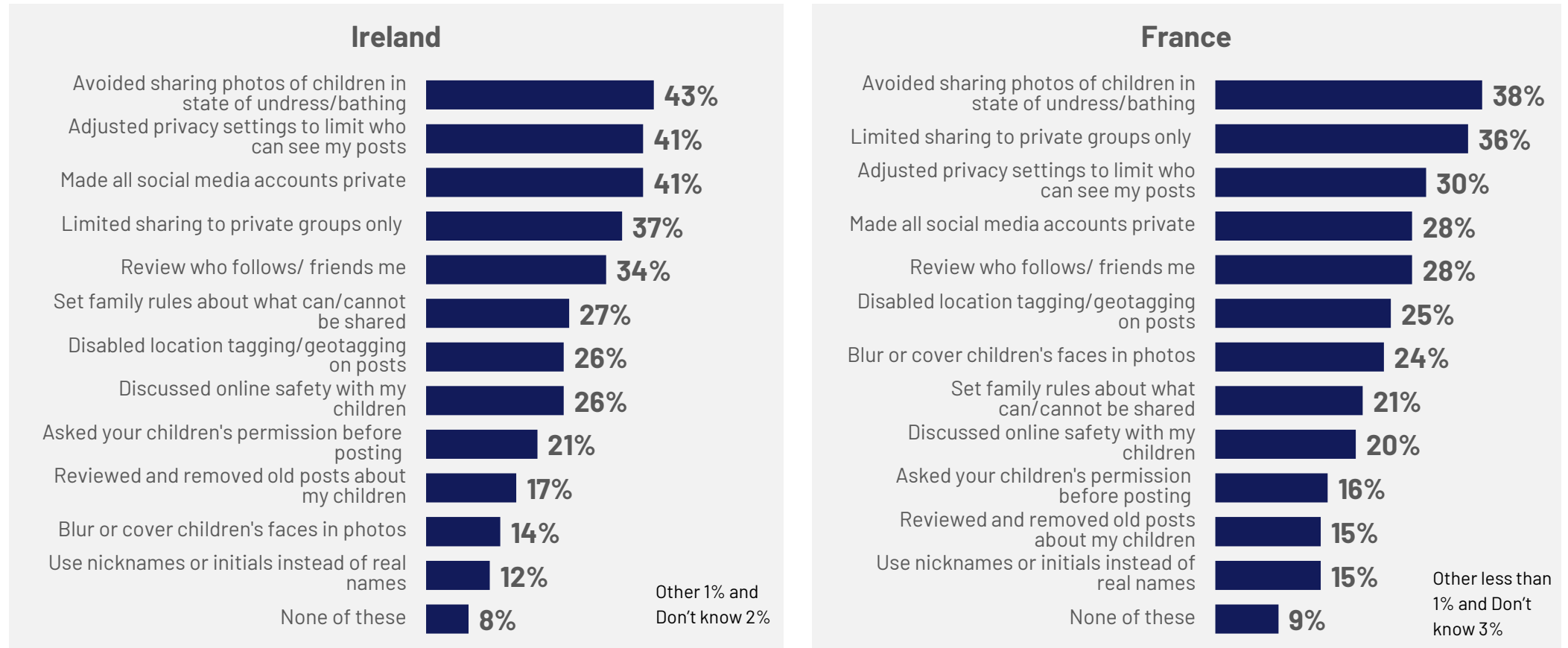
	Instagram 	Facebook 	X 	Snapcha 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Images being misused by strangers	51	57		61		44	48	61	63
AI/deepfakes using their photos	41	35		35		31	35	46	43
They might be embarrassed in the future about something I've posted	30	31		41		33	38	35	35
Identity theft when they're older	29	29		34		37	39	33	36
Location tracking/safety risks	29	27		30		36	30	33	32
Images being misused by my child's friends or acquaintances	25	25		24		28	25	31	29
Data harvesting by companies	21	23		21		29	26	28	30
Impact on future opportunities	16	15		19		26	28	20	21

# Perceived Risks of Sharing Content About Children Online













# Steps Taken To Mitigate Risks Of Content Sharing

Reflecting the image-related risks identified, the most common protective measure in both countries is avoiding sharing photos of children in a state of undress/bathing (IE: 43%, FR: 38%).













Q.17 Have you taken any steps to mitigate these risks?  
 Base: All who share content about their children online: Ireland: 773, France: 729


# Steps Taken To Mitigate Risks Of Content Sharing By Platform Used For Sharenting – Ireland

	Instagram 	Facebook 	x 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Avoided sharing photos of children in state of undress/bathing	44	44	34	44	37	30	44	47	50
Adjusted privacy settings to limit who can see my posts	43	43	43	39	26	37	36	44	46
Made all social media accounts private	46	41	36	43	29	33	34	45	44
Limited sharing to private groups only	34	33	33	31	32	26	31	43	40
Review who follows/ friends me	43	38	35	37	28	34	34	37	41
Set family rules about what can/cannot be shared	27	27	29	33	24	26	30	27	28
Disabled location tagging/geotagging on posts	28	27	31	34	32	26	29	27	32
Discussed online safety with my children	26	25	28	25	33	22	30	29	32
Asked your children's permission before posting	23	23	30	26	26	27	26	21	24
Reviewed and removed old posts about my children	19	17	28	18	29	29	30	19	24
Blur or cover children's faces in photos	18	14	28	16	23	22	22	14	16
Use nicknames or initials instead of real names	13	14	29	16	31	20	23	12	19


# Steps Taken To Mitigate Risks Of Content Sharing By Platform Used For Sharenting – France

	Instagram 	Facebook 	X 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Avoided sharing photos of children in state of undress/bathing	37	42		37		32	34	42	43
Limited sharing to private groups only	34	35		35		28	27	46	40
Adjusted privacy settings to limit who can see my posts	30	32		30		20	25	33	36
Made all social media accounts private	31	29		34		25	22	30	32
Review who follows/ friends me	34	32		30		32	40	29	32
Disabled location tagging/geotagging on posts	26	28		28		26	31	26	28
Blur or cover children's faces in photos	31	23		27		24	32	25	27
Set family rules about what can/cannot be shared	20	20		21		16	14	25	27
Discussed online safety with my children	17	21		17		19	15	22	26
Asked your children's permission before posting	17	17		13		21	21	18	19
Reviewed and removed old posts about my children	20	17		18		20	23	16	19
Use nicknames or initials instead of real names	16	14		16		24	20	15	15


# Steps Taken To Mitigate Risks Of Content Sharing




Younger parents (under 35) are significantly more likely to blur or cover children's faces in photos (23%) compared to parents aged 50+ (5%)




Mothers take more protective measures than fathers: making accounts private (48% vs. 32%), avoiding sharing photos of children undressed/bathing (49% vs. 36%), reviewing who follows them (41% vs. 27%)




Urban parents are more likely to have reviewed and removed old posts about their children (18% vs. 9%), to have blurred their children's faces (15% vs. 7%) and to have set family rules about what can be shared (29% vs. 19%)




Parents who share content about their children on WhatsApp are most likely to share only to private groups (43%), those on Instagram to have reviewed followers (43%) and those on X to blur their children's faces (28%)




Like in France, daily sharers least likely to have reviewed followers (21%) or adjusted privacy settings (24%). Those sharing every few months far more likely to avoid undressed photos compared to daily sharers (53% vs. 26%).




Parent influencers are most likely to have blurred their children's faces (24%) and used nicknames or initials (28%). However only 22% have reviewed who follows them compared to 37% of non-influencers




Under 35s are less likely (26%) than older parents to limit their sharing to private groups only (50+: 44%). But more likely to blur or cover children's faces in photos (under 35s: 26%) compared to parents aged 50+ (8%)




The gender divide observed in Ireland is less pronounced in France, though women remain more likely to make all social media accounts private (35% vs. 20%)




Rural parents are more likely to say at 33% that they have disabled the location tagging on posts compared to urban parents (22%)



Parents who share content about their children on WhatsApp are most likely to share only to private groups (46%), those on TikTok to have reviewed their followers (40%) and those on Instagram to blur faces (31%)



Daily sharers least likely to review followers (18%) or adjust privacy settings (14%); undressed photo avoidance far higher among those sharing every few months (48% vs. daily sharers: 30%)



Influencers twice as likely use nicknames or initials (27% vs. 13%). However only 12% of parent influencers say they have discussed of online safety with their children compared to 21% of non-influencers

# Summary

## Benefits And Risks Of Sharing Content.

### Key similarities between Ireland and France

- More than half of parents in both countries either don't know or see no benefits to sharing content about their children online.
- Updating loved ones and staying connected are the top benefits cited in both markets.
- Images being misused by strangers and AI/deepfakes using children's photos are the top risks identified in both countries.
- Avoiding sharing photos of children undressed/bathing is the most common protective measure in both countries.
- Younger parents (under 35) significantly more likely to blur or cover children's faces compared to parents aged 50+.

### Key differences between Ireland and France

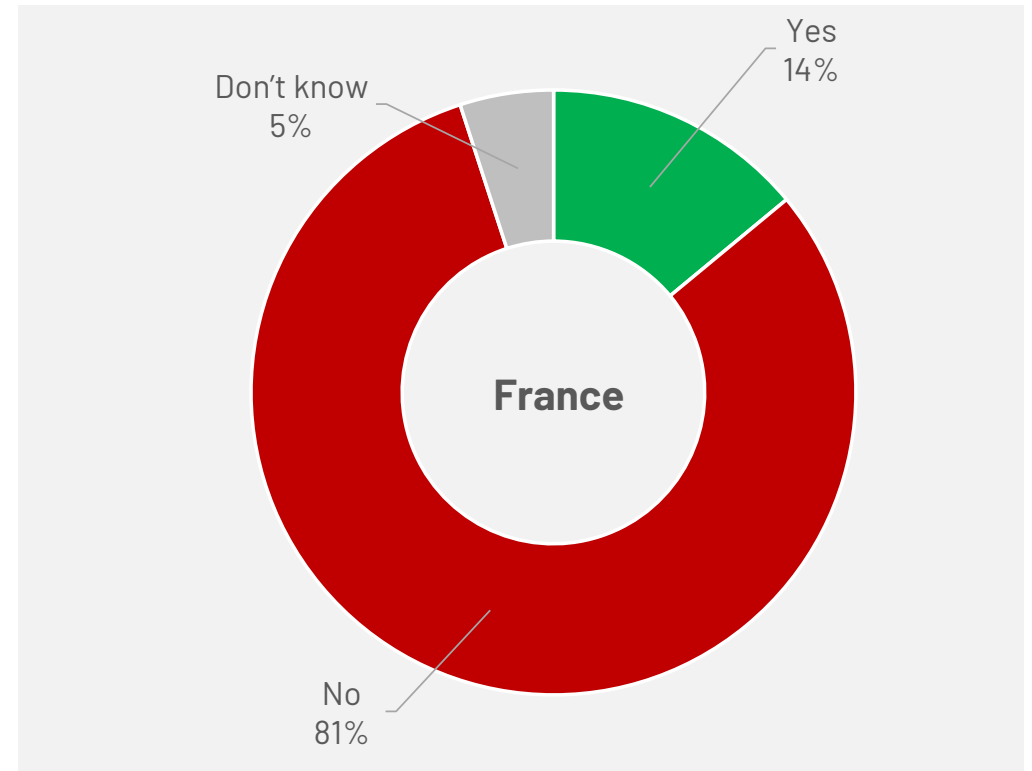
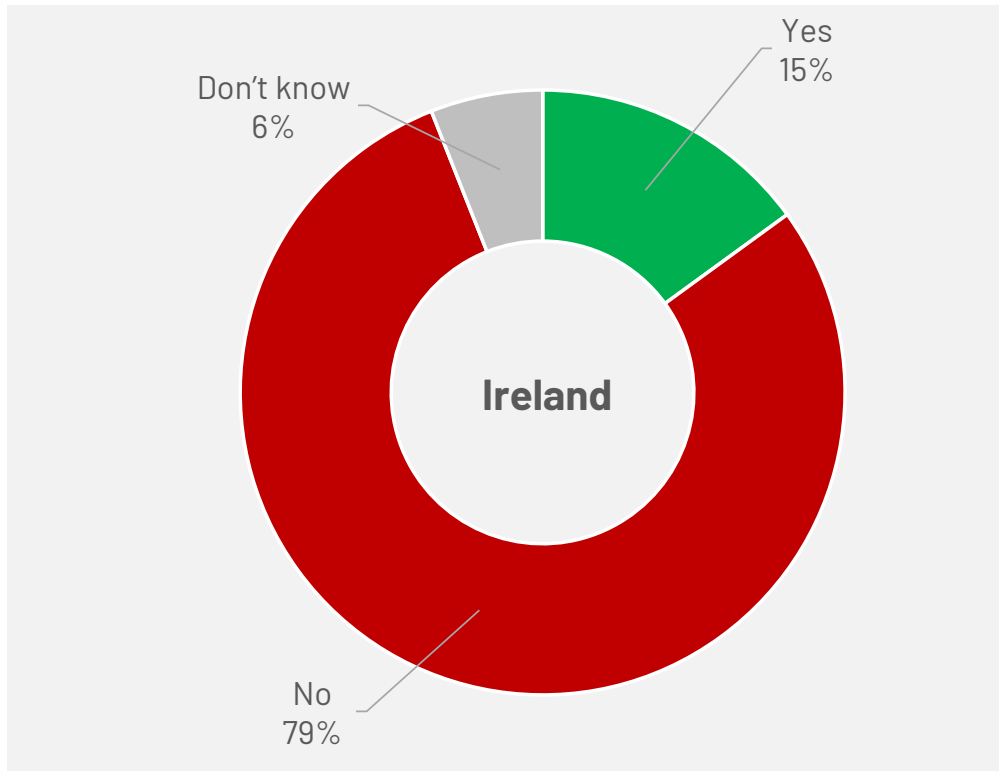
- French parents are more likely to say they don't know the benefits of sharenting.
- Irish parents are more concerned about AI/deepfakes and data harvesting.
- There is a gender divide in risk awareness in Ireland with Irish mothers being significantly more aware than Irish fathers regarding images being misused by strangers and location tracking.
- Irish parent influencers show greater awareness of impact on children's future while this is not observed in France.
- Irish parents are more likely to have adjusted privacy settings and made accounts private.

# PARENTS' REGRET, CHILDREN'S AWARENESS AND CONSENT




# Previous Regret For Sharing Content About Children


More than 1 in 10 parents in both countries have regretted sharing content about their children, with parent influencers being significantly more likely to express regret (IE: 36%, FR: 37%).



Q.15 Have you ever regretted sharing photos, videos and/or information about your children online?  
Base: All who share content about their children online: Ireland: 773, France: 729

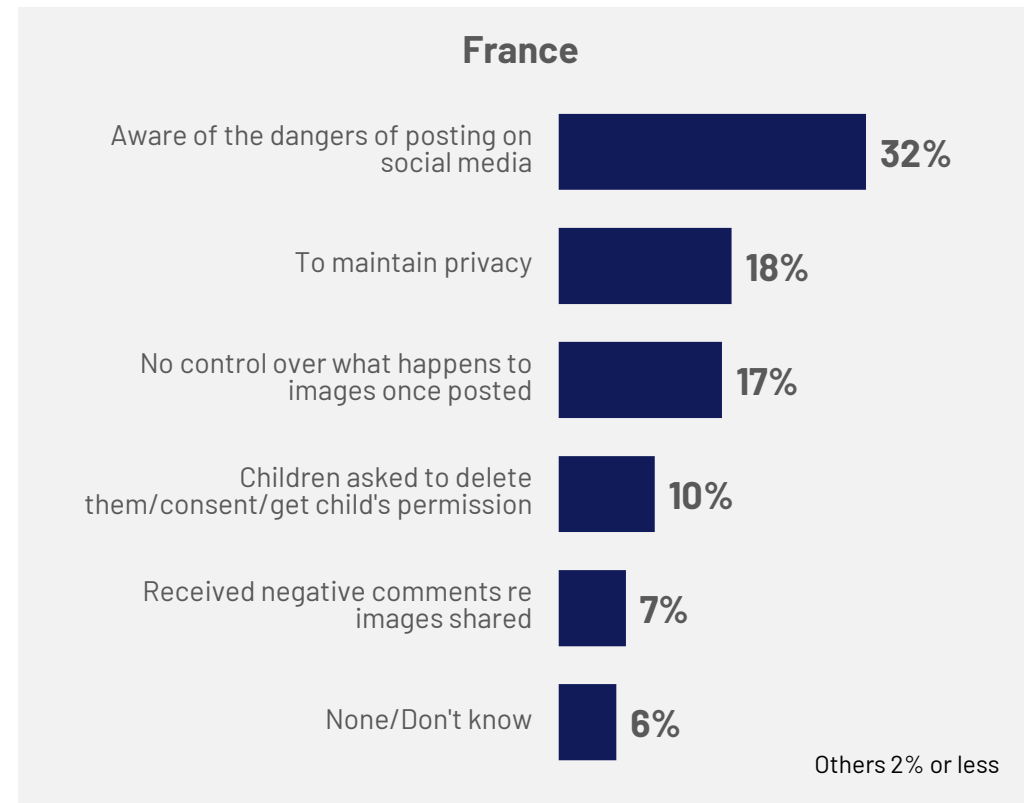
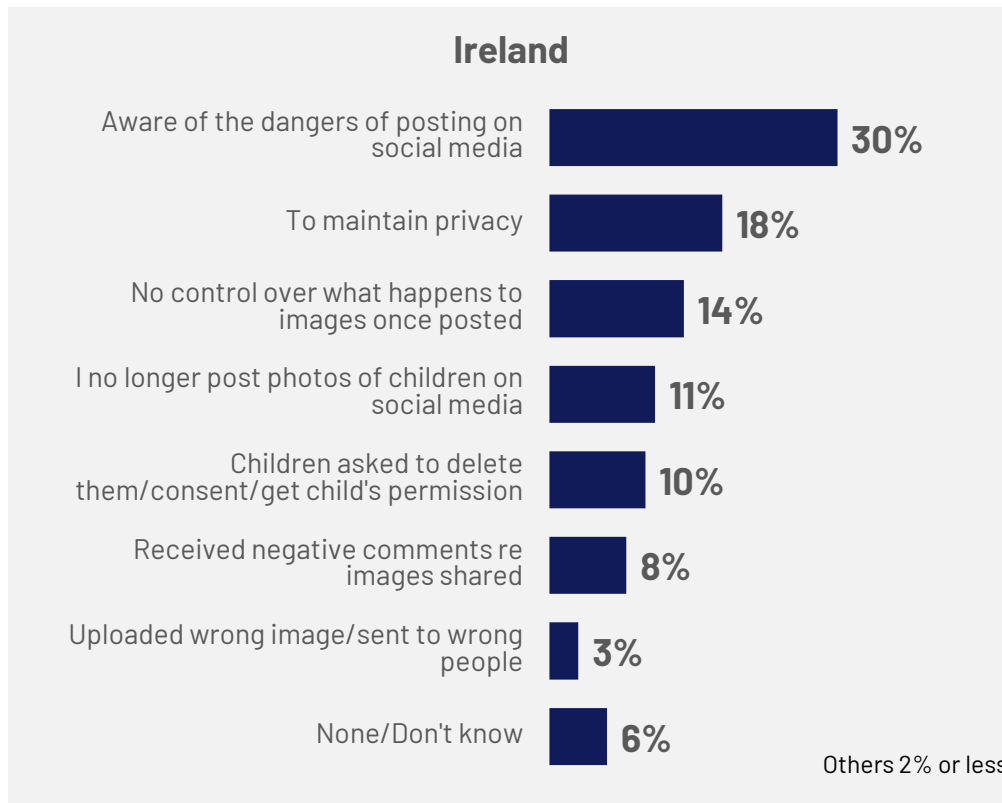
# Previous Regret For Sharing Content About Children By Platform Used For Sharenting

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Yes	16	14	17	16	24	20	20	13	16
No	79	79	79	76	70	76	75	79	76
Don't know	5	7	4	8	5	4	5	8	8

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Yes	16	15		19		21	19	13	17
No	79	80		75		71	72	83	78
Don't know	5	5		6		8	8	5	5

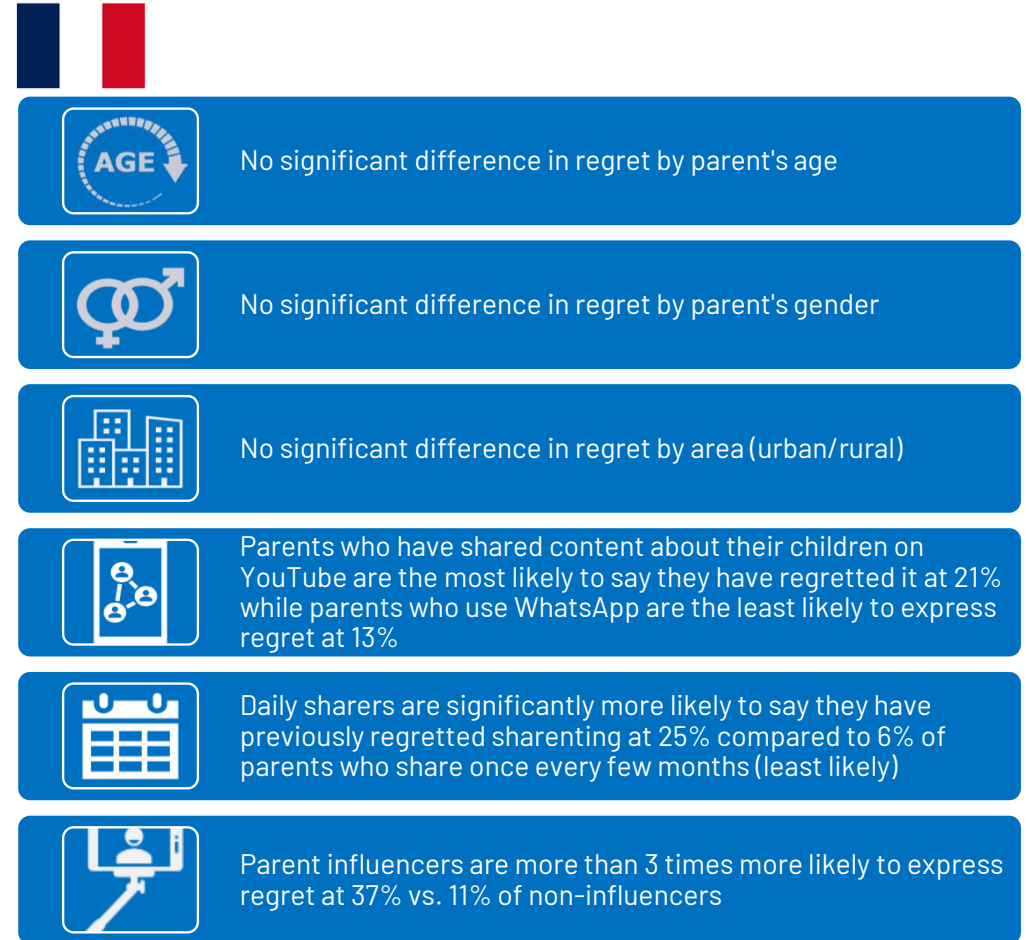
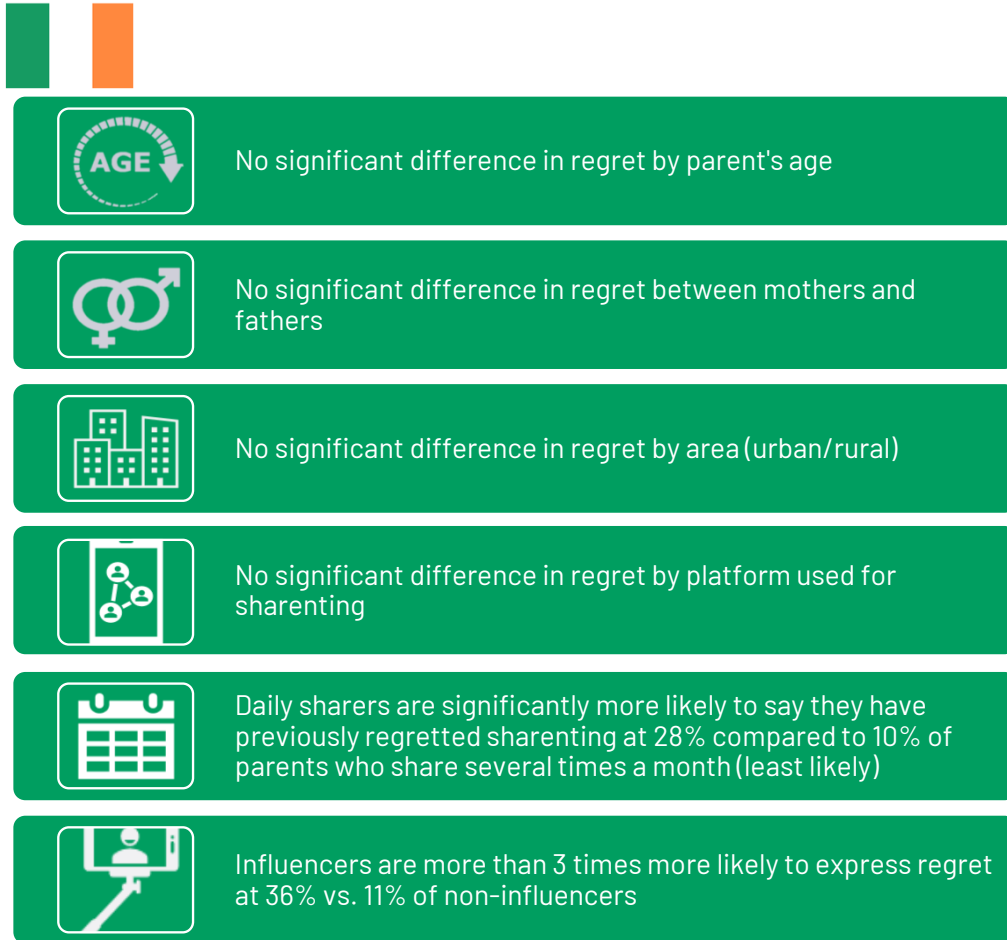
# Reasons For Previous Regret

Parents who regretted sharing cited awareness of online dangers as the main reason, followed by privacy concerns and losing control over images once posted.



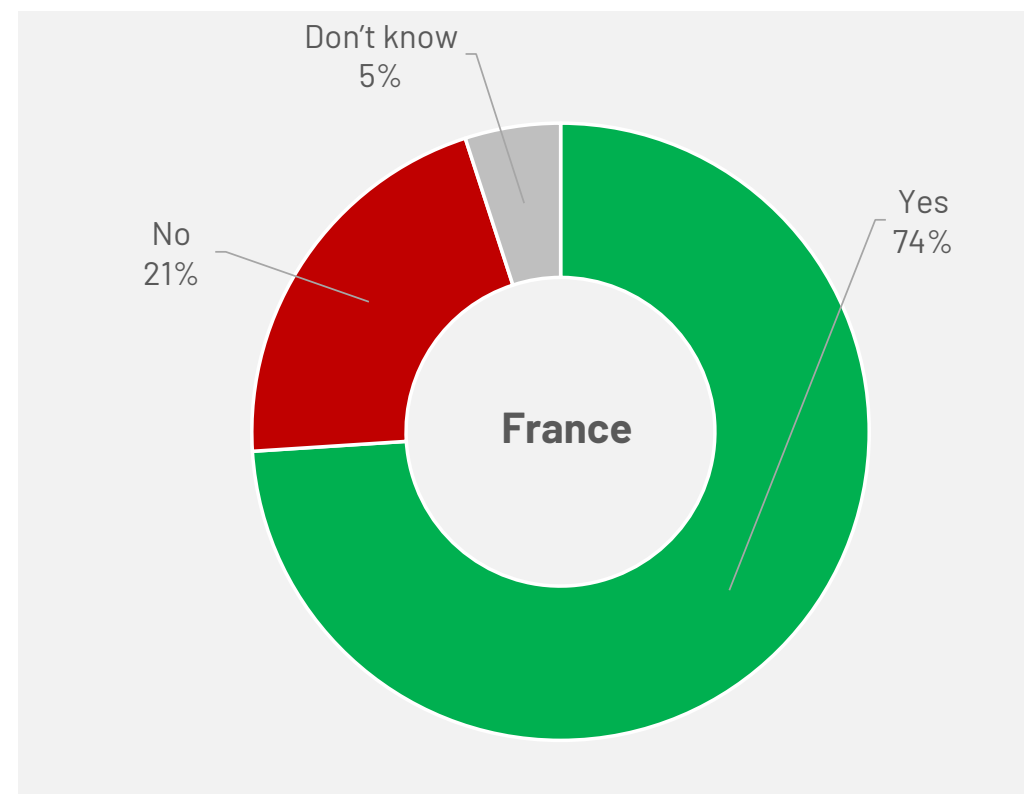
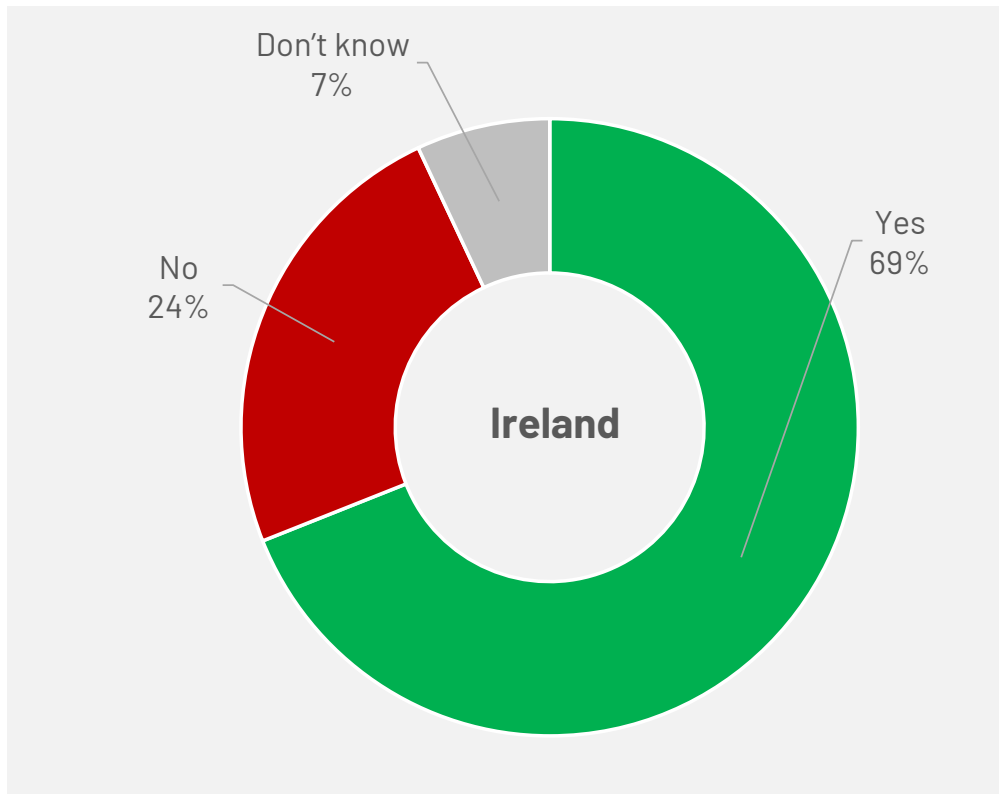
Q.15a Explain below in as much details as possible why you said you have regretted sharing photos, videos and/or information about your children online.  
 Base: All who have regretted sharing content about their children online: Ireland: 116, France: 100

# Previous Regret For Sharing Content About Children













# Whether Children Aware Of Parents' 'Sharenting'


Around 7 in 10 parents say that their children are aware that they often share content about them online.



Q.18 Do your children know that you share photos, videos and/or information about them online?  
Base: All who share content about their children online: Ireland: 773, France: 729

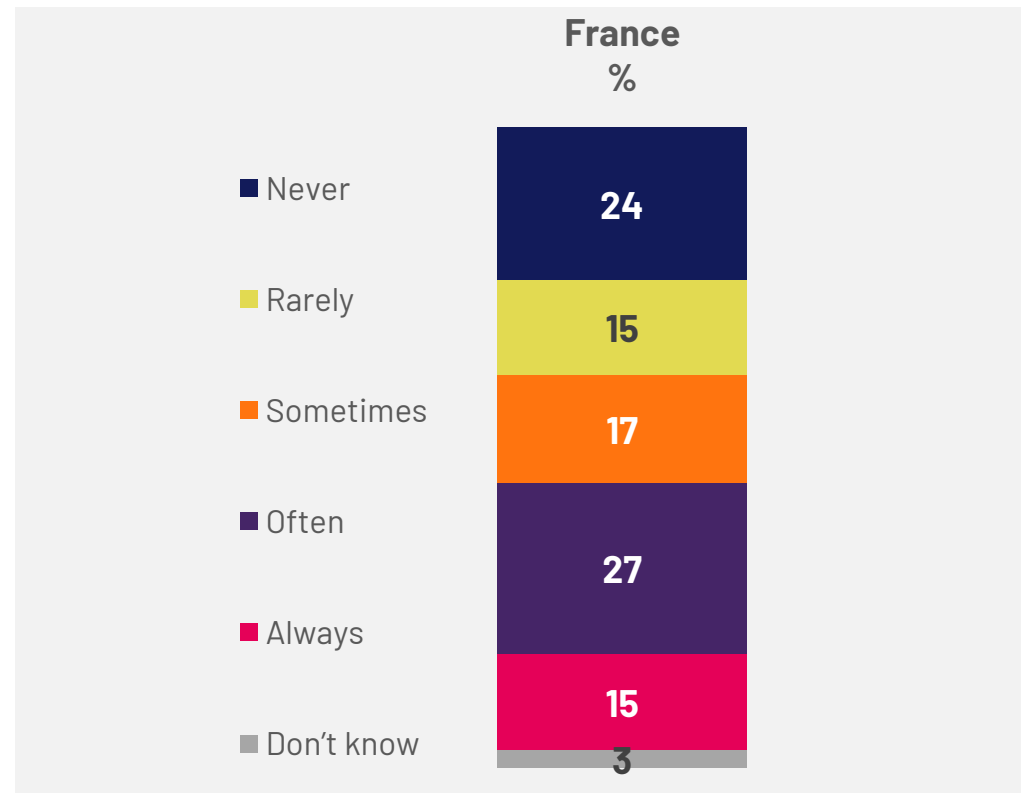
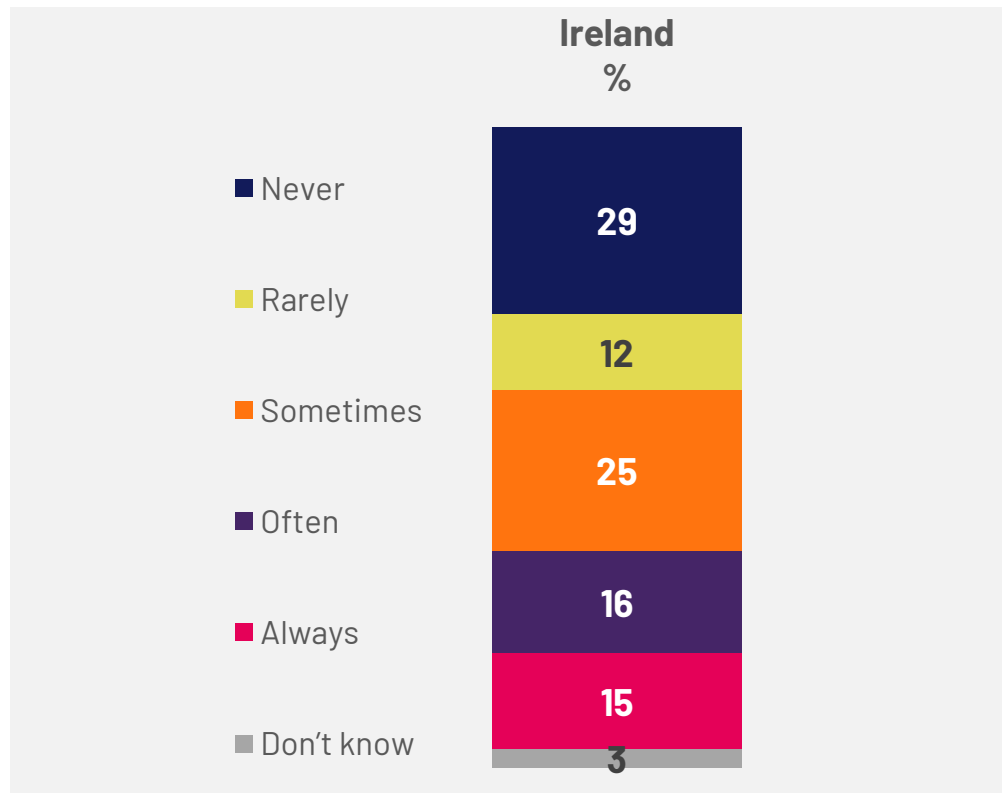
# Whether Children Aware Of Parents' 'Sharenting' By Platform Used For Sharenting

	Instagram 	Facebook 	X 	Snapchat 	LinkedIn 	YouTube 	TikTok 	WhatsApp 	Messenger 
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Yes	68	71	75	67	72	72	84	70	72
No	26	22	24	25	23	24	13	23	19
Don't know	6	6	1	9	5	4	2	8	9

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Yes	78	76		77		72	77	78	78
No	19	20		20		23	20	18	17
Don't know	3	4		3		6	3	4	4


# Seeking Permission Before Sharing Content


Around 2 out of 3 parents say they have at least once before asked their children permission for sharing content about them online.




Q.19 Have you ever asked your children permission about sharing photos, videos and/or information about them online?  
Base: All who share content about their children online: Ireland: 773, France: 729

# Seeking Permission Before Sharing Content By Platform Used For Sharenting


	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(416)	(401)	(71)	(128)	(52)	(127)	(121)	(539)	(170)
Never	30	29	18	31	14	16	15	28	26
Rarely	11	12	11	14	15	11	11	11	10
Sometimes	23	24	29	15	25	26	32	28	29
Often	18	18	29	22	32	23	24	15	19
Always	15	13	12	14	11	22	17	15	14

	Instagram	Facebook	X	Snapchat	LinkedIn	YouTube	TikTok	WhatsApp	Messenger
	(266)	(381)	Base size too low to report (n=45)	(146)	Base size too low to report (n=36)	(164)	(94)	(395)	(195)
Never	24	25		25		18	22	23	23
Rarely	14	15		14		16	13	14	15
Sometimes	15	18		23		18	17	17	17
Often	28	27		24		26	29	27	26
Always	17	13		14		17	16	16	15


# Children Awareness & Seeking Permission Before Sharenting




Under-35 parents twice as likely to say their children do not know about the content being shared online about them (32%) vs. 16% for parents aged 50+




No significant difference between mothers and fathers




No significant difference by area (urban/rural)




84% of parents who share on TikTok say their children know they share content about them online, the highest across platforms. Parents sharing on LinkedIn (32%) and X (29%) most likely to say they often ask for consent before sharing




No significant difference in the frequency of sharenting regarding children awareness. 1 in 4 parent who share only once or twice a year (25%) say they always seek permission




88% of parent influencers say their children know about the content shared (vs. 67% of non-influencers). Nearly 1 in 3 parent influencers (31%) say they often ask permission for sharing from their children (vs. 13% of non-influencers)




30% of parents under 35 say their children do not know about the content sharing vs. 15% of parents 50+




No significant difference between mothers and fathers




No significant difference by area (urban/rural)



No significant difference by platforms used for sharenting



Parents who share once every few months are the most likely (82%) to say their children know about it vs daily sharers (64%). 22% of parents who share only once or twice a year say they always seek permission



No significant difference by whether parents self-identify as influencers or not

# Summary

## Parents' regret, Children's Awareness And Consent

### Key similarities between Ireland and France

- Around 1 in 7 parents in both countries have regretted sharing content about their children online.
- Parent influencers in both markets are more than 3 times more likely to express regret than non-influencers.
- Awareness of online dangers is the primary reason for regret in both countries, followed by privacy concerns.
- Daily sharers are significantly more likely to report regret in both countries compared to less frequent sharers.
- Under-35 parents in both countries are around twice as likely to say their children do not know about content sharing compared to older parents aged 50+.

### Key differences between Ireland and France

- In Ireland, no significant difference in regret by platform used; in France, YouTube users are most likely to express regret while WhatsApp users are the least likely.
- French parents are more likely than Irish parents to say that they often seek permission before sharenting and that their children know about the content shared online.
- In Ireland, TikTok users are most likely to say their children know about content sharing. Parent's sharing on LinkedIn, X and TikTok are most likely to often ask for consent (no significant platform difference in France).
- In Ireland, parent influencers are significantly more likely to inform their children and often seek permission. There is no significant influencer difference in France, regarding children's awareness or permission-seeking.

# THANK YOU

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