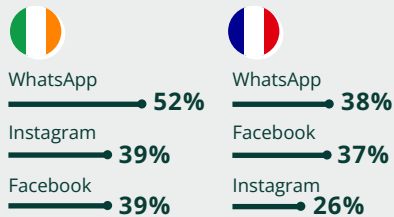


# Sharenting Research

Around **3 out of 4** parents have shared content related to their children online in the past year

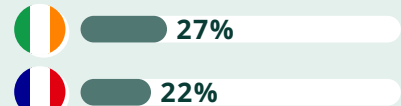
## MOST USED PLATFORMS



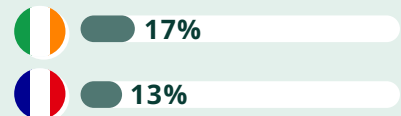
**Photos** are the dominant content type shared.



## SHARING OF EDUCATIONAL INFORMATION (REPORT CARDS, SCHOOL PROJECTS, AWARDS)



## SHARING OF HEALTH INFORMATION



*Health information is sensitive personal data, and merits specific protection under the GDPR.*

More than **half** of respondents in both countries either **do not know** or say there are **no benefits** associated with sharing content about their children online.

The most commonly identified risks in both countries are related to **IMAGES BEING MISUSED BY STRANGERS...**

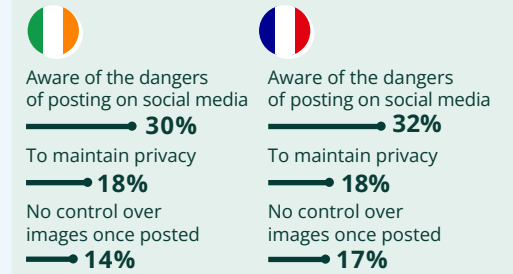


Followed by concerns about **AI / DEEPAKES USING THEIR CHILDREN'S PHOTOS**



More than **1 in 10** parents in both countries have regretted sharing content about their children.

## BIGGEST REASONS FOR REGRET



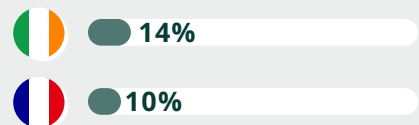
Parent influencers are approximately **3 times more likely** to express regret than non-influencers.

Around **1 in 3** parents share about their children **daily or several times a week.**

Between **half to two thirds** of parents in both countries state that **sharing moments with friends and family** is their primary motivation for sharenting.

**3%-4%** state their motivation derives from generating additional income

Of those who share content about their children online, **14%** in Ireland consider themselves to be **parent influencers**, with **10%** in France.



About **40%** of parents in both countries **never or rarely** seek their children's permission before sharing content about them.

Around **9 out of 10** parents share content about their children to a **restricted audience**

## SPECIFIC RESTRICTED AUDIENCES

