

Celebrate Your Child's Moments with Mindful Sharenting

Learn how you can safeguard your child's privacy and wellbeing by sharing mindfully:

- Understand what sharenting is
- Understand the benefits and risks of sharenting
- Learn 3 practical tips for mindful sharing



What is Sharenting?

'Sharenting', combining 'share' and 'parenting', is the habitual use of social media to share news, images, or videos of one's children.

While Sharenting Can:

- Keep loved ones informed about your child's life
- Capture everyday moments as precious memories
- Provide a platform to seek support from like-minded parents and caregivers



It May Run the Risk of:

- **Endangering Online Safety and Privacy**
Even seemingly innocuous posts may reveal personally identifiable information, which may lead to bad actors **stealing your child's identity**, or **placing your child's photos on child exploitation sites**.
- **Impacting Your Child's Digital Footprint**
Your posts contribute to your **child's digital footprint**, potentially affecting them in the future. Remember, a deleted post may still live on in screenshots or digital archives.
- **Affecting Your Child's Mental Well-being**
Your child may be embarrassed by a seemingly innocent post, especially if shared without their consent. This might impact their personal development and self-esteem.

Examples of Personally Identifiable Information Are:

- **Personal information:** Full name, birthdate, home address, or school name.
- **Location data:** Posting where they are or tagging locations can reveal their daily routines or whereabouts to others.
- **Photos and videos:** Images shared publicly or with a wide audience can be copied, altered, or misused without consent, especially intimate photos.



Tips for Mindful Sharing

Selective Posting

Consider how your child might view the post in the future. If your child is old enough, show what respectful behaviour looks like by seeking their permission to post.

Mummy is really proud of you. Can I share this with my friends online?

Adjust Your Privacy Settings

Check your privacy settings to control who can see your posts and prevent oversharing.

Use Alternatives to Store Memories

Use cloud services or private group chats to store memories. These platforms offer robust privacy controls and allow you to share the memories with a select group of people, minimising the risks of sharing online.



Remember, what you share online can be permanent. Your child's digital footprint begins with you and some posts, once shared, can't be deleted.



Visit www.digitalforlife.gov.sg for simple tips and tools to keep your child safe online.

