

Article

Sharenting: A Phenomenon That Leaves a Mark. Systematic Review

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ABSTRACT

Introduction: Sharenting refers to the practice of parents sharing content about their children's lives, primarily on social media, a phenomenon that has gained significant societal relevance. **Objective:** The aim of this study was to review the existing empirical evidence on sharenting. **Methodology:** A systematic review was conducted following the PRISMA protocol in the databases Web of Science, Scopus, and PsycInfo. A total of 295 articles were identified, of which 12 met the inclusion criteria. **Results:** The findings confirm that the practice of sharenting creates a digital footprint, posing a significant risk to minors' privacy and safety. Additionally, several predictors of this behavior were identified, including a reduced offline social network, permissive parenting styles, younger parental age, and the status of being a public figure. The consequences of this phenomenon have both short- and long-term impacts, highlighting the need for interventions to mitigate its risks. **Conclusions:** The study underscores the importance of continued research on sharenting, addressing legal, ethical, and psychological aspects to better understand its implications and design more effective prevention strategies.

Sharenting: Un Fenómeno que Deja Huella. Revisión Sistemática

RESUMEN

Introducción: El sharenting es la práctica de los padres y madres de compartir contenido de la vida de sus hijos principalmente en redes sociales, un fenómeno que ha ganado relevancia en la sociedad. **Objetivo:** El objetivo de este estudio fue revisar la evidencia empírica existente sobre el sharenting. **Metodología:** Se realizó una revisión sistemática siguiendo el protocolo PRISMA en las bases de datos Web of Science, Scopus y PsycInfo. Se identificaron 295 artículos, de los cuales 12 cumplieron con los criterios de inclusión. **Resultados:** Se confirma que la práctica del sharenting genera una huella digital, lo que representa un riesgo significativo para la privacidad y seguridad de los menores. Además, se identificaron varios predictores de este comportamiento, tales como una red social reducida fuera del entorno digital, estilos de crianza permisivos, una menor edad de los padres y la condición de ser una figura pública. Las consecuencias de este fenómeno tienen un impacto a corto y a largo plazo, lo que resalta la necesidad de implementar intervenciones para mitigar sus riesgos. **Conclusiones:** Se evidencia la importancia de continuar investigando sobre el sharenting, abordando aspectos legales, éticos y psicológicos para comprender mejor sus implicaciones y diseñar estrategias de prevención más efectivas.

Palabras clave

Sharenting
Revisión sistemática
PRISMA
Negligencia
Menores

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Over the last decade, the world has witnessed the growth of social media. Platforms such as Facebook, Instagram, and X (formerly Twitter) have transformed the way we communicate, share information, and connect with the world. This change has ushered in a new era of digital interconnectedness.

However, social networks have also brought a series of questionable or negative practices that are generating concern among different groups. One of them is the sharing of information and images of minors on social networks. This phenomenon is known as sharenting—a term that combines the words "sharing" and "parenting". While this practice may seem harmless, it raises important ethical and privacy issues, especially with regard to the consent and safety of minors, and is related to the development of people's digital identity.

In this context, there is a need for careful reflection to balance the natural desire of parents to share important moments in their children's lives with the need to protect their privacy and safety. Respect for this vulnerable population is no trivial matter, and their needs and thoughts must be taken into account. The sharenting debate is not only about the use of social networks but also about how to build a safer and more ethical digital world for future generations.

Sharenting: A new and Controversial Concept

Sharenting is a concept used to describe the act of parents sharing content about their children on social networks (Blum-Ross & Livingstone, 2017; Keith & Steinberg, 2017) and on the internet (Brito, 2017). Brosch (2018) proposes a more precise definition which recognizes that this phenomenon occurs when parents publish a large amount of detailed information about their children in the public sphere in the form of photos, videos, and posts on social networks, violating their children's privacy. Along the same lines, Maltz (2013) considers that two characteristics must be present for sharenting to occur: the presence of a mass audience and the possibility of identifying the minor.

Sharenting has become more frequent among families due to the widespread use of digital media and access to the internet. For example, the work of Kopecky et al. (2020), which included a sample of 367 parents from Spain and 1,093 from the Czech Republic, showed that 83% of Spaniards and 79% of Czechs posted photos of their children on the partially public option (particularly on Facebook and Instagram). A study by Davis et al. (2015), conducted in the United States with a sample of 569 parents of children aged 0 to 4 years, revealed that 30% uploaded a photo of their children to the internet every day.

Legal Protection of Children and Their Privacy

The dissemination of images of minors on social networks constitutes an intrusion to the right to privacy and to their own image, and at the same time involves sharing personal information (Cabedo, 2020). And this is all related to the development of the digital identity. Our digital identity is made up of the trail of all the online interactions that we engage in (Draper, 2019), such as the music we listen to, the purchases made, or the messages sent. For minors, in most cases, the development of their digital identity is prior to their initiation on the internet as it is based on the content that family members and other

people may have shared (Azurmendi et al., 2022). In this sense, Steinberg (2017) considers that parents should consult with their children about the content to be shared online.

The United Nations Convention on the Rights of the Child, 2021, recognizes children as a vulnerable population, due to their lower physical and psychological maturity. This is why the European Union's General Data Protection Regulation (GDPR), which protects the privacy rights of individuals, has a special impact on children, considering them deserving of specific protection regarding their personal data because they may be less aware of the risks, consequences, and corresponding safeguards, as well as their rights in relation to the processing of personal data (Haley, 2020).

In Spain, Organic Law 8/2021 on the comprehensive protection of children and adolescents against violence establishes the objective "to guarantee the fundamental rights of children and adolescents to their physical, mental, psychological, and moral integrity against any violence, ensuring the free development of their personality and establishing comprehensive protection measures, including awareness, prevention, early detection, protection, and reparation of damage in all areas in which their lives are developed". Likewise, the General Law on Audiovisual Communication 7/2010, in its Article 7 states that minors have the right for their image and voice not to be used in audiovisual communication services without their consent or that of their legal representative, and it is prohibited to disseminate the name, image, or other data that allow the identification of the minor in the context of criminal acts or in footage in which their custody is disputed. Similarly, the Organic Law 3/2018, December 5, on Data Protection and Guarantee of Digital Rights (LOPDGDD in Spanish) in Article 7 states that "The processing of personal data of a minor may only be based on their consent when they are over 14 years old". For minors under 14 years of age, consent must come from the holder of parental authority or guardianship, who will determine the scope.

However, consent is not sufficient to allow the dissemination of all images of minors. The Organic Law 1/1996, January 15, for the Legal Protection of Minors (LOPJM in Spanish), in Section 2 of Article 4, sets the following limit: "The dissemination of information or the use of images or names of minors in the media that may involve an unlawful intrusion into their privacy, honor, or reputation, or that is contrary to their interests, will determine the intervention of the Public Prosecutor's Office, which will immediately urge the precautionary and protective measures provided for in the Law and request the corresponding compensation for the damages caused."

In response to concerns related to the sharing of information by parents, and drawing on the LOPJM, some countries have imposed rules to limit the sharing of children's information on the Internet. For example, in France, children are granted the legal right to demand the removal of photos posted by their parents, and sharing private photos of children without their consent can incur fines of up to 45,000 euros or prison sentences of up to one year (Staufenberg, 2016).

Since May 1, 2024 in Spain, Royal Decree 444/2024 (Law 13/2022 of June 7, 2024 on Audiovisual Communication) regulates the requirements for considering a person as being of special relevance in video-sharing services through platforms. This decree has sought to regulate the content published by these persons in relation to alcohol, gambling, or tobacco. Minors have also been the object of regulation since the law explicitly refers to their protection as users or as creators of content. However, it is a decree

that only refers to media professionals with a large presence (income over 300,000 €/year, having more than 1,000,000 followers on an application or more than 2,000,000 in aggregate on more than one platform, and having published more than 24 videos a year) leaving out most people who share information, whether professionally or not, including parents.

Taking into account that sharenting is a recent phenomenon, the aim of this paper is to understand the existing scientific evidence on it, and for this purpose a systematic review is carried out.

Method

A systematic review was conducted following the PRISMA guidelines "Preferred Reporting Items for Systematic Reviews and Meta-analyses" (Page et al., 2021), involving the identification, screening, and eligibility assessment of articles.

Search Strategy

First, the research question was defined. Authors such as Aslam and Emmanuel (2010) or Cummings et al., (2007) propose the FINER (Feasible, Interesting, Novel, Ethical, and Relevant) method to ensure that the question meets these five criteria. In line with this, the PICO model (Richardson et al., 1995) and its variants (Martínez Díaz et al., 2016) help propose a well-structured question based on different components such as population, intervention, or outcomes. In this case, the objective of the review is a novel phenomenon of interest, and it is known a priori that there is not much information about it. For this reason, the question will focus on the PI (Phenomenon of Interest) component: What scientific evidence is there on sharenting?

Subsequently, the steps recommended by Sampson et al (2009) were considered to avoid making errors in systematic reviews (caution with the concepts used, truncation, writing Boolean operators correctly, using subject headings, and not using terms in the free text). Thus, the concepts of the question and their possible synonyms or equivalents were identified. In this case, due to the specificity of the term, the component was Sharenting and there were no equivalents or synonyms, but to avoid missing interesting articles, the truncation of the concept "Sharent*" was performed.

In the search strategy we chose to put the words "sharenting" and "sharent*" as Boolean Operators in the title, abstract, or keyword fields (TITLE-ABS-KEY (sharenting OR sharent*)). Knowing that the databases have significantly different journal coverage (Singh et al., 2021), more than one was considered to avoid leaving out relevant articles. The databases selected were those that collect psychology papers: Scopus, Web of Science, and PsycInfo. The initial sample of articles was not extensive, so it was decided not to limit it. The bibliographic search was carried out on July 15, 2024. The overall sample consisted of 295 articles.

Inclusion/Exclusion Criteria

After searching the articles, duplicate records were eliminated, excluding 129 and leaving 166 (Figure 1). At the beginning of the screening, 102 articles were discarded due to the criteria of language, title (having verified that they were not related to the object of study), and not having access to the complete document,

thus reducing the number of articles to 64. Subsequently, the inclusion and exclusion criteria were established: the articles selected had to be based on qualitative or quantitative studies, so others such as systematic reviews, opinion articles, or other PRISMA reviews were left out ($n=16$); the articles could not be related to brands, companies, or laws ($n=24$); others were excluded due to difficulty in generalizing the results to our context ($n=12$). Thus, the final sample of this study consisted of 12 studies.

Results

When analyzing the selected articles, the first thing that stands out is that they have all been published in the last 8 years (2016-2024), and 11 of the 12 papers were published in 2020 or later. It should be noted that the year of publication was not an exclusion criterion in the review. All papers were written in English and the majority were conducted in Europe ($n = 8$), while the rest were developed in the United States ($n = 4$). Most of the papers focus on the general population ($n=8$), two analyze the behavior of celebrities indirectly (by analyzing Tik-Tok profiles or by asking the general population), one paper targets children, and one final paper was conducted with profiles with abusive content. A table with the articles reviewed is presented below (Table 1).

Sample types

The reviewed studies mostly use general population samples to analyze sharenting practices from the perspective of the participants themselves (Amon et al., 2022; Brosch, 2016; Doğan Keskin et al., 2023; Kiliç et al., 2024; Kopecky et al., 2020; Ögel-Balaban, 2021; Williams-Ceci et al., 2021). Some papers focus on studying the behavior of third parties, such as the opinions of followers about those who practice sharenting (Klucarova & Hasford, 2023; Stormer et al., 2023), while others investigate the specific case of celebrities and content creators (Porfirio & Jorge, 2022; Van den Abeele et al., 2024). Finally, a study has been found based on the opinion of 2,900 children on the behavior of their parents (Garmendia et al., 2022).

Objectives of the Studies

The studies reviewed on sharenting address this practice with different objectives. A significant group examines parental behavior, analyzing variables such as the characteristics of shared content, privacy settings, platforms used, number of followers, and comments received (Amon et al., 2022; Brosch, 2016; Doğan Keskin et al., 2023; Kiliç et al., 2024; Kopecky et al., 2020; Ögel-Balaban, 2021). Other studies are interested in sharenting in the realm of celebrities and content creators, either by analyzing their TikTok profiles (Porfirio & Jorge, 2022) or by exploring the perception of their followers (Van den Abeele et al., 2024). Other research focuses on the opinion and reactions of audiences to sharenting behaviors, addressing issues such as the perception of overexposure (Klucarova & Hasford, 2023) or interaction with more controversial content, such as videos that show psychological abuse towards children (Stormer et al., 2023). Finally, other studies delve into specific aspects such as variables related to and predictive of sharenting (Amon et al., 2022; Garmendia et al., 2022; Kiliç et

al., 2024; Ögel-Balaban, 2021), possible negative implications for minors (Doğan Keskin et al., 2023), and children's perception of their parents' behaviors (Garmendia et al., 2022). A study evaluating an intervention to reduce these practices is also included (Williams-Ceci et al., 2021).

Predictive Factors of Sharenting

Four of the studies reviewed identified variables related to sharenting (Amon et al., 2022; Garmendia et al., 2022; Porfirio & Jorge, 2022; Ögel-Balaban, 2021). In Turkey Ögel-Balaban (2021) found that parents with younger age, lower educational level, and reduced social network outside the digital realm had higher sharenting behaviors. In addition, parenting styles and educational practices also play a relevant role. Amon et al. (2022) showed that a permissive parenting style explained greater sharenting behaviors. Garmendia et al. (2022) found that parents who restricted their children's online activity tended to share less information without their permission.

The exposure of minors on social networks is more evident among parents who are public figures, who include their children in their own digital culture as they represent an important and significant part of their content (Porfirio & Jorge, 2022). According to this study, there are significant differences in content and discourse according to gender: mothers focus on providing

information about the clothes their children wear, their age, and their favorite toys, while fathers generate content more focused on narrating funny moments. However, there were no differences in the demonstration of affection.

Finally, and related to usage, having public social networks, using them in a disorderly (Amon et al., 2022) or frequent (Ögel-Balaban, 2021) manner and having a higher number of followers (Amon et al., 2022; Kiliç et al., 2024; Ögel-Balaban, 2021) predict sharenting behaviors.

Impact on the Privacy and Security of Minors

The works of Brosch (2016) and Doğan Keskin et al. (2023) showed that the type of content posted by parents—such as date of birth, full names, or sensitive photographs—could compromise the safety of their children, violate their privacy, and generate adverse effects at the time of publication or in subsequent years. Doğan Keskin et al. (2023) warn that published images may reach environments where they are used inappropriately. Exposure of children's content, in addition to compromising short- and long-term safety, can impact parental relationships (Williams-Ceci et al., 2021).

The research by Kopecky et al. (2020) indicates that in both the Czech Republic and Spain, many parents transgress their children's right to privacy by sharing a considerable amount of

Figure 1
Screening Process According to the PRISMA Model (Page et al., 2021)

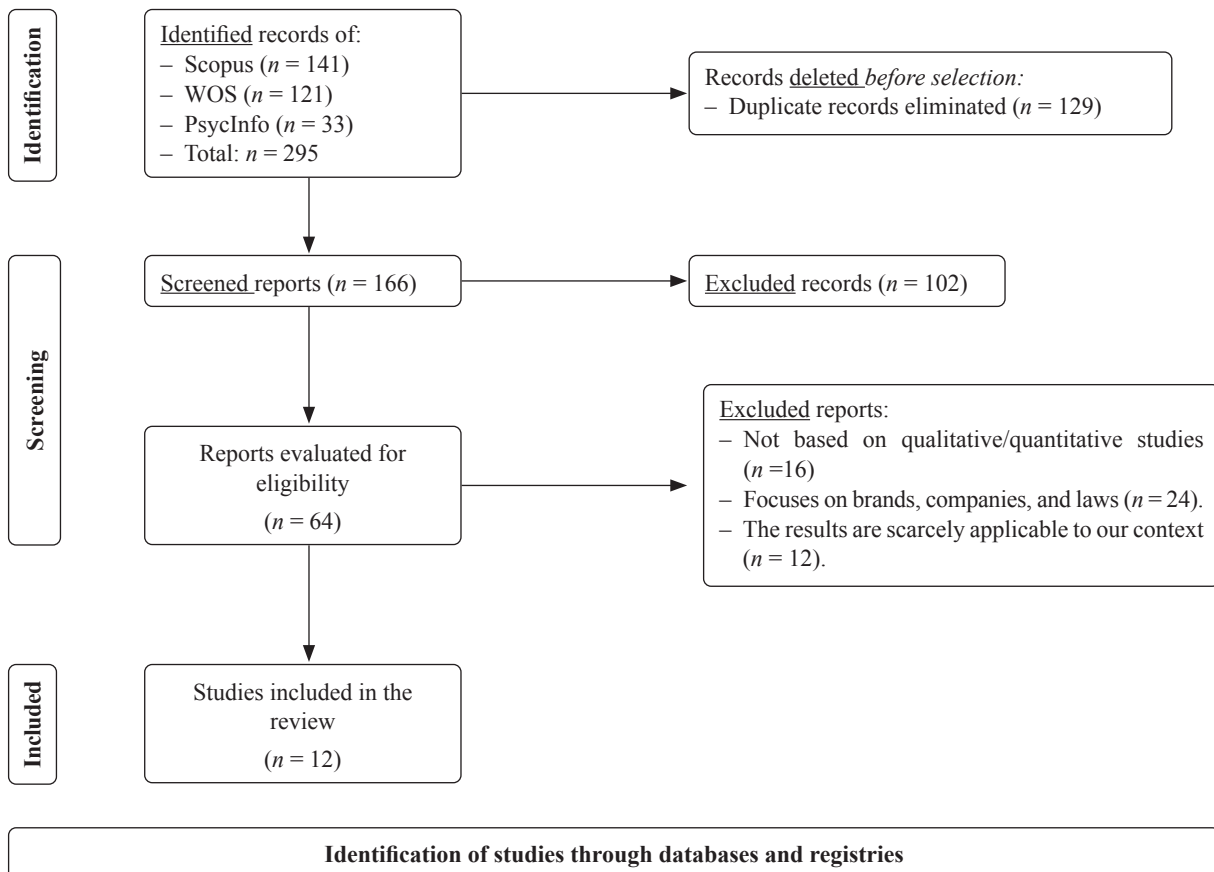


Table 1*Studies Reviewed (in Chronological Order)*

Author and year of publication	Country	Journal	Objectives of the study	Sample	Variables	Empirical evidence provided
Brosch, (2016)	Poland	<i>The new educational review</i>	To know the posting habits of parents with respect to their children on Facebook.	168 Polish parents	Profile creation date, privacy settings, number of friends, post content, and comments.	Parents tend to share content about their children that may put them at risk (e.g. date of birth, full name), with sharenting being a common phenomenon. Parents create a digital footprint that can have unintended short- and long-term consequences.
Kopecky, Szotkowski, Aznar-Díaz, & Romero-Rodríguez (2020)	Czech Republic and Spain	<i>Children and Youth Services Review</i>	To analyze the content that parents publish about their children, comparing the responses between Czech and Spanish populations.	1,460 parents • Czech Rep.: 1,093 • Spain: 367	Frequency of publication, type of content shared, and platforms used.	Many parents in both countries violate their children's right to privacy, with most sharing first and last names, followed by those who reveal their face, with the frequency of sharenting being similar in both populations.
Ögel-Balaban (2021)	Turkey	<i>Journal of Psychological & Educational Research</i>	To study the factors that can predict sharenting.	984 parents	Sociodemographic factors, Facebook use, and relationship with social networks.	Sociodemographic factors (younger age of parents, lower educational level), those related to Facebook use, reduced offline social network, and number of Facebook friends predict sharenting.
Williams-Ceci, Grose, Pinch, Kizilcec, & Lewis, (2021)	United States	<i>Computers in Human Behavior</i>	To investigate what intervention could change parental behavior.	246 parents	Sociodemographic factors and types of interventions.	Watching a video about the potential harms of sharenting and reflecting on it changes parents' thinking about their sharenting behaviors and reduces willingness to post content about their children.
Amon, Kartvelishvili, Bertenthal, Hugenberg, & Kapadia, (2022)	United States	<i>Proceedings of the ACM on Human-Computer</i>	To understand the context in which the use of social networks occurs, the early exposure of children to the Internet, as well as the privacy norms of parents with respect to this practice.	493 parents	Sociodemographic data, social media activity, parenting styles, children's participation in social media, attitudes towards sharing photos of children.	Sharenting behaviors are associated with sharing information on public social networks and with greater reach, permissive parenting styles, disordered use of social networks, and the earlier participation of children in these networks. There is no differentiation between sharing photos with other parents and sharing photos in general.
Garmendia, Martinez, & Garitaonandia (2022)	Spain	<i>European Journal of Communication</i>	To understand how children experience sharenting and how parental mediation habits in their internet practices are related to sharenting.	2,900 children	Sociodemographic factors, sharenting practices, parental mediation strategies.	Parents share a lot of information about their children on social networks. This causes annoyance and a request to remove the information. Furthermore, parents who restrict their children's online activity tend to share much less information without the child's permission.
Porfirio & Jorge, (2022)	Portugal	<i>Journalism and Media</i>	To study the sharenting practices of celebrities and how they use platforms to share their children's content.	1,116 contents (mostly Instastories and publication)	Sociodemographic aspects, nature of the content, modalities of sharenting.	Celebrities include their children in the digital culture, as they represent a significant and relevant part of their content. Differences in content and discourse were found according to gender.

Author and year of publication	Country	Journal	Objectives of the study	Sample	Variables	Empirical evidence provided
Doğan Keskin, Kaytez, Damar, Elibol, & Aral, (2023)	Turkey	<i>In Healthcare</i>	To explore the factors associated with sharenting syndrome, evaluating it through the perspective of child abuse and neglect.	427 people from Turkey (general population)	Demographic information, perception of social media use, parental use of social media and its effects on children.	Participants expressed that parents sharing information about their children on social networks could have adverse effects in addition to potentially jeopardizing their children's privacy. This, too, could result in neglect and abuse, and could lead to children's images being used on inappropriate sites.
Klucarova & Hasford, (2023)	United States	<i>Current Psychology</i>	To investigate users' perception of parents who "overshare" their children on social networks. To test whether the negative effect of oversharenting on the desire for affiliation changes depending on the type of observer.	3 studies: • 147 US residents (general population) • 168 US residents (general population) • 478 US residents (general population)	Sociodemographic variables, use of social media, and daily time spent on social media.	The perception of oversharenting and frequency of posting had a negative influence on the affiliation between parents and users. However, the negative effect of oversharenting on the desire to affiliate is attenuated in people who themselves post frequently on social networks.
Stormer, Chandler-Ofuya, Baker, Balin, Brassard, Kagan, & Rosenzweig, (2023)	United States	<i>Child maltreatment</i>	To explore whether posting videos about PM (psychological maltreatment) behaviors of children increases audience engagement and thus increases the likelihood that more similar content will be posted in the future.	35 TikTok profiles, containing 2,684 videos	Date of the video, inclusion of a child in the video, PM behavior, number of views, likes, comments, saves, and shares.	Participation in a profile is higher from the moment a PM video is posted; in addition to getting more engagement in that video, than in any other video in the profile. The "views", "likes", and "saves" are higher in videos with children. It should be noted that in the "saves", there are people who save a video of other people's children to watch them later. The creators posted more videos with their children than before, which confirms that the social attention from users reinforces not only the generation of more videos with this type of negative behavior towards the child but also sharenting in general.
Kiliç, Kiliç, Konuksever, & Ulukol, (2024)	Turkey	<i>Pediatrics International</i>	To examine whether there is a relationship between Instagram use and sharing photos of their children.	180 mothers with Instagram profiles and children between 0 and 13 years old	Sociodemographic data and analysis of photos showing children (family, alone, playing, birthday, private, and identifying information).	There is a significant relationship between the number of followers and the number of photos shared of the children: the more followers, the more compromising information of the children is shared. There is no difference in the amount of information shared between sons and daughters.
Van den Abeele, Hudders, & Vanwesenbeeck, (2024)	Belgium	<i>Information, Communication & Society</i>	To assess perceptions and attitudes towards the presence of children in influencer content.	20 followers of influencer mothers	Reasons for being followers, content, perception of credibility, authenticity, and intimacy of influencers, degree of identification, attitudes towards the presence of children.	Followers were very concerned about sharenting. They believe that for influencers to show their children affects the perception of credibility, authenticity, and intimacy, but that they can do so while protecting their privacy. Influencers' anti-sharenting actions are positively valued. Anti-sharenting influencers act as positive role models.

information about them. In these situations, the work of [Garmendia et al. \(2022\)](#) found that many children express discomfort with this type of publications, often requesting the removal of such content.

It is also important to highlight the lack of awareness in distinguishing the contexts in which this content is shared. On the one hand, there is no clear distinction between photographs shared with other parents in forums and those posted on more widely accessible social networks ([Amon et al., 2022](#)). On the other hand, the use of platforms such as TikTok shows an increasing tendency to save videos of other people's children, suggesting that these materials may be reused or viewed later by strangers ([Stormer et al., 2023](#)).

Regarding how the audience perceives these behaviors, the study by [Klucarova and Hasford \(2023\)](#) indicates that continuous exposure on social networks negatively influences follower affiliation, with the exception of users who also post frequently where the effect is attenuated. When delving into the opinions of followers of celebrities regarding the privacy of minors, significant concern is found ([Van den Abeele et al., 2024](#)). They believe that showing their children can influence their perception of credibility, authenticity, and intimacy, although they consider that it is possible to do so while respecting the privacy of minors. In this sense, they value positively the actions of influencers who adopt anti-sharenting positions.

Sharenting as Possible Negligence

There are two studies that investigate whether sharenting behaviors, beyond their implications in terms of intimacy, can be understood as behaviors of parental neglect or abuse of their children.

In the research by [Stormer et al. \(2023\)](#), psychological abuse and sharenting are addressed by analyzing profiles with content showing mistreatment of children. It is found that engagement and involvement in a profile increase significantly after the publication of a video showing this type of behavior, which translates into a greater number of "views", "likes" and "saves". This social feedback, in turn, incentivizes content creators to continue sharing more videos with their children.

On the other hand, when the audience is asked about the opinion they had about the content posted by the people they followed, [Doğan Keskin et al. \(2023\)](#) found that more than 80% of the people participating in the study considered that the way in which minors were exposed on social media could lead to situations of neglect and abuse.

Prevention of Sharenting

[Williams-Ceci et al. \(2021\)](#) examine interventions aimed at modifying sharenting behaviors and the resources needed to implement effective changes. With the aim of mitigating the associated risks and discouraging the posting of inappropriate content, two interventions were developed and tested. The results indicated that when parents viewed a video about the dangers of sharenting and reflected in writing on what they saw, their willingness to share appropriate or inappropriate content about their children was reduced. If the intervention was merely informative,

without deep reflection, it was less effective. However, the interventions did not change parents' attitudes regarding asking their children's permission before posting content.

Conclusion and Discussion

The analysis of the articles reviewed underscores the risks associated with sharenting, highlighting that the digital footprint generated by this practice can have negative short- and long-term consequences ([Brosch, 2016](#); [Doğan Keskin et al., 2023](#)). Not only do these actions compromise the privacy of minors (e.g., [Amon et al., 2022](#); [Brosch, 2016](#)), but they also expose sensitive images to inappropriate use in unfortunate contexts ([Kopecky et al., 2020](#)). Moreover, the phenomenon of sharenting, beyond being a behavior related to the exposure of family life, can be perceived as a form of neglect or abuse ([Doğan Keskin et al., 2023](#)), particularly in the case of content depicting situations of abuse toward minors ([Stormer et al., 2023](#)). Finally, this exposure can have an impact on family relationships and on minors' perception of the information published about them ([Garmendia et al., 2022](#)). Although parents may believe they are sharing acceptable content, their children may experience it as embarrassing.

The results suggest that there are several sociodemographic and behavioral factors that predispose individuals to these practices. Elements such as a reduced social network outside the digital environment, permissive parenting styles, younger age of parents, disorganized or high use of platforms, having many followers, and the condition of being a public figure are identified (e.g., [Amon et al., 2022](#); [Ögel-Balaban, 2021](#); [Porfirio & Jorge, 2022](#); [Van den Abeele et al., 2024](#)). On the other hand, variables related to responsible content exposure have also been described, such as educational practices that promote digital privacy ([Garmendia et al., 2022](#)), reflection on the phenomenon ([Williams-Ceci et al., 2021](#)), or anti-sharenting actions by public figures ([Van den Abeele et al., 2024](#)). Identifying these predictors facilitates the recognition of sharenting behaviors, which in turn allows the design of specific interventions when necessary.

However, a paradox is evident in the public's response to this content. On one hand, some profiles that share controversial material receive greater interaction ([Stormer et al., 2023](#)), reflecting a troubling lack of awareness of the dangers associated with sharenting. On the other hand, [Klucarova and Hasford \(2023\)](#) indicate that overexposure of minors may negatively affect follower loyalty and opinion. It is possible that these differences are related to the profile and interests of the audience in each case, which would explain why in some cases the exposure of minors is rewarded, while in others it is a reason for rejection.

Practical Implications

These findings, together with the reluctance shown by minors towards their exposure ([Garmendia et al., 2022](#)), reinforce the urgency of developing strategies and interventions to promote education and awareness of the risks of sharenting, focusing on the prevention of these practices. Interventions such as those described by [Williams-Ceci et al. \(2021\)](#) demonstrate that training combined with a thorough reflection on the risks can decrease the predisposition of parents to share inappropriate content.

In this regard, from a preventive point of view, psychoeducational workshops could be developed for parents, or this content could be included in existing training courses, addressing issues such as digital privacy and the impact that the exposure of information can have on minors and family dynamics. Furthermore, collaborations could be done with public figures, especially influencers, to promote responsible practices.

In the field of family intervention and therapy, it would also be relevant to explore these practices within family dynamics, as they can provide a greater understanding of family relationships and conflicts, both for professionals and for the family itself.

On the other hand, although studies have focused on the family environment, it is important to note that institutions and professionals working with minors also make use of this type of images. To the extent that they also participate in the digital exposure of minors, it is crucial to train these groups on the psychological, ethical, and legal implications of poor practice or institutional sharenting.

Finally, although the phenomenon of sharenting has aroused growing interest in society and academia, the available scientific evidence remains limited. This highlights the need for further research to expand knowledge on children's perceptions, short- and long-term consequences, as well as the identification of more protective and risk factors. In addition, it would be interesting to consider macro-social variables that help to deepen our understanding of the results. In this sense, it would be appropriate to incorporate the gender perspective in the study of sharenting. And we must not forget that there is diversity in gender identities and that on social media, there are profiles of fathers and mothers who show the reality of their family, such as for example, the psychosocial transition process of minors. Similarly, it would be valuable to explore whether there are differences in this practice according to origin and cultural values.

It is evident that the phenomenon of sharenting transcends the simple exposure of minors' content on social networks, raising important ethical, legal, and emotional implications for minors. It is necessary to continue to deepen our understanding of the short and long term consequences that this practice has for minors and for family relationships. In turn, preventive and intervention actions should be implemented to raise awareness about the risks and consequences of sharenting. And ultimately, it is necessary to move forward to ensure respect for children's rights, guaranteeing a safe and respectful digital environment.

Financing

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Conflict of Interest

There is no conflict of interest.

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