

## **PRESS RELEASE**

### **99% of parents who use social media upload an image of their child every week**

**The latest Parent Zone research also finds 56% of parents admit that likes on a photo make them feel good about their child while 77% worry they may be negative role models for their children's own social media use**

A survey carried out by Parent Zone for Channel 4 News has spoken to UK parents who use social media about sharing images of their children online.

The practice, also known as sharenting, has become increasingly popular using platforms such as Instagram, Facebook, Twitter and Snapchat.

The survey found that 71% of parents took 10 or more photos of their child a week, with 99% of all parents using social media saying they upload one or more a week.

32% admit they never ask their child if it's okay to post an image of them online.

#### **Why do parents post images?**

71% of parents said they posted images online to keep friends and family who aren't close by updated on their children's lives, while 13% said they did it to help build up their own social media following, with the same number admitting it was to generate commercial sponsorship (advertising and product placement). Over half of parents (56%) said that likes on a photo makes them feel good about their child.

Despite their general willingness to share online, 77% of parents do have concerns about uploading images of their children. The most popular concern was that parents would be negative role models for their children and encourage them to use social media themselves (12%), with a further 12% worried that uploading the image or video would make their child unhappy. 4% of parents said they were worried someone else would get a hold of the images and use them inappropriately.

Vicki Shotbolt, CEO of Parent Zone, said: 'Sharenting is one of the many new issues that parents have to navigate and we can see that figuring out what's OK and what isn't is proving tricky. Our advice is to think about your child's privacy now and in the future - and if you're not sure, don't share.'

To full report is available to watch on the Channel 4 website at

<https://www.channel4.com/news/sharenting-is-it-right>



*\*Parent Zone conducted an online survey in May 2017 with 1002 UK parents of children aged 0-11 (53% girls; 47% boys). All parents were social media users.*

**To view Parent Info's expert advice for parents on issues caused or amplified by the internet, go to [www.parentinfo.org](http://www.parentinfo.org).**

**For expert comment on issues relating to families and the digital world, please contact Parent Zone at [press@parentzone.org.uk](mailto:press@parentzone.org.uk) or call 020 7686 7225.**

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