Parents will share almost 1,000 photos of their child before he or she turns 4 years old.

Parents on Social Media

What's Sharenting?

Baby pictures began appearing on Facebook in 2004, and on Instagram in 2010.

56% of parents share information about their children's accomplishments online.

90% of parents on social media say it's helpful.

What Are Parents Talking About?

Common sharenting topics on social media include:

- Putting kids to bed
- Nutrition/eating tips
- Discipline
- Daycare/pre-school
- Behavior Problems

70% of parents say social media helps them learn what not to do.

67% of parents say social media helps them get advice from other, more experienced parents.

68% of parents are worried about someone finding out private information about their child online.

67% of parents are worried about someone sharing photos of their child.

74% of parents on social media know of another parent who has shared too much information about a child online.

27% of parents on social media know of another parent who has shared inappropriate photos of a child online.

Sharenting Tips

- Review your social media privacy settings.
- Make sure that your privacy settings are up-to-date on both your personal pages and group pages you create or join.
- Double check what you're posting about your child.
- Avoid posting photos with your child's school name, age or school level, identifiable street signs or local sports team names that could reveal personal information about your child.
- Find out what your child thinks.
- Online privacy is an important discussion to have with your kids. Talk about the media you post about them online, and ask your child if he or she is comfortable with what you post about them.