

PROTECTING CHILDREN'S PRIVACY ONLINE

Photos and social media sharing

Practical tips for parents and caregivers



01 Think carefully before you share.

Consider whether the photo or video really needs to be shared. Once it's online, you lose control of where it goes, who can see it, and how it may potentially be used inappropriately with AI generation tools.

If you're sending photos via an online messaging platform, ensure that you trust the recipient/s as well as the security of the platform you're using.

02 Keep personal details out of posts.

Avoid sharing identifying details such as your child's full name, school, location, or routines. Even small details can make it easier for someone to find them.

It is also becoming increasingly common on social media to only share photos where the child's face is strategically hidden or not in frame. This is to protect the identity of the child and ensure they aren't recognisable to strangers.

03 Check your privacy settings.

Review your privacy settings on social media and messaging apps. Make sure your posts are only visible to people you want to see them, and be mindful of who can share your content further. Password security is also very important anywhere photos of your children are stored and shared.

Avoid using hashtags that relate to children, or at all if possible. This may make your posts visible to a much wider audience than intended.

04 Discuss photo sharing boundaries with others.

Photo sharing does not only concern your own children, but any children you spend time with or may take photos of. You must have the permission of their parent or caregiver to share an image of them online, and consider whether sharing the photo is actually appropriate or necessary.

Make your own boundaries about photo sharing clear with your child's early learning centre or school, as well as any other individuals that may take photos of them.



Before you post,
check that:

- ☐ It is necessary and appropriate to share
- ☐ It doesn't show any personal/identifying details
- ☐ You are comfortable with your account privacy settings
- ☐ You have permission to share if other children are visible
- ☐ You are well informed - contact **Netsafe** for more advice about online safety

Captured memories are precious. Keep them safe.