



## SHARENTING: A STUDY ON INSTAGRAM POSTS OF INFLUENCER PARENTS IN TÜRKİYE

### SHARENTING: TÜRKİYE'DEKİ INFLUENCER EBEVEYNLERİN INSTAGRAM PAYLAŞIMLARI ÜZERİNE BİR ARAŞTIRMA

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#### Abstract

Despite the protection of children's rights by both national and international law, children's rights are being violated both in real life and in the virtual environment with the development of new digital technologies and the widespread use of social media. Although these violations are mostly committed by people who are not relatives of the child on social networks, they can also be committed by the child's father or mother on the part of the phenomenon or behavior of sharenting. Instagram is one of the most common environments where sharenting behavior, which refers to parents' regular and detailed sharing of their children on social media, is exhibited. From this point of view, this study aims to reveal how influencer parents in Turkey exhibit sharenting behavior on Instagram and how they violate their children's rights. Content analysis, one of the qualitative research methods, was used in the study. The population of the study consists of influencer parents who have Instagram accounts in Turkey. The sample consists of 3 Influencer parent accounts with over 300 thousand followers on Instagram, selected by purposive sampling method. According to the results obtained in the research, influencer parents perform sharenting behavior by sharing their children intensively. In the posts involving children, parents have caused their children to be stripped of their right to be forgotten, left digital footprints, violated their privacy, made them vulnerable to abuse and used as advertising material.

**Keywords:** Sharenting, Social Networks, Influencer, Instagram.

#### Öz

Çocukların sahip olduğu haklar, hem ulusal hem de uluslararası hukukta koruma altına alınmasına rağmen çocuk hakları gerçek hayatta ihlal edildiği gibi yeni dijital teknolojilerin gelişmesi ve sosyal paylaşım ağlarının geniş kitlelerce kullanılması paralelinde sanal ortamda da yoğun şekilde ihlal edilmektedir. Söz konusu ihlaller, çoğunlukla sosyal paylaşım ağlarında çocuğun yakını olmayan kişiler tarafından gerçekleştirilse de sharenting olgusu ya da davranışı ile çocuğun anne ve/veya babası tarafından da gerçekleştirilebilmektedir. Ebeveynlerin çocuklarını sosyal medyada düzenli ve detaylı şekilde paylaşmasını ifade eden sharenting davranışının ise en çok sergilendiği ortamlardan birisi Instagram'dır. Bu noktadan hareketle yapılan çalışmada, Türkiye'deki Influencer ebeveynlerin Instagram'da sharenting davranışını nasıl sergilediklerini ve çocuklarının haklarını nasıl ihlal ettiklerini ortaya çıkarmak amaçlanmıştır. Çalışmada nitel araştırma yöntemlerinden biri olan içerik analizi kullanılmıştır. Araştırmanın evrenini, Türkiye'de Instagram'da hesabı olan Influencer ebeveynler oluşturmaktadır. Amaçlı örnekleme yöntemi ile seçilen ve Instagram'da 300 binin üzerinde takipçisi olan 3 Influencer ebeveyn hesabı ise örnekleme teşkil etmektedir. Araştırmada elde edilen sonuçlara göre, Influencer ebeveynler çocuklarını yoğun olarak paylaşarak sharenting davranışını gerçekleştirmektedir. Çocukların yer aldığı paylaşımlarda, ebeveynler çocuklarının en fazla unutulma hakkının ellerinden alınmasına, dijital ayak izlerinin bırakılmasına, mahremiyetlerinin ihlaline, istismara açık hale getirilmelerine ve reklam malzemesi olarak kullanılmalarına neden olmuştur.

**Anahtar Kelimeler:** Sharenting, Sosyal Paylaşım Ağları, Influencer, Instagram.



## INTRODUCTION

The introduction of social networks into human life following digitalization has started to change the classical family and classical parental structure. Especially young parents meet their needs such as entertainment, socializing, learning and shopping on social networking sites. In addition, young parents may take influencer parents on social networks as role models in order to be a good parent or to make being a parent pleasant or easy. At this point, influencer mothers and fathers share more about their children and themselves on social networks in order to be followed by more parents, to become famous, to affirm their parenthood, to achieve emotional satisfaction and financial gain.

Sharenting behavior occurs when parents share content such as photos, videos and articles about their children regularly and in large numbers on social media. Parents' conscious or unconscious sharenting behavior causes direct or indirect harm to children in many areas. Many negative situations can occur, such as taking away the child's right to be forgotten, creating a digital footprint, violating privacy, making them vulnerable to abuse, learning their personal information, and using them in advertisements without their consent. These negative situations may cause the child to be exposed to irreparable situations both at his/her current age and in his/her future life. When they grow up, a lot of kids around the world remove their parents' posts by court order because they don't like what they see.

According to this perspective, the purpose of this study is to ascertain how influencer parents engage in sharenting behavior on Instagram. In addition, it is aimed to determine which negative situations parents can expose their children to with the sharenting behavior. Qualitative method was preferred in the study. The data were obtained from 3 influencer parents who posted about their children on Instagram. The research data were analyzed using content analysis.

## LITERATURE REVIEW

In the 21st century, the rapid spread of digital technologies has led to changes in communication environments and social interactions. Especially the intensive use of social media platforms by people has adapted many areas of life to this environment (Böyük & Büyükbakkal, 2024, p. 674). This rapid and effective change of social networking has also brought many negative situations. One of the most current examples of these negativities is undoubtedly sharenting behavior, as it affects both the child, the family and the society.

Sharenting refers to parents' regular, detailed and numerous sharing of children's videos, posts, photos, articles, etc. on social networks. Sharenting is a combination of the words 'share' and 'parenting' (Kalaman et al., 2022, p. 16). Sharenting can be comprehensively defined as parents' excessive sharing of posts on social media in which they violate their children's privacy and disclose their children's personal information (Ayhan & Öztürk, 2021, p. 166). According to Günüş (2020, p. 282), sharenting is a negative term and emphasizes parents' oversharing. Additionally, the issue that makes the act of sharenting a problem here is that parents' sharing about their children is excessive and inappropriate.

Damkjaer (2018) suggested that there are four types of communicative orientations that characterize parents' approach to sharing on social media. These are; family-oriented approach, peer-oriented approach, oppositional approach, non-use approach. The family-oriented approach refers to the situation in social networking where the family is the primary implicit recipient of sharenting and a predominantly monologic form of communication is conducted. The peer-oriented approach refers to parents' use of social media for sociability, experience and communication with other parents, gaining perspectives and exchanging information, and exhibiting sharenting behavior. Both family-oriented approach and peer-oriented approach imply generally moderate or high levels of social media use in relation to sharenting compared to participants' overall activity levels. Oppositional approach refers to parents' critical and self-conscious approach to sharenting behavior on social networks. Parents share very little on these networks. These parents are opposed to sharenting behavior due to lack of control over the content shared or concerns about children's privacy rights. The non-use approach explains that parents do not use social networks to communicate about parenting, to express themselves, or to achieve other outcomes.



At this point, parents' family-oriented approach and peer-oriented approach are approaches that can serve sharenting behavior. Sociological and psychological reasons underlie the fact that parents share every moment of their children from birth with the accounts they create on social networks and present their child's data to the surveillance of thousands of people without fear (Duygulu, 2019, p. 438).

Parents post information about their children on social networks or follow influencer parents for a variety of reasons. Among the advantages of sharenting, according to Cataldo (2022, p. 8), are asking for help, comparing various experiences, sharing knowledge about particular child conditions, like psychological and neurodevelopmental disorders, and giving moms and dads a platform to express themselves.

In addition, parents reveal their unique characteristics by sharing their own photos and provide social satisfaction by applying a similar situation on their children's photos and receiving likes or comments. These individuals engage in sharenting behavior for self-actualization and social approval. In other words, parents, especially mothers, use social media to confirm their parental roles and create a positive self-presentation, and engage in sharenting behavior (Ouvrein & Verswijvel, 2019, 320; Brosch, 2016, p. 233; Özgül et al., 2022, p. 241).

Underlying the parents' sharenting behavior is the sharing of memories, digital memory recording, proving happiness, proving the child's development to be seen by the environment, creating a public image, getting online community approval, making the mother happy, and providing motivation between parents (Bauer et al., 2023, p. 105; Günüç, 2020, p. 292; Akpınar et al., 2020, p. 15; Wall, 2018, p. 6; Latipah et al., 2020, p. 4815).

Another reason for sharing behavior is that parents want to make their children a phenomenon and gain financial gain by selling the items they use or advertising commercial products (Özgül et al., 2022). In this case, which is expressed as microcelebrity and enables gaining recognition through the internet, parents can earn financial gain by labeling the content they produce with companies, brands and products (Kopuz, 2022, p. 383). The act of sharenting performed by parents is also performed by influencer parents. This situation occurs in the form of non-famous parents making their children famous or already famous people using their children to increase their recognition and generate income.

Both ordinary parents and celebrities have turned to new professions such as youtubers, bloggers and instamoms. Parents, who are also called influencers, share a lot of information and experiences such as pregnancy period, prenatal shopping, baby shower, birth, baby care and feeding, sleep patterns in an interactive way (Ergül & Yıldız, 2021, p. 612). Especially in recent years, influencer parents, whose number has increased in recent years, transfer knowledge and experience to their followers on the aforementioned issues starting from the pregnancy period and build a new style of motherhood and child rearing both in writing and with the videos they shoot (Kaya, 2023, p. 125).

This sharenting behavior performed by parents on social media leads to many negative situations, especially for children. Sharenting behavior that parents perform by sharing photos, videos, posts, articles and informations about childrens on social networks causes the child to be exposed to many problems, especially psychological, physical and sociological problems (Kalaman et al., 2022, p. 17). Destruction of mother-child communication (Kaya, 2023, p. 133), privacy, abuse, pedophilia, encouragement of consumption (Ergül & Yıldız, 2021, p. 617), identity theft, child pornography (Otero, 2017, p. 412; Akkoç & Ayyıldız, 2022, p. 78), violation of the right to be forgotten, using child in advertisements without permission, violation of privacy, digital footprinting, shaming children and obtaining information to kidnap children are some of these negative situations.

Parents sharing intimate images of their child (in the pool, in the shower) on social networks may expose the children to abuse, expose the children to the surveillance of pedophiles, or upload images of the child, even if normal, to sexually explicit websites. Karaman and Ayhan (2021, p. 43) emphasize the element of abuse. According to Karaman and Ayhan, in general terms, ignoring the developmental needs of a child is neglect, and any words and behaviors that intentionally harm the child is abuse. In fact, mothers frequently sharing their children in order to prove to the society that they are a good mother and



to gain appreciation is to make children vulnerable to abuse (Özkan & Özer, 2022, p. 226; Ergül & Yıldız, 2021, p. 618).

When mother and father share their children's name, surname, address, etc. on social media, it can lead to digital identity theft, i.e. making a digital copy of the child. In addition, sharing this information also paves the way for child abduction by malicious people.

Another problem is the use of the child's photo or video in advertising with or without the consent of the family. These people, defined as influencer parents, earn income by sharing posts about their children and their own lives and reaching a certain number of followers (Campana et al., 2020; Deniz, 2022, p. 109). According to Tosun and Deniz (2023, p. 96), the recent increase in Kidfluencers' viewership and number of followers has attracted the attention of advertising companies, which has led to advertisements and collaborations in the children's industry through Kidfluencers. Children, who are unable to make their own decisions and lack cognitive awareness, are turned into commercial objects and advertising materials by their parents. It is clear that violations of privacy through posts about their private lives as well as their physical and spatial intimate areas do not coincide with the personal rights and freedoms of the child (Küçükali & Serçemeli, 2020, p. 662).

In addition, the sharing of children's photos, videos and information on social networks by their parents leads to both the deprivation of the child's right to be forgotten and the disclosure of their private/private life space. Children have a right to their privacy and online identity. Children will form their own identities as they grow up and therefore their identities should be defined by themselves and not by their parents (Otero, 2017, p. 412).

In addition, the digital footprints recorded in a child's social media account can harm the child in the distant future. Today, many parents open accounts on YouTube and Instagram with their children. Unfussy posts on these social networks can damage the child's pride and reputation. This can cause problems, especially in the child's self-esteem, as it can be hurt due to harassment, etc. (Günüç, 2020, p. 284). Subsequently, when kids grow up and see the posts written about them, they don't like that their parents share them since they're too exposing, embarrassing, and nude. This has a negative impact on the trust relationship between parents and children (Moser et al., 2017; Haley, 2020; Barnes & Potter, 2021).

Negative actions against children, whether by strangers or by their families, are prohibited under national and international law. Children's right to respect for private life is protected just like adults' right to respect for private life. Thus, as stated in the human rights conventions regulating the right to respect for private life, "everyone" has this right (Özçelik, 2020, p. 426). Article 8 of the European Convention on Human Rights also emphasizes the right to respect for private life and the right to privacy.

Article 16 of the United Nations Convention on the Rights of the Child emphasizes the child's right to privacy and states that this right is protected. Article 18 of the same convention also points out that parents are primarily responsible for the protection of children both on social media and in all areas of life (UNICEF, 2022).

Posts that violate the child's personal rights, abuse the child, offend the child's pride, honor and dignity may lead to the limitation of the right of custody. In addition, by exercising the right to be forgotten, the child may request the deletion of his/her parents' social media posts about him/her (Deniz, 2022, p. 110). "Unless justified by the consent of the person whose right of personality is injured, a superior private or public interest, or the exercise of the authority granted by law, every attack on personal rights is unlawful" (Türk Medeni Kanunu, 2001). The second paragraph of this article defines the limitation and defines unlawfulness. Accordingly, since parents' posts on social media without their children's knowledge and consent may lead to the violation of their children's personal rights today and in the future, and since these posts will not have a public benefit; the phenomenon of sharenting can be considered as a crime (Günder & Günder, 2022, p. 399).



At this point, there are issues that parents should pay attention to when sharing on social networks:

- Parents should know the privacy policies of the sites they share information with and make the necessary adjustments (Keith & Steinberg, 2017; Günüş, 2020, p. 295).
- Parents should not share their children's home address, school address or personal information (Yavuz, 2020, p. 39; Keith & Steinberg, 2017).
- Parents should obtain their consent when sharing information about their children (Akkoç & Ayyıldız, 2022, p. 80; Günüş, 2020, p. 295; Yavuz, 2020, p. 39).
- Parents should not share photos showing their children naked in any way (Deniz, 2022, p. 111; Keith & Steinberg, 2017; Akkoç & Ayyıldız, 2022, p. 80).
- Parents ought to think about how sharing will affect their kids' present and future circumstances. Things that the child would be ashamed, upset, hurt their pride, or dislike should not be shared (Keith & Steinberg, 2017; Günüş, 2020, p. 295).
- Keeping the shares in which the child is an object to a reasonable extent (Yavuz, 2020, p. 39).
- Parents should be shown the harms of sharenting behavior through public spots or educational programs. By doing this, the number of father and mother posting photos of their kids on social networks can be decreased, and parents can be more selective about what they post. In their study, William-Ceci et al. (2021, p. 7) showed videos explaining the harms of sharenting to parents who exhibited sharenting behavior. As a result, parents' perspectives on their sharing behavior altered, and they became less inclined to post offensive material about their kids on social media.

## **MATERIAL AND METHOD**

### **Purpose, Importance and Questions of the Research**

The study aims to reveal how influencer parents in Türkiye exhibit sharenting behavior on Instagram and how they violate the rights of their children. The study is important in terms of addressing the sharenting behavior, which has recently started to be recognized in Türkiye and in the world, determining how influencers in Türkiye consciously or unconsciously harm children through the act of sharenting, and creating data for other scientific studies to be conducted. According to the study's objectives, the following queries about influencer parents' sharing behavior were intended to be addressed:

RQ1: What are the content of influencer parents' posts?

RQ2: What is the level of visibility of the child in the posts of influencer parents?

RQ3: Which negative situations do the posts of influencer parents pave the way for their children?

### **Method, Population and Sample of the Study**

A qualitative research method was used in the study. The population of the study consists of influencer parents who have Instagram accounts in Türkiye. The sample consists of 3 influencer parent accounts (caglaa, puccito, melekkhayta) selected by purposive sampling method and having more than 300 thousand followers on Instagram.

### **Data Collection and Analysis**

Three influencer parents who create digital material on Instagram and share posts about their kids provided the study's data. The 300 content obtained from the accounts named Çağla Düvenci Sönmez (caglaa), PuCCa (puccito) and Melek Hayta (melekkhayta) were included in the study. While collecting the data, the last 100 posts shared by the Instagram accounts were taken into consideration. When the monthly and annual posts from the accounts were analyzed, it was observed that there was an irregular and unbalanced distribution. Therefore, the time interval was not taken into account when obtaining the data. The research data were analyzed using the content analysis. The coding of the research was carried out in three stages. First, categories, subcategories and options to be included in the coding chart were determined. Secondly, the information obtained from the report was written under the categories. In the last stage, both the researcher and another independent researcher analyzed the content in the coding chart for validity and reliability. According to the results of the analysis, the data were found to be consistent. In the study, Microsoft Excel program was used for coding and frequency analysis.



## Results and Discussion

In the study, the posts of 3 mothers (Çağla Düvenci Sönmez, PuCCa and Melek Hayta), who post about their children on Instagram and are called influencer parents, on their Instagram accounts (caglaa, puccito, melekkhayta) were analyzed.

Among these accounts, caglaa has the most followers, melekkhayta has the most posts and puccito has the most comments. The number of posts refers to the number of posts made by the accounts from the day they were established until today. The number of comments is the number of comments on the 100 most recent posts of these accounts. Since the accounts did not want the number of likes to appear on the majority of their posts, they hid the number of likes on the posts. For this reason, the interaction rates of the accounts were evaluated in terms of the number of followers and comments on the posts. puccito was the account with the highest number of comments on its posts, although it ranked second in terms of the number of followers. Puccito's total number of comments on its posts is approximately 5 times the number of comments on caglaa's posts and 7 times the number of comments on melekkhayta's posts. At this point, it is possible to say that the account named puccito has the highest interaction (Table 1).

**Table 1.** Instagram Account Information

Account Name	Description	Number of Followers	Number of Following	Total Number of Posts	Total Number of Comments
caglaa	KıvançAlyaLia Find the light in everything	720 bin	683	819	9.864
puccito	Küçük aptalın büyük dünyası	669 bin	1.958	2.375	52.867
melekkhayta	Life style I motherhood	331 bin	1.010	4.018	6.997

When looking at the format of the posts made by the accounts about both their children and themselves, it is seen that 63% of the posts on the caglaa account are videos. Approximately 2 out of every 3 posts made from the Çağlaa account are videos. The account named Melekkhayta has also shared the most videos (%59) in the same manner. Apart from this, the puccito account preferred photos the most in its posts (69%) (Table 2).

The differentiation of the sharing format of the account named Puccito from the other two accounts is directly related to the content of the posts, the person featured in the posts, the mother has life type, image, and the elements used in the posts. The first prominent feature of the puccito account is the mother's frequent use of text in her posts. The account includes long texts as descriptions in its posts, adds text over the photos, and sometimes features only text in its posts. It presents a heartfelt, sincere, and unconventional image. In the posts on the puccito account, the mother is mostly featured alone. It is possible to say that the account has moved away from video edits and adopted a spontaneous, natural, and sincere sharing style.

**Table 2.** Format of the Post

Format of the Post			
	Photo	Video	Writing
Caglaa	36	63	1
puccito	69	21	10
melekkhayta	39	59	2

When examining the content of the posts made by the accounts, it has been observed that parents have emphasized different types of content in their posts about themselves and their children. The account named caglaa had 44% of its posts related to daily activities, 26% to travel, and 14% to entertainment, while posts related to education constituted only 8%. This account did not contain any advertising content in its posts. 45% of the posts from the account named puccito are daily activities, while posts in other areas are almost evenly distributed. Contrary to this, only 1% of the posts from this account were



educational. The melek khayta account has the highest percentage of posts with advertisements (32%). That is, one in three posts is advertising. In this account, the share of educational content is only 1%, although the other categories are equally distributed (Table 3).

Considering the posts of the three accounts, it is observed that influencer parents have strayed from their mission of being role models for other parents. Indeed, one of the reasons parents follow influencer parents is undoubtedly child education. Only 3.3% of the shared content is related to education. In addition, the situation of using the child as advertising material is 14.3%. In addition, the rate of using children in advertisements on melek khayta account rises to 32%. Whether it's entertainment, daily activities, or travel-related posts, mothers engage in sharenting behavior. In addition, the element of exposing the child and the mother is prominent in these shares.

**Table 3.** Content of the Post

Content of the Post						
	Education	Entertainment	Daily Activity	Advertisement	Trip	Other
Caglaa	8	14	44	0	26	8
puccito	1	13	45	11	19	11
melek khayta	1	15	22	32	29	1

When examining the individuals featured in the posts made by influencer parents on their Instagram accounts, significant differences are observed. For instance, the caglaa account featured children the most in its posts (%64), while the puccito account featured mothers the most (%45), and the melek khayta account featured family the most (%37) (Table 4).

Since the parents are divorced, there is no family photo on the puccito account. It can be said that the claim of being a model family and individual as influencer parents has been disproven. So much so that being visible and famous has not brought happiness. The account that engages in the sharenting behavior the most is the account 'caglaa.' On this account, the rate of the child's individual or family sharing is over 90%. On the melek khayta account, the rate of the child being shared individually or with the family is above 60%.

**Table 4.** People Involved in the Post

People Involved in the Post						
	Child	Mother	Mother and Child	Siblings	Family	Other
caglaa	64	4	10	7	13	2
puccito	30	45	10	2	0	13
melek khayta	27	25	6	3	37	2

When examining the negative situations to which children are exposed through the posts made from their parents' accounts, it has been concluded that in all three accounts, the most significant issue is the deprivation of the child's right to be forgotten and the creation of a digital footprint without the child's consent and will (caglaa 93%, melek khayta 60%, puccito 42%). The violation of the child's privacy (caglaa 35%, melek khayta 19%, puccito 20%) also emerges as the second major issue. Moreover, the caglaa account can additionally expose the child to abuse (%21) through the posts it shares and include naked (%22) photos in the child's posts. The melek khayta account, on the other hand, exposes her child to abuse (%19) in her posts, violates their privacy (%19), and uses her child in advertisements (%11). In the 'None' category in the table, posts without children are included. In these posts, only the mother or the text post has been included (Table 5).

This situation can indirectly cause harm to the child. So much so that the mother's posts featuring nudity, exposure, attention-grabbing content, and increased interaction lead to a rise in follower count. This means that more people are coming to the account and more people are seeing the child. In fact, while



the mother makes herself and the account more visible, she also subjects the child to more scrutiny. Essentially, these categories are interrelated. The use of a child in advertising also means that the child is being exploited financially by their family. Leaving a digital footprint also corresponds to the loss of the child's right to be forgotten. Sharing semi-nude photos of the child, the child being subjected to abuse, the right to be forgotten being taken away, the violation of privacy, and the digital footprint can all cause harm to the child from different perspectives. At this point, the violation of a child's privacy should not be understood solely through the lens of bodily privacy. The sharing of photos and videos of children's private moments by influencer parents leads to the violation of children's bodily, spatial, and informational privacy.

**Table 5.** Violated Rights of the Child or Elements That Could Harm the Child

Negative Situations								
	Disclosure of Personal Information	Violation of Privacy	Abuse	Loss of the Right to Be Forgotten	Use in Advertising	Digital Footprint	Nudity	None
caglaa	9	35	21	93	0	93	22	7
puccito	8	20	3	42	1	42	2	58
melekkhayta	10	19	19	60	11	60	7	40

## CONCLUSION

Influencer parents' frequent and numerous posts about their children on social networks are explained by sharenting behavior. Sharenting behavior can cause children to become surveillance material and a kind of consumption product. The fact that influencer parents engage in sharenting behavior, which can also be performed by ordinary parents, increases the possibility and type of harm that the child may suffer. In fact, while ordinary parents present a small number of videos and photos of their children to hundreds of followers, influencer parents present a large number of videos and photos of their children to hundreds of thousands of followers. This sharenting behavior can cause harm to children in different ways.

The study aims to reveal how influencer parents exhibit sharenting behavior and what negative situations they expose their children to. For this purpose, the posts of 3 influencer accounts on Instagram were analyzed through qualitative content analysis.

Considering the analysis's findings, influencer parents included their children in the majority of their posts. In fact, when the categories of child, mother and child, siblings and family are combined, children are seen in approximately 90% of the posts on the account named caglaa. Balaban (2022, p. 33) also found that approximately 80% of parents with Instagram accounts shared their children's photos on their Instagram accounts at least once. Akpınar et al. (2020, p. 14) found that 69.8% of mothers and 50.8% of fathers shared photo and video related to child.

When the content of the posts made by influencer parents is analyzed, daily activities and travel elements stand out. It was observed that there were very few educational elements in the posts. In Balaban's (2022, p. 34) study, when the content of the photos shared by parents was examined, it was seen that photos of special days, vacations and trips with children, and time spent with family members and relatives were frequently shared. The aforementioned sharenting behavior is also practiced by ordinary parents. Apart from the act of showing daily activities, ordinary parents can use social networks to contact with their loved ones and improve their relationships since they cannot communicate with their





family and close environment frequently due to distance and working conditions (Omur & Uyar, 2022, p. 41). Rather than ordinary parents, influencer parents also share their children in order to generate income by using them in advertisements.

An analysis of the negative situations to which influencer parents expose their children through their posts reveals that the child's right to be forgotten is mostly taken away and the digital footprint is left without the child's will and consent. The other biggest problem is the violation of children's privacy of space, information and body. Making children vulnerable to abuse, sharing naked images of children and using children in advertisements were other major problems.

Sharenting behavior that may harm the child is consciously carried out by influencer parents. Even though the parents know the problems that the child may face, the pleasure and financial return of being on social media causes the sharing to be done. Duygulu's (2019, p. 468) study also confirms this. In fact, parents are active in sharing their children's photos and videos even though they think that sharing photos and videos of their children may cause psychosocial problems in children.

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