

# THE IMPACT OF AN EVIDENCE-BASED EDUCATIONAL INTERVENTION ON SHARENTING PRACTICES AMONG PARENTS

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## Introduction and Background

- Parents look to social media for emotional support, social networking, and self-representation, but are unaware of the severe risk associated with sharenting<sup>5</sup>
- Sharenting Syndrome** may cause child abuse and neglect<sup>6</sup>
- There are blurred lines between the public and children's privacy
- Sharenting can cause emotional and psychological issues for both parents and children<sup>1</sup>
- Parents post sensitive information about their children that can increase the risk for bullying, stigmatization, and identity theft<sup>2</sup>

## Significance of Problem

- Healthy People 2030 Goal: Reduce non-fatal child abuse and neglect<sup>4</sup>
- 82% of parents in the U.S. have shared information about their children on social media<sup>1</sup>
- 20 % of children's parents between the ages of 12-16 yo shared personal information about their children<sup>1</sup>
- 7.4 million cases of identity fraud annually by the year 2030 related to parents oversharing information about their children<sup>1</sup>
- Sharenting can lead to long-term psychological effects, including embarrassment, anxiety, and loss of control over personal identity as children grow older<sup>3</sup>

## Best Practices

- Avoid sharing personal information about children, first names, birthdates, school names etc. <sup>1</sup>
- Obtain consent from children<sup>2</sup>
- Encourage awareness to parents about digital literacy and the potential risk of sharenting<sup>1</sup>
- Use of privacy settings on websites<sup>5</sup>
- Limit social media post to minimize digital imprints of children<sup>5</sup>

## Literature Review

- Sharenting is influenced by parenting styles, with permissive parents more likely to frequently share their children's photos online, leading to early social media exposure<sup>2</sup>.
- Oversharing personal details can result in identity theft, online predators, and cyberbullying, with millions of fraud cases projected by 2030 due to parental social media activity<sup>2</sup>.
- Lack of child consent creates privacy boundary turbulence, especially affecting teenage girls, who often request content removal<sup>2</sup>
- Psychological and emotional consequences include embarrassment, frustration, and resentment, with many children feeling their privacy is not respected<sup>2</sup>.
- Increasing parental awareness can promote respectful online practices and improve parent-child relationships<sup>4</sup>.

## Clinical Question?

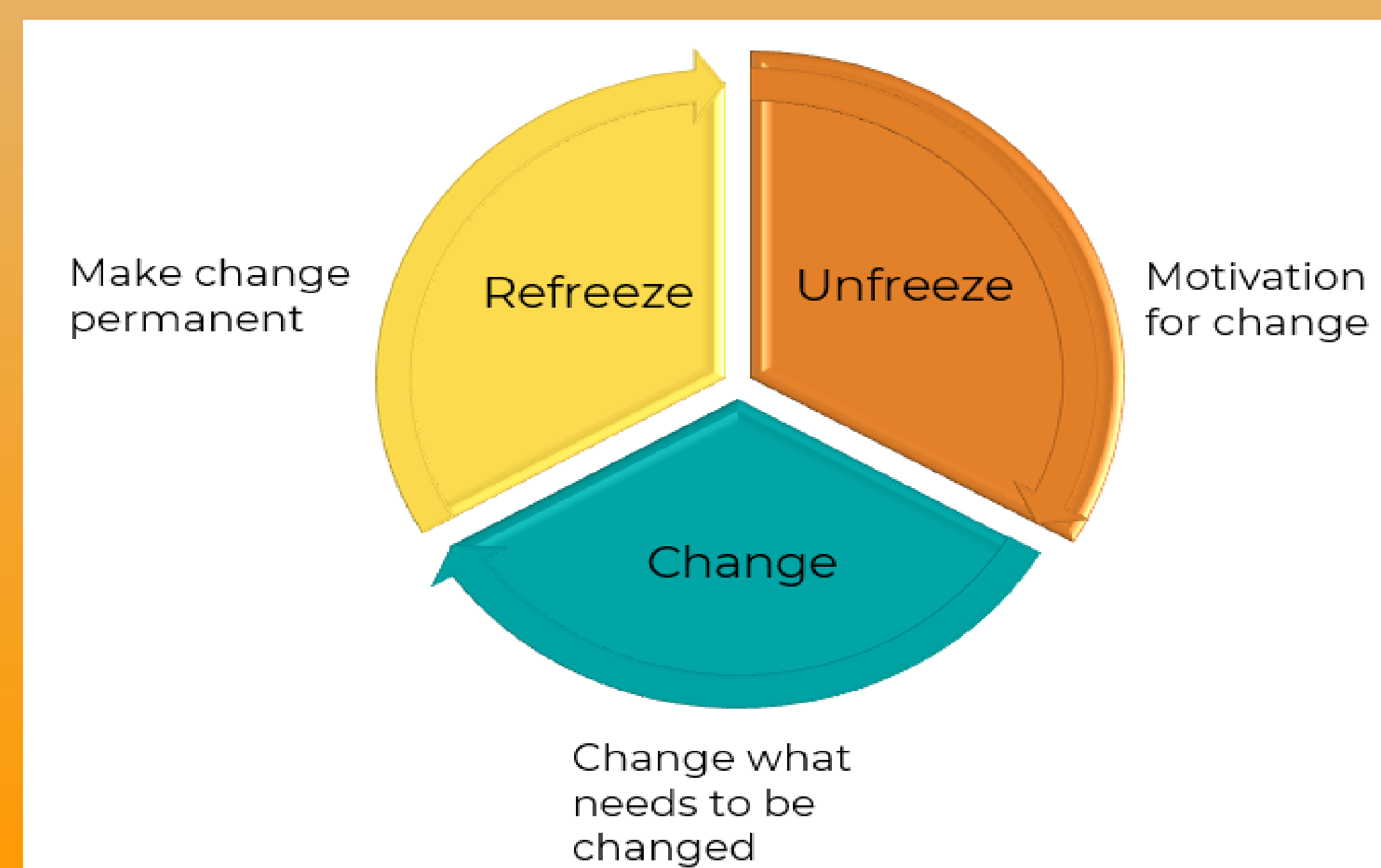
- In parents of children aged 0-17 years (P), does the implementation of an evidence-based educational intervention (I) compared to no intervention (C) reduce sharenting behaviors (O) over 12 weeks (T)?

## Objectives

- To reduce sharenting behaviors among parents of children aged 0-17 years.
- To increase parental awareness of the risks associated with sharenting.
- To promote informed digital parenting practices that protect child privacy.

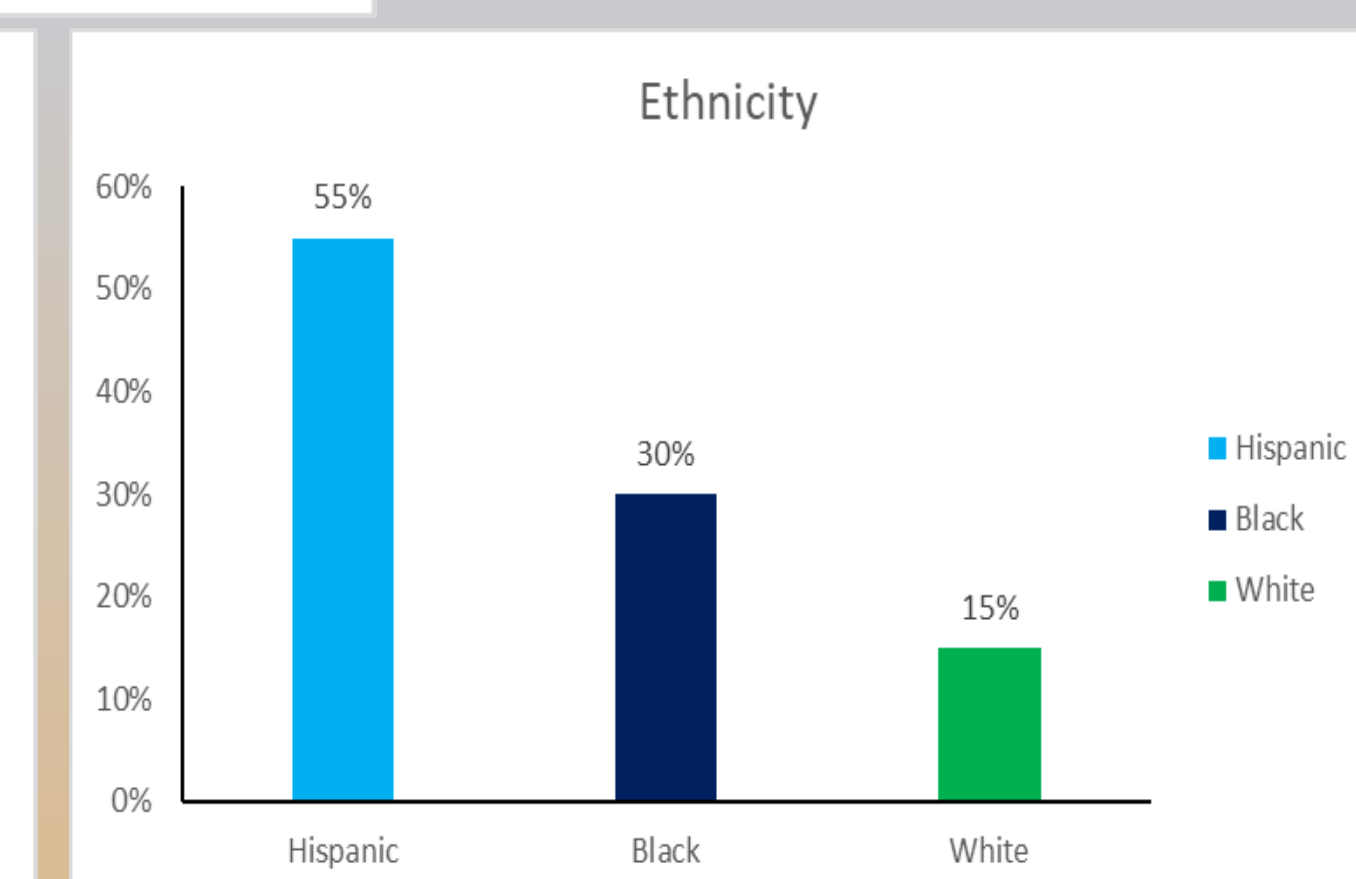
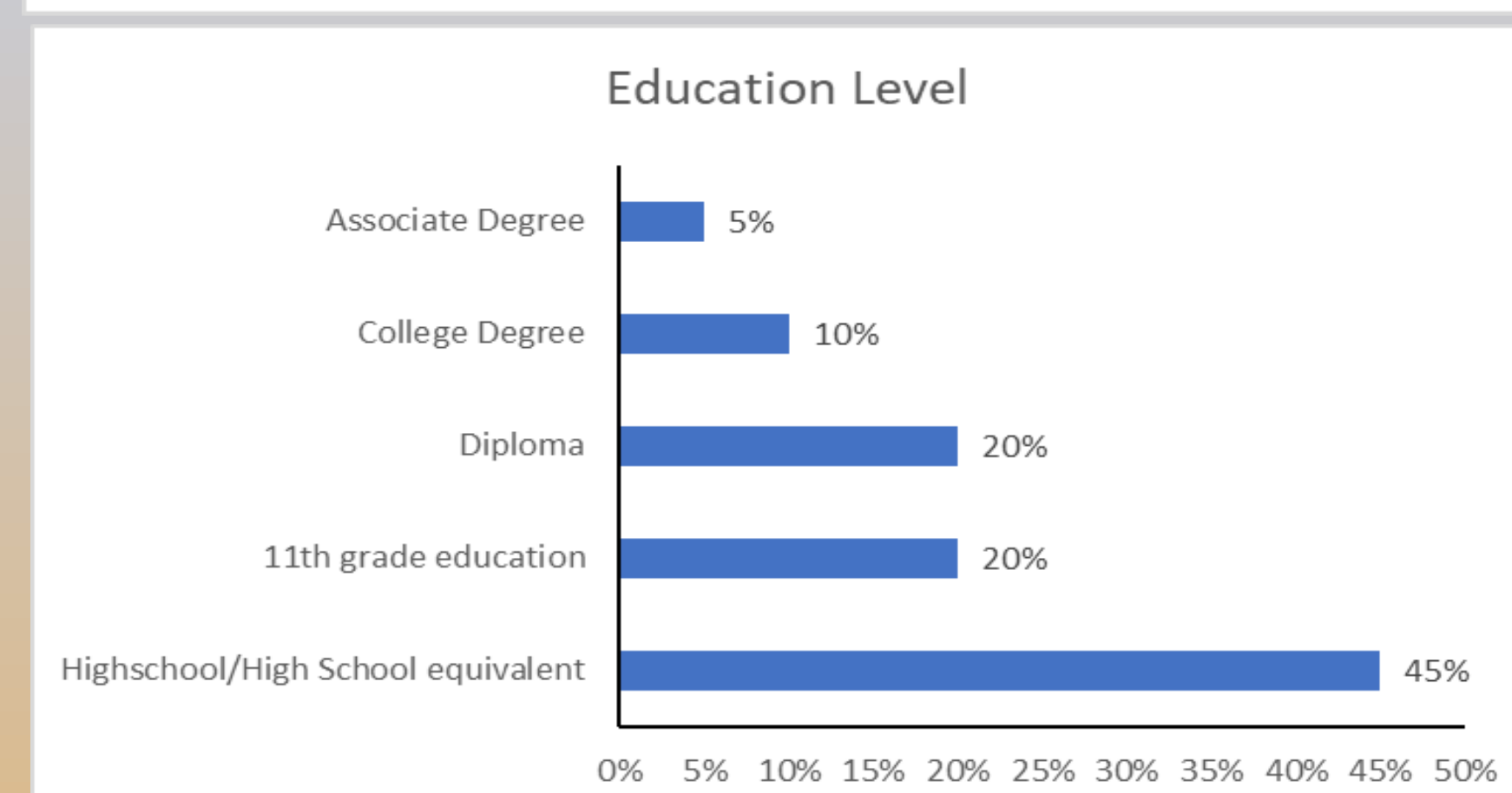
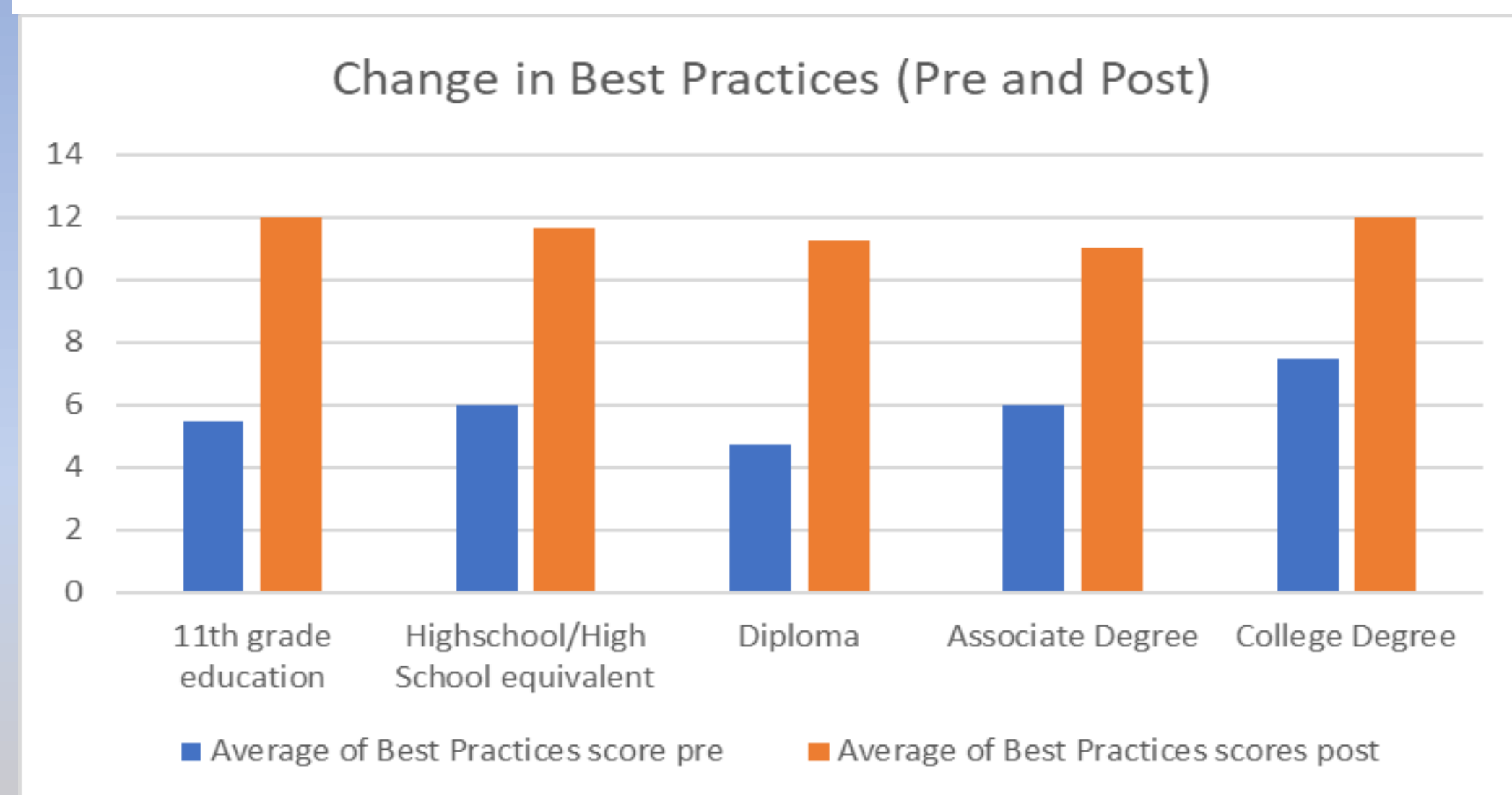
## Methods

- The project was guided by Lewin's Change Model and Orem's theory.
- The project was conducted at LifeBridge Community Services in Bridgeport, CT.
- A mixed-methods approach was utilized, incorporating both qualitative and quantitative data.
- The study population consisted of 20 parents of children aged 0-17 years who actively use social media.
- Convenience sampling was used to recruit participants.
- The inclusion criteria for the project included: a) parents of children aged 0-17 years; b) must have at least one social media account; c) actively post about their children online.
- Pre-test & post-test Sharenting Behavior Surveys were conducted to measure changes in knowledge, attitudes, and behaviors.
- Demographic data were collected from Electronic Health Records (EHR).
- The educational intervention consisted of a 60-minute workshop on sharenting risks and online privacy strategies.
- Likert-scale survey responses were analyzed using descriptive statistics and paired sample t-tests in SPSS.
- Institutional Review Board (IRB) approval was obtained to ensure ethical standards.
- Informed consent was secured, and participant data were anonymized for confidentiality.



## Results

- A total of twelve females (n=12) and eight males (n=8) completed the study.
- The highest education level attained by participants ranged from high school to a college degree.
- 65% of participants had a high school education, 20% had a diploma, and 15% had a degree.
- Reduction in excessive sharenting behaviors by 18% post-implementation of the intervention.
- Increase in privacy-conscious sharing practices by 22% post-implementation of the intervention.
- Both genders demonstrated an increase in privacy awareness and a decrease in sharenting behaviors after the intervention.
- Statistically significant improvement in post-intervention survey scores ( $t(19)=-2.26, p=0.035$ ). .



## Implications for Practice

- The results indicated that the educational intervention successfully increased parental awareness of sharenting risks and privacy concerns.
- The findings illustrated the need for continued education on responsible social media sharing among parents.
- The results highlight the importance of incorporating sharenting awareness into routine pediatric and family health counseling.
- For future research, extending the project timeline to assess the long-term impact of the intervention on parental sharing behaviors is recommended.

## References

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