Australian
Centre to Counter
Child Exploitation

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PARENTAL ADVICE FOR POSTING IMAGES

Social media can be a great way to keep family and friends up-to-date on milestones and achievements in your child's life. However, it is important to be mindful of what personal information and content you may be sharing.

This resource is designed for parents, carers and those around children to better understand sharing content including images and videos of your child on social media, and how to take action.

Need to know

Images and videos of children posted to social media can be used by online child sex offenders to build a profile, to groom parents or children. Content uploaded to social media may inadvertently contain personal information, and could reveal a lot about yourself and your child.

Identifying information often shared online can include:

- Age (or school grade)
- Full name
- School or sports team (particularly at back-to-school time)
- Address (including street number)
- Interests/hobbies
- A trusted adult's full name

Everyday images of children may also end up in the collections of online child sex offenders. These can be images of children engaging in everyday activities including bath-time, sports and swimming carnivals, or just children being out and about.

You may be surprised how much information can be found in a social media post

Home address

Hobby

Where she goes to school

Jane Doe — Surname and trusted adult's name

29 January 2021 . Sunland Bay — Indicates public social media post

Lucy's first day of year 7! — Age and first name

81   7 comments

Like   Comment   Share

Kate Bloggs

Is she still playing soccer at the local park? — Hangout spot

Like · Reply

There are things that you can do to ensure added privacy and control over your child's photos, and who sees them online.

Top tips

→ Use strong privacy settings for accounts where you post content of your child

> We recommend setting accounts to 'private' or 'friends only'

→ Manage your follower/friends list regularly, and only share to those you trust

→ Consider a group chat with trusted family and friends rather than posting to social media

→ Check the background for identifying information (like public signs, street signs, house numbers)

→ If your child is wearing a uniform; consider blurring the school logo or covering with an emoji

→ Question suspicious friend requests and followers

→ Question and report suspicious comments or contact from users, particularly if these are regarding your child.

Safety check list

Before posting a content of your child:

☐ What can you find out from this image?

☐ What is in the background of this image?

☐ Who will be able to see it and do I trust them?

☐ Where could this image end up if I post it?
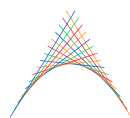
To report online child sexual exploitation

Report online child sexual exploitation via the **Report Abuse Button** on the **ACCCE**, **AFP** or **ThinkUKnow** websites:

Report abuse 👤

Your report to the ACCCE will be looked at by specialist investigators.

If you believe a child is in immediate danger, contact Triple Zero (000).

For non-emergency situations that still require a timely response, contact your local police station or call 131 444.

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