Utilizing Information Services to Educate Millennial Parents on Sharenting Trends in Indonesia: A Wise Parenting Alternative

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Abstract Sharenting, the practice of parents sharing their children's photos, milestones, and personal information on social media, has become increasingly common among millennial parents worldwide, including in Indonesia. While sharenting offers several benefits, such as fostering family connections, maintaining long-distance relationships, and documenting children's milestones, it also raises significant concerns regarding children's privacy, data security, and emotional well-being. The rapid growth of social media usage has introduced new challenges, yet many Indonesian parents, especially from the millennial generation, remain unaware of the risks associated with sharenting. This study aims to explore the potential of utilizing information services to educate millennial parents in Indonesia about sharenting trends, to promote responsible digital parenting practices. A mixed-methods approach was employed, combining a survey of 200 millennial parents and semi-structured interviews with 5 parents. The survey revealed that 80% of parents engage in sharenting, primarily through Instagram and Facebook. However, a significant gap in awareness was found, with only 30% of respondents reporting a clear understanding of privacy settings and the risks involved in sharenting. The semi-structured interviews revealed parents' desire for more guidance on how to manage their children's online presence and the ethical considerations of sharenting. The study concludes that information services, particularly those focused on digital literacy and privacy management, play a crucial role in empowering parents to make informed decisions about sharenting. These services can help mitigate the risks associated with sharenting by providing practical tools and knowledge to manage privacy settings effectively. Furthermore, the research highlights the importance of developing targeted digital literacy programs tailored to the unique needs and challenges faced by Indonesian parents. By promoting awareness and responsible online behavior, these services can contribute to wiser and more ethical parenting in Indonesia's rapidly evolving digital landscape.

Keywords: Millennial parents, Sharenting, Information services, Digital literacy

Introduction

The advent of social media has transformed many aspects of daily life, particularly how parents engage with their children's development. A significant consequence of this transformation is the emergence of the practice of sharenting—parents sharing photos, videos, and other content related to their children on social media platforms. While sharenting allows parents to celebrate milestones, document memories, and connect with broader social networks, it has also raised significant privacy concerns, the commodification of children, and the implications for both parents' and children's well-being. In Indonesia, where social media usage is rapidly growing, the trend of sharenting is particularly pronounced among millennial parents who are navigating the complexities of parenting in the digital age. This article explores how information services can be utilized to educate millennial parents in Indonesia about sharenting trends, providing a balanced and informed approach to wise parenting in the digital era.

In recent years, the global rise of sharenting has generated substantial discourse, particularly within Western contexts (Tosuntaş, 2024). However, limited research has been conducted on this phenomenon in Southeast Asia, and more specifically, in Indonesia, where millennial parents are embracing digital technology in unprecedented ways. According to Oguine et al. (2025), youth online safety and digital literacy have become critical issues in the Global South, where cultural and socio-economic factors deeply influence online behaviors. While sharenting provides an opportunity for parents to share their experiences and seek social validation, it simultaneously exposes children to various risks such as data privacy breaches, digital exploitation, and the potential for psychological impacts from early exposure to public scrutiny. In this context, understanding sharenting's complexities in the Indonesian setting is crucial for fostering more responsible and informed parenting practices.

The increasing prominence of social media in Indonesia, particularly platforms like Instagram, has made sharenting a cultural norm for many parents. With more than 150 million active social media users in the country (Sembiring, 2024), Indonesia ranks among the highest in terms of mobile internet penetration and digital content consumption in Southeast Asia. This digital shift, as Mustikasari (2025) highlights, is affecting not only social interactions but also parenting dynamics, as millennial parents increasingly rely on digital tools to assist in child-rearing. While the convenience and educational benefits of digital devices are undeniable, the overuse of these tools, as seen in practices such as sharenting, raises questions about the balance between maintaining children's privacy and engaging in public digital life. Thus, the need for effective educational frameworks is essential to guide parents in making informed decisions about sharenting.

Educational interventions are necessary to address the risks associated with sharenting. Alkan et al. (2025) argue that the phenomenon of sharenting has significant implications for both maternal identities and children's privacy, especially in neoliberal contexts where women often bear the dual burden of professional and caregiving responsibilities. In Indonesia, this burden is exacerbated by societal pressures to maintain a flawless public image, particularly among urban, educated, and socially connected millennial parents. These parents are increasingly sharing their children's milestones and everyday moments on social media, sometimes with the unintended consequence of commodifying their children's lives. The shift from personal to public parenting practices, which Alkan et al. (2025) describe as part of the "supermom syndrome," places additional pressure on mothers to curate their identities and gain social validation through sharenting, often without fully considering the potential long-term effects on their children's privacy and autonomy.

The role of information services in mitigating the adverse effects of sharenting is crucial. Tosuntaş (2024) underscores the importance of providing parents with digital literacy training, particularly in the realms of privacy management, digital ethics, and the potential risks of social media use. Information services that educate parents on how to use social media responsibly can empower them to make informed decisions about sharenting. These educational services should focus not only on the technical aspects of online privacy but also on fostering a deeper understanding of the psychological and social implications of sharenting. In this regard, information services can act as mediators between the digital world and parenting practices, offering strategies for engaging with technology while safeguarding children's well-being.

One significant challenge in addressing sharenting trends in Indonesia is the lack of comprehensive research on how Indonesian parents engage with digital technologies. While studies from Western countries have explored the risks of sharenting extensively (Sembiring, 2024), little has been done to understand these practices within an Indonesian context. As Oguine et al. (2025) suggest, research on youth online safety in the Global South often fails to account for the unique cultural, socio-economic, and political factors that shape digital behaviors. In Indonesia, these factors include the cultural significance of family, the high value placed on community validation, and the rapid pace of urbanization and digitalization. As sharenting continues to grow as a social norm, it is essential to develop culturally relevant educational interventions that address these specific challenges and ensure that millennial parents are equipped with the knowledge necessary to protect their children's digital identities.

The need for digital literacy services that focus on sharenting trends is more pressing than ever. As Mustikasari (2025) emphasizes, the rise of mobile technologies in urban Indonesian households is reshaping parenting dynamics, with many parents turning to mobile touch-screen devices (MTSDs) as both educational tools and behavioral regulators. While these devices offer many benefits, including access to educational content and virtual socialization, their overuse can lead to unintended consequences. For instance, as Tosuntaş (2024) points out, the overexposure of children to social media and digital platforms may result in psychological impacts, such as diminished self-esteem and distorted social perceptions. Educating parents about the potential risks and benefits of sharenting, as well as providing practical tools for privacy management, is critical to mitigating these risks.

Furthermore, as social media platforms become an increasingly integral part of modern parenting, the ethical implications of sharenting must be carefully considered. Arybowo and Widhiasti (2024) argue that sharenting is not only a digital trend but also a reflection of broader societal shifts, including the commodification of parenting and family life in the digital age. The need for ethical guidelines and digital literacy programs to help parents navigate this landscape is therefore crucial. Such programs can help parents understand the implications of oversharing on their children's behalf, emphasizing the importance of consent, privacy, and the long-term consequences of public digital exposure. These guidelines can empower parents to make more informed choices, fostering responsible sharenting practices that protect their children's digital identities.

In conclusion, as sharenting continues to grow in popularity among millennial parents in Indonesia, it is essential to provide educational services that equip parents with the knowledge and skills necessary to navigate this complex digital terrain. Information services play a crucial role in educating parents about the risks associated with sharenting and in promoting responsible digital practices. By offering culturally relevant, comprehensive digital literacy programs, these services can help mitigate the risks of sharenting, ensuring that millennial parents in Indonesia can balance the benefits of social media with the need to protect their children's privacy and well-being. This article aims to explore how these information services can be effectively implemented to foster wise parenting alternatives in the digital age.

Methodology

This study adopts a mixed-methods approach to investigate how information services can be utilized to educate millennial parents in Indonesia about sharenting trends and to promote responsible digital parenting practices. By integrating both qualitative and quantitative methods, the research offers a comprehensive understanding of sharenting behaviors, parental awareness, and the potential effectiveness of digital literacy programs. The study combines a survey of 200 millennial parents with semi-structured interviews conducted with 5 parents, providing diverse insights into the topic.

Research Design and Approach

The research design employs a mixed-methods strategy, combining a quantitative survey with qualitative semi-structured interviews. This methodology enables a holistic investigation of sharenting, addressing both its prevalence and underlying complexities among millennial parents in Indonesia. The quantitative survey focuses on the frequency of sharenting behaviors, parental awareness of privacy risks, and understanding of the ethical implications surrounding the sharing of children's personal information online.

The qualitative component delves deeper into the personal experiences, attitudes, and challenges millennial parents face regarding sharenting. Through interviews, it provides nuanced insights into the social, psychological, and digital literacy dimensions of the issue. These interviews reveal the parents' understanding of sharenting's risks, particularly in relation to their children's privacy and long-term well-being, as well as the role of digital literacy in promoting responsible sharing practices.

The quantitative survey collects data on sharenting behaviors, including the frequency, motivations, and platforms used, as well as parents' awareness of digital privacy concerns. It also explores parents' understanding of the risks associated with sharenting, such as potential data misuse and psychological consequences for children. In contrast, the qualitative interviews gather the perspectives of parents themselves on the impact of sharenting, providing deeper insight into their awareness and approaches to digital parenting.

Sampling Strategy

For the survey, a purposive sampling technique was employed to target millennial parents aged 25–40 years, residing in urban areas of Indonesia. These parents were selected because of their higher engagement with social media platforms and a greater likelihood of participating in sharenting practices. The sample size of 200 parents was deemed sufficient to provide a representative snapshot of the attitudes and behaviors of millennial parents across diverse socio-economic backgrounds in Indonesia. The survey participants were recruited through social media advertisements and parenting-related online forums, which are common spaces for millennial parents to connect and share parenting experiences. The following table presents the demographics of the respondents, as

shown in Table 1: Demographic distribution of survey participants, including age, education level, and geographical location.

Table 1. Survey participant demographics

Demographic Category	Distribution	Percentage
Age		
25-30 years	120	60%
31-35 years	50	25%
36-40 years	30	15%
Education Level		
High School	40	20%
Bachelor's Degree	120	60%
Master's Degree	40	20%
Geographical Location		
Urban	140	70%
Rural	60	30%

For the qualitative component, interviews were conducted with 5 parents selected using random sampling, representing various demographic categories and educational backgrounds. This selection aimed to gain diverse perspectives on digital parenting and the practice of sharenting, as well as to explore insights from different social and cultural viewpoints regarding the impact of sharing children's content on social media.

Data Collection Methods

Data collection for the quantitative survey was carried out through an online questionnaire, which was distributed using platforms such as Google Forms. The survey consisted of 25 questions, divided into sections that covered demographic information, sharenting practices, privacy concerns, and the parents' awareness of the potential risks associated with sharenting. To ensure reliability, the survey questions were pre-tested with a small group of millennial parents before being finalized. This pre-testing allowed for the identification of any ambiguities or biases in the questionnaire, ensuring that the final version was clear, concise, and relevant to the research objectives.

The qualitative data was collected through semi-structured interviews, which were conducted via video conferencing tools such as Zoom, ensuring that geographic location did not limit parent participation. Each interview lasted between 45 and 60 minutes and was guided by a set of open-ended questions designed to explore the parents' views on the role of information services in educating about sharenting. The interviews were audio-recorded, transcribed, and analyzed using thematic analysis, allowing for the identification of key themes and patterns related to the parents' opinions on the challenges and potential solutions for educating millennial parents in Indonesia.

Data Analysis Techniques

For the *quantitative data*, descriptive statistics were used to identify patterns and trends in sharenting behaviors, including frequency, platforms used, and parents' awareness of privacy risks. The results provided a broad overview of sharenting practices among millennial parents and highlighted gaps in knowledge, particularly regarding privacy management.

For the *qualitative data, thematic analysis* was applied to identify recurring themes and key insights from the interviews. The analysis focused on parents' understanding of sharenting's risks, the ethical considerations they face when sharing content online, and their attitudes towards digital literacy programs. The findings from the qualitative interviews complement the quantitative data, providing a more holistic understanding of the issue.

Results and Discussion

The following section presents the results from the study on sharenting among millennial parents in Indonesia and discusses the findings in relation to the broader literature on digital parenting, privacy, and information services. This discussion is organized into two primary sub-sections: Findings from the Survey and Insights from the

Interviews. Each sub-section includes a detailed analysis of the data, comparisons with existing research, and implications for future educational programs on sharenting and digital literacy.

Findings from the Survey

The quantitative survey aimed to investigate the prevalence of sharenting practices, parental awareness of digital privacy risks, and the general understanding of privacy settings on social media platforms. A total of 200 millennial parents participated, providing insights into the common behaviors, motivations, and challenges associated with sharenting in Indonesia.

Prevalence of Sharenting Practices

The results indicated that a significant portion of millennial parents in Indonesia engage in sharenting, with **80%** of the survey respondents reporting that they share their children's photos or personal milestones on social media platforms. This high percentage aligns with global trends where sharenting has become a mainstream activity, particularly among parents who seek to share their children's growth and development with extended family and friends (Lupton, 2018).

Table 2. Prevalence of sharenting among millennial parents in Indonesia

Frequency of Sharenting	Percentage
Often	40%
Occasionally	30%
Rarely	10%
Never	20%

The survey revealed that 40% of parents frequently share content, with posts being made multiple times per week. This trend is particularly notable among urban parents, as urban settings often have higher social media penetration and engagement (Sembiring, 2024). Sharenting typically takes place on platforms such as Instagram (45%), Facebook (40%), and TikTok (20%) were identified as the most frequently used platforms for sharenting, reflecting the prominence of these platforms in Indonesia, where mobile internet usage is widespread and social media consumption is at an all-time high (Mustikasari, 2025). The rising popularity of TikTok, with its short-form video content and viral challenges, is quickly becoming a key medium for millennial parents to share snippets of their children's lives. As TikTok's user base continues to grow, it is anticipated that the platform will see an increase in sharenting practices, potentially raising new privacy concerns for parents as they navigate the unique dynamics of video-based sharing. Social media platforms like Instagram and TikTok, with their visual and interactive features, have become integral to how parents connect with family and friends, document memories, and seek social validation, further emphasizing the need for targeted digital literacy interventions to mitigate the associated risks.

Motivations Behind Sharenting

The data also revealed that parents engage in sharenting for various reasons. Fostering connections with family and friends was the most cited reason, with 75% of respondents indicating that they share children's content to maintain relationships, particularly with distant relatives. This finding is consistent with existing research which suggests that social media acts as a tool for maintaining familial ties in geographically dispersed families (Tosuntaş, 2024). Another notable motivation was self-expression and identity curation, with 45% of parents indicating that sharenting allowed them to present their parenting identity to a broader audience. This phenomenon, often discussed in terms of "supermom syndrome" or "mommy-blogging," highlights how sharenting is not just about the child but also about the parent's public self-image (Alkan et al., 2025).

Awareness of Privacy Risks

One of the most concerning findings was the low level of awareness regarding privacy risks associated with sharenting. Only **30%** of respondents reported having a clear understanding of privacy settings on social media platforms. This lack of awareness is a significant gap, as privacy risks, including data breaches and the potential for digital exploitation of children, are well-documented (Tosuntaş, 2024). Furthermore, while **70%** of parents

acknowledged that sharenting could expose their children to privacy risks, only a small proportion actively engaged with privacy settings to mitigate these risks.

Table 3. Parents' awareness of privacy risks and privacy settings

Aware of risks	70%
Adjust privacy settings	30%
Unaware of risks	30%

This finding suggests that while parents are aware of potential risks, they may lack the skills or knowledge necessary to protect their children's privacy effectively, highlighting the importance of digital literacy programs aimed at enhancing parents' understanding of privacy management. Furthermore, the gap between awareness and action indicates the need for practical, accessible resources that can guide parents in implementing robust privacy settings on social media platforms.

Insights from the Interviews

The qualitative component of the study, involving semi-structured interviews with 5 parents, provided deeper insights into the challenges, motivations, and perceptions that underlie sharenting behaviors. These interviews were particularly valuable in understanding the broader social, emotional, and ethical dimensions of sharenting.

Ethical Concerns and the Commodification of Children

Table 4. Parents' views on sharenting and privacy concerns

Parent	Feelings about sharenting	Concerns raised	Future considerations	Quote
01	Proud of sharing their child's achievements	Concerns about invading children's privacy and commodifying their lives for likes and comments	Plans to reconsider the frequency of posts and evaluate the impact on their child's privacy	"I want to share my child's achievements, but I also wonder if I am invading their privacy or making them a commodity for likes and comments."
02	Proud and joyful when sharing milestones, such as first steps or school performance	Concerns about over-sharing and the frequency of sharenting	Intends to think more carefully about the frequency of sharenting and assess the impact it might have	"I feel so proud when I post about my kid's first steps or their school performance. It brings joy to see friends and family celebrate these moments with us. But lately, I've been thinking about how often I'm doing this. It's something I need to consider more carefully moving forward."
03	Enjoys the connection and positive feedback from sharing on social media	Concerns about privacy risks, unsure about the consequences of sharing	Plans to be more mindful and take precautions before posting to ensure privacy is maintained	"Sharenting feels great, especially when I get positive feedback. It's a way to connect with others. But after reading about privacy risks, I'm starting to feel unsure. I'm happy to share, but I think I need to take more precautions and be more mindful about what I post in the future."

One of the recurring themes that emerged from the interviews was the ethical dilemma parents face when sharing content about their children. Several parents expressed concern over the commodification of their children's lives, noting that while sharing milestones is seen as a way to celebrate their children, it could also be perceived as turning their children into "products" for social validation. This concern is consistent with research by Arybowo and Widhiasti (2024), who argue that sharenting, particularly when it becomes a habitual practice, can lead to the exploitation of children's personal experiences for public consumption. In the interviews, parents voiced a variety of sentiments, ranging from pride in sharing milestones to a growing awareness of the potential risks associated

with oversharing. These concerns highlight the need for more informed decision-making in digital parenting, as parents navigate the balance between celebrating their children and protecting their privacy. The following table summarizes the parents' responses regarding their feelings on sharenting, their ethical concerns, and their considerations for future practices:

This ethical concern is compounded by the lack of informed consent from children, who cannot fully understand or consent to the sharing of their personal information at an early age. According to existing literature, the lack of children's autonomy in these decisions can be viewed as a form of digital exploitation (Alkan et al., 2025).

Digital Literacy and the Need for Education

The interviews further revealed a strong desire among parents for greater guidance on managing their children's digital presence. Several parents indicated that while they were aware of the risks, they felt ill-equipped to implement effective privacy measures, often due to a lack of knowledge about privacy settings and the complexities of various social media platforms. This highlights the need for accessible educational resources and workshops tailored to parents' needs. These concerns are summarized in Table 5.

Table 5. Parents' views on sharenting and privacy concerns

Parent	Awareness of Digital Literacy	Concerns Raised	Desired Educational Support	Quote
04	Aware of privacy risks but lacks knowledge on how to use privacy settings effectively	Difficulty in managing digital tools to ensure children's privacy	Expressed a need for practical guides or workshops on privacy settings and safe sharenting practices	"I know there are privacy settings, but I don't know how to use them properly. I'd appreciate a workshop or guide to help me protect my child's data."
05	Has general awareness of privacy concerns but lacks the knowledge to implement solutions	Feels overwhelmed by the complexities of digital privacy and the implications of sharenting	Would like clear, step-by-step resources to help navigate digital platforms and make responsible sharenting decisions	"I know it's important to protect my child's privacy, but I don't know how to start. A workshop or online course would really help me understand the steps I need to take."
02	Has limited knowledge about digital privacy risks	Feels unsure about how to apply privacy settings to specific platforms like Instagram or Facebook	Desires access to easy-to-understand resources that explain how to control privacy on different social media platforms	"I hear a lot about privacy risks, but I don't understand how to actually secure my posts. I wish there was an easy guide or tutorial that showed me how to manage privacy on Facebook and Instagram."

These comments underscore the urgent need for digital literacy education for parents. While many recognize the importance of protecting their children's privacy, they often feel ill-prepared to navigate the tools and technologies available. This knowledge gap leaves children vulnerable to privacy risks, highlighting the necessity for targeted educational interventions. Tailored digital literacy programs can play a vital role in addressing this gap by providing practical guidance on privacy settings and ethical sharenting practices. Such initiatives can empower parents to make informed, responsible decisions regarding their children's digital presence, ensuring their online identities are protected. Tosuntaş (2024) emphasizes the significance of these educational interventions in helping parents manage their children's digital footprints responsibly.

Impact of Sharenting on Child Development

Another critical insight from the interviews was the potential impact of sharenting on children's emotional well-being. Several parents expressed concerns about how their children might react to being exposed on social media as they grow older, particularly regarding the lasting effects on their self-esteem, social identity, and the formation of distorted self-images. Many parents also recognized that while sharenting might be a way to celebrate milestones, it could inadvertently affect their children's sense of privacy and autonomy. As their children age and

become more aware of their digital footprint, parents expressed uncertainty about the long-term emotional consequences of their actions. Consequently, these concerns highlight the importance of thoughtful consideration of when and how much personal information should be shared online, especially as children's ability to consent becomes more relevant with age.

Table 6. Parents' Concerns on the Impact of Sharenting on Child Development

Parent	Concern on Sharenting's Emotional Impact	Future Considerations	Quote
03	Fear of embarrassment and its emotional consequences as the child grows older	Intends to reconsider sharenting as the child matures	"I worry that when my child gets older, they might feel embarrassed or upset about what I've shared about them online."
01	Concern about how constant exposure may affect their child's self-image	Plans to limit sharenting to protect their child's autonomy	"I realize that sharing everything might affect how my child sees themselves. I don't want them to feel like their whole life is on display for validation."
04	Anxiety about future exposure and potential emotional harm	Will consider the child's ability to consent and adjust their sharing habits	"As my child gets older, I fear they might feel exposed or judged for things they never agreed to share. It's something I need to be more cautious about."

The concerns raised by parents regarding the impact of sharenting on child development reflect a growing awareness of the potential psychological harm, including effects on self-esteem and social identity. Parents expressed significant concern about how their children might feel about being exposed online as they grow older, fearing embarrassment, a distorted self-image, or an undue sense of exposure. This sentiment is supported by research by Anderson (2023), who argues that early exposure to public scrutiny on social media can have lasting negative effects on a child's emotional well-being, particularly regarding their sense of self-worth and identity. As a result, many parents are reconsidering their practices and plan to take a more cautious and thoughtful approach to sharenting moving forward.

Comparison with Literature

The findings from the survey and interviews in this study are consistent with and expand upon existing literature on sharenting, particularly in terms of the ethical and psychological implications of sharing children's personal information on social media. Research by Lupton (2018) and Tosuntaş (2024) highlights the ongoing challenge parents face in balancing the desire to share family milestones with the inherent risks associated with sharenting. This study confirms these concerns, especially regarding the commodification of children's lives. Many parents in the survey expressed anxiety over turning their children into "products" for social validation, aligning with the ethical dilemma discussed in previous studies. Furthermore, while the prevalence of sharenting among millennial parents in Indonesia is high, the study reveals a significant gap in understanding the long-term emotional and psychological consequences of these actions. This finding echoes the concerns raised by Alkan et al. (2025), who stress that parents may not fully comprehend the risks their children face in terms of privacy and emotional development, nor the ethical challenges of consent and autonomy during early childhood. The study further underscores the lack of engagement with privacy settings, as only 30% of parents in the survey reported actively managing their children's digital privacy. This gap highlights the urgent need for targeted digital literacy programs, which this study suggests can help bridge this knowledge divide.

The survey results also emphasize two crucial areas that require attention in future digital literacy efforts. The first is the need for culturally relevant digital literacy programs. As this study reveals, while parents acknowledge the risks associated with sharenting, many are unfamiliar with how to address these concerns effectively. Tailored programs that consider local cultural contexts, socio-economic factors, and unique family dynamics are essential to empower parents with the knowledge and tools they need. Sembiring (2024) argues that digital literacy initiatives must extend beyond basic technical skills and address the broader ethical and psychological dimensions of sharenting. This suggests that digital literacy should be rooted in the specific cultural and societal realities of Indonesia, ensuring that parents understand both the technical aspects of privacy and the emotional implications of oversharing their children's lives online.

In addition to the need for culturally relevant digital literacy programs, it is essential to recognize the socio-economic disparities within Indonesia that affect parents' access to technology and their level of digital literacy. While urban parents may have better access to advanced technologies and social media platforms, rural parents may face challenges related to internet connectivity, device ownership, and digital skills (Suryani et al., 2023). These disparities create an uneven understanding of the risks associated with sharenting, making it crucial for digital literacy programs to be designed inclusively, bridging these gaps. Tailored initiatives must account for varying levels of access and prioritize resource distribution to ensure that all parents, whether from urban or rural areas, are equipped with the knowledge to navigate social media responsibly. By addressing these socio-economic differences, digital literacy efforts can be more impactful, ensuring that no group is left behind in safeguarding their children's privacy.

Furthermore, the success of digital literacy programs in Indonesia hinges on their ability to address the psychological and cultural dimensions of sharenting. In Indonesian society, family bonds are highly valued, and sharing children's milestones on social media is often seen as a way to celebrate achievements and maintain close familial connections (Setiawan & Nugroho, 2022). However, this cultural norm can inadvertently lead to an overshare, ignoring the evolving privacy needs of children as they grow older. Recent studies emphasize that children exposed to excessive sharenting may experience negative psychological effects, including decreased self-esteem, anxiety, and a compromised sense of autonomy (Rahmawati et al., 2023). Digital literacy programs must, therefore, incorporate psychological education, guiding parents to understand the potential long-term emotional consequences of sharing personal moments online. As Turkle (2022) notes, the emotional and psychological impact of oversharing on social media can affect not only children's development but also how they perceive their own identity in the digital space. This aligns with Baym's (2023) perspective that social media, while fostering connections, can also expose children to public scrutiny in ways that harm their sense of self. By fostering a deeper understanding of these impacts, parents can make more informed decisions about what, when, and how much to share, ultimately leading to a responsible approach to digital parenting that balances familial pride with the emotional well-being of children.

These insights highlight the growing need for digital literacy efforts to integrate a holistic approach, one that considers both the technical aspects of privacy management and the psychological dimensions of sharenting. As Buckingham (2022) suggests, digital literacy should not only focus on how to use technology but also critically engage with its social and emotional implications, ensuring that parents understand the long-term consequences of their digital behaviors. Similarly, Miller (2022) stresses the importance of culturally sensitive educational programs, which recognize the unique social dynamics that shape family life in different regions, thus allowing digital literacy to be more accessible and effective for all parents. By integrating these global perspectives into digital literacy strategies, Indonesia can better equip parents to navigate the challenges of sharenting while safeguarding their children's privacy and emotional health.

Secondly, the study points to the importance of balancing the benefits and risks of sharenting through a responsible approach to digital parenting. Sharenting offers significant advantages, such as fostering family connections and documenting life milestones, but it also poses considerable risks, including potential harm to children's privacy and emotional well-being. As Alkan et al. (2025) suggest, the practice of sharenting is not inherently negative, but it requires thoughtful consideration of its impact on children. The study reinforces this idea, emphasizing the need for parents to strike a balance between sharing meaningful family moments and safeguarding their children's privacy. This includes understanding the long-term implications of sharenting on children's digital footprints and emotional development. The study suggests that digital literacy programs must equip parents with not only the technical skills to manage privacy settings but also with strategies to make informed decisions about when, what, and how much to share, ensuring that their approach to digital parenting is responsible and mindful of the emotional and psychological impacts on their children.

Additionally, it is crucial to recognize the broader societal implications of sharenting and its potential to shape public perceptions of privacy and digital identity. As social media continues to be a platform where personal moments are shared, the normalization of sharenting may inadvertently affect what is considered acceptable in terms of privacy boundaries. Recent studies, such as those by Xu et al. (2024), indicate that the more parents share their children's lives, the more this behavior becomes ingrained in societal norms, potentially desensitizing individuals to the risks of oversharing. This normalization can blur the lines between public and private life, making it more difficult for children to navigate their digital identities as they grow older. In this context, digital literacy programs should address not only the technical aspects of privacy management but also the evolving cultural and ethical perceptions of what constitutes responsible digital parenting.

Equally important is the need for digital literacy programs to address the psychological impacts of sharenting on children. Research by Lee and Kim (2025) emphasizes that the exposure of children's private moments online may affect their emotional well-being, leading to a heightened sense of vulnerability and anxiety. As Smith and Johnson (2024) argue, early and persistent exposure to online scrutiny can interfere with children's identity development, as they may not have the autonomy to control the narrative of their lives. This underscores the importance of equipping parents with the knowledge and tools not only to protect their children's privacy but also to consider the long-term psychological effects of sharenting. By encouraging a more thoughtful approach, digital literacy programs can help parents balance the joys of sharing family moments with the responsibility of safeguarding their children's emotional health.

Implications and Limitations

The implications of this study are multifaceted, highlighting the growing concern over the need for digital literacy and parental education in the context of sharenting. The findings suggest that as social media becomes an increasingly integral part of family life, parents must be equipped with the knowledge and tools to protect their children's privacy. The high prevalence of sharenting, particularly among millennial parents, underscores the necessity for targeted educational programs that empower parents to better understand privacy settings and the ethical implications of their online behavior. These programs should address not only the technical aspects of digital privacy but also the emotional and psychological risks that children may face as a result of being exposed online. By providing parents with clear, actionable guidance, such programs can help them make informed decisions that protect their children's digital identities and overall well-being. This aligns with calls for greater attention to the ethics of sharenting, particularly with regard to informed consent and children's autonomy as they grow older.

However, the study also reveals significant limitations that must be considered when interpreting the findings. First, the sample of 200 parents, though sizable, is limited to millennial parents in Indonesia, a demographic that may not be representative of global trends or the experiences of parents in other cultural or regional contexts. The focus on a single country and generation restricts the generalizability of the results, and future research should aim to include a more diverse sample to provide a broader understanding of sharenting practices worldwide. Moreover, the reliance on self-reported data introduces the potential for bias, as parents may underreport or overreport their sharenting behaviors or privacy concerns due to social desirability or a lack of awareness about the full scope of their actions. This highlights the need for more rigorous methods, such as longitudinal studies or objective measurements of digital behaviors, to better assess the long-term impacts of sharenting.

Despite these limitations, the study's findings offer valuable insights into the relationship between sharenting and parental awareness of privacy risks. Moving forward, research should focus on expanding the scope to include various parental demographics and the long-term effects of sharenting on children's emotional and psychological development. In particular, understanding how children's self-esteem and social identity are shaped by early exposure on social media platforms is critical. Additionally, as the digital landscape evolves, it will be essential to continuously update digital literacy programs to reflect the latest technological trends and privacy concerns. Only through comprehensive and evolving education can we ensure that parents are fully equipped to navigate the complex challenges of sharenting in a way that prioritizes their children's privacy and well-being.

Conclusion

This study investigates the growing practice of sharenting among millennial parents in Indonesia, emphasizing the role of information services in promoting responsible digital parenting. The findings indicate that, while sharenting is widely practiced by 80% of millennial parents, there is a significant gap in digital literacy, especially concerning privacy management and risk awareness. Despite high engagement, only 30% of parents actively manage privacy settings, underscoring the urgent need for educational interventions. The qualitative interviews further reveal that parents seek more guidance on managing their children's online presence and navigating the ethical implications of sharenting. The study highlights that information services focused on digital literacy and privacy management can empower parents to make informed decisions, protecting their children's privacy in an increasingly digital world. This research contributes to the existing body of knowledge by demonstrating the need for culturally relevant digital literacy programs, tailored to the specific challenges faced by Indonesian parents. These programs should not only address privacy management but also explore the psychological and social impacts of sharenting.

This study also emphasizes the need for educational frameworks that balance the benefits of sharenting with its associated risks. While sharenting fosters family connections and documents children's milestones, it also exposes children to privacy risks and potential psychological harm. As digital technologies reshape parenting practices, future research should investigate the long-term effects of sharenting on children's emotional well-being and the effectiveness of digital literacy programs in mitigating these risks. In conclusion, this research provides critical insights into sharenting practices among millennial parents in Indonesia. The study highlights the importance of targeted digital literacy programs to guide parents in navigating the complexities of digital parenting. Future research should assess the effectiveness of these programs in improving parental awareness and enhancing children's digital safety.

Scientific Ethics Declaration

Conflict of Interest

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