

Commercial Sharenting and Digital Responsibility: How Brands and Influencers Normalize Children's Online Exposure

PAULA RODRÍGUEZ-TORRICO

Universidad de Burgos

Marta Nieto-García

Universidad de Salamanca/University of Portsmouth

Jana Prodanova

Universidad de Burgos

Acknowledgements:

Spanish Ministry of Science, Innovation and Universities of Spain, MCIN/AEI/10.13039/501100011033
[project: ref. PID2023-148263OA-I00]

Cite as:

RODRÍGUEZ-TORRICO PAULA, Nieto-García Marta, Prodanova Jana (2026), Commercial Sharenting and Digital Responsibility: How Brands and Influencers Normalize Children's Online Exposure. *Proceedings of the European Marketing Academy*, 55th, (133962)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



Commercial Sharenting and Digital Responsibility: How Brands and Influencers Normalize Children's Online Exposure

Abstract

Sharenting, the practice of exposing children on social media, has become increasingly commercialised through influencer–brand collaborations. Despite existing contractual frameworks, digital responsibility remains largely overlooked, leading to children's systematic overexposure online. This study adopts an exploratory qualitative design, conducting in-depth interviews with an anti-sharenting activist, an influencer marketing expert and a former influencer to examine how brands and influencers contribute to the normalization of sharenting. Findings reveal that economic motivations, social validation and regulatory gaps drive the persistence of the practice, while brands and agencies often neglect ethical oversight. The study highlights the urgent need for clearer regulation, ethical standards, and awareness campaigns to support digital responsibility and protect children's rights in influencer marketing.

Track: Social Responsibility & Ethics