

From Global to Local: Sharenting in Israel

a. Please provide a brief summary of the initiative (no more than 75 words):

This initiative is looking to promote public awareness of *sharenting*. This new term refers to parents oversharing of personal data which concerns their children.

PPA has realized that sharenting, while much discussed abroad, does not receive sufficient attention in the Israeli discourse. In order to encourage and generate a debate, PPA created a multi-layered plan consisted of four elements: cooperation with the Academy of the Hebrew Language; informational video; a news article and an op-ed.

b. Please provide a full description of the initiative (no more than 350 words):

While *sharenting* is widely discussed globally, PPA has identified that it does not receive sufficient attention within the Israeli public discourse. In order to encourage and generate a debate, PPA created a multi-layered plan consisted of the following activities:

- 1) A unique cooperation with the **Academy of the Hebrew Language**. The Academy is responsible to introduce new words in Hebrew in light of global developments and the incorporation of international or foreign terms into the common use of language in Israel. The Academy's decisions are binding on all governmental agencies.

PPA observed that the lack of meaningful debate concerning sharenting is also reflected by the fact that a Hebrew word, describing this phenomenon, does not exist. PPA then collaborated with the Academy, jointly addressing the Israeli public via social media and asking for suggestions for a suitable Hebrew word. The call for the public coincided with Israel's Family Day and was published on Twitter, Instagram and Facebook.

This activity has proved to be highly successful. The public response to this unique request was exceptionally positive and cooperative. Hundreds of suggestions for an equivalent Hebrew word to sharenting were received in all platforms.

- 2) **Informational video** – on the occasion of International Privacy Day (28 January 2018), PPA produced an informational video, dealing with sharenting. The video received thousands of views. It was also shared by relevant online communities such as *Cellular Mom* (a Facebook page dedicated to parenting in the digital era, and which has about 20,000 followers).
- 3) A **news article** aimed to raise awareness among parents of their children's right to privacy and the challenges they encounter in this regard. The article was

published in *Yediot Ahronot*, the most popular newspaper in Israel. It included an interview with the Head of PPA and other Israeli experts in the field.

- 4) An **op-ed** by the Head of PPA, Adv. Alon Bachar, published in the Israeli financial magazine *The Marker*. The op-ed discusses the legal and social aspects of sharenting, maintaining that parents may impose a 'digital trail' on their children without the latter's consent.

c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)

PPA's initiative addresses common behavior in the digital-driven era which may be problematic. This initiative is relevant to the challenges presented by technological developments, urging to consider the implications of current trends on the next generation. As sharenting has become a global trend, the initiative touches upon the sensitive issue of children's privacy vis-à-vis their parents and the society at large. It highlights the need to balance between the interests of parents, and those of the children and their well-being.

This initiative accurately identifies that sharenting does not receive sufficient attention within the local discourse, and therefore requires an informed public debate. In this context, it is looking to adapt the use of a global term to the local culture.

Importantly, PPA's initiative takes into account that in order to increase awareness amongst the general public in an effective manner, **it is necessary to move away from an exclusive focus on the governmental 'voice'**. It therefore focused on building partnerships and mobilizing external actors of influence.

The initiative was highly successful, engaging with the public through different forms and outlets in a creative and innovative manner. It also expanded the reach of PPA's messaging and exposure to new audiences.

e. Please provide the most relevant link on the authority's website to the initiative (if applicable) (The website content does not need to be in English):

<https://www.facebook.com/AcademyOfTheHebrewLanguage/photos/a.181203348616396.42133.167698419966889/1862483573821690/?type=3&theater>

f. Please provide any other relevant links that you wish that help explain the initiative or its impact or success (e.g. links to news reports or articles):

<https://twitter.com/HebAcademy/status/962970785513172993>

<http://en.hebrew-academy.org.il>

<https://www.facebook.com/privacyIL/videos/2044633182440135/>

<https://www.ynet.co.il/articles/0,7340,L-5279143,00.html#autoplay>

<https://www.themarker.com/opinion/1.4623965>



In English it is #SHARENTING

and in Hebrew?

