

Abstract

The use of social media by parents posting on their profiles content that concerns their own children has increased the representation of children in the digital environment, especially on Instagram. However, when it comes to children, it is a sensitive and ethically problematic issue, and their publication can be creating potential problem. Not only regular users, but also influencers are active when it comes to publishing their own children, as they have thousands of followers and their activity on social media represents work or at least a substantial source of income. However, individual influencers may differ in their approach, whether in frequency of showing off children or (not)accepting collaborations on children's products. The objective of the thesis was to find out how Czech influencers approach public sharing of children on the social network Instagram. Within the research part, individual interviews were conducted, and the subsequent analysis showed that Czech influencers have individually set boundaries that affect the final form of the published content. They also turned out to be approached for commercial collaborations, but the way they approach these offers differs. On one hand, there are those who try to minimize the number of accepted collaborations, but on the other hand, some have shown more commercial approach. Regarding possible risks associated with the publication of children, it turned out that Czech influencers are aware of them and think about them, and this is one of the factors that influences the way they display their children on Instagram.