



Where, when, to whom and what pictures we share



A definition

Sharing pictures is one of the most common actions to do on any social media. According to [Photutorial](#), 6.9 billion pictures are shared on WhatsApp per day, 1.3 billion on Instagram daily, with about 100 million in posts and more than 1 billion on stories and chats. This is a very simple action that can hide potential pitfalls to take into consideration.



Why is this important?

Each picture contains data and information about you, your family and friends. According to [Ghazinour and Ponchak](#), much of the important data that can be exposed deals with geotags for locations, as well as camera identification numbers and time stamps.



Tips and tricks

- ➔ If you decide to share on social media platforms and online, pay attention to the privacy setting of your social media profile to protect your data and your security.
- ➔ If you send your pictures to another person, you must verify who this person is. There is a risk they may be a predator. You can read more on the safety resource on predators.
- ➔ If you share pictures which are not yours, you must check the copyrights. If the picture is not free (common creatives), you must provide credits to the creator.



Useful resources and tools



Article of Ghazinour, K. and Ponchak, J. On Science Direct, [Hidden Privacy Risks in Sharing Pictures on Social Media - ScienceDirect](#), explains the hidden privacy risks in sharing pictures on social media.



Article on Boxcryptor, [Social Media Data Privacy \(boxcryptor.com\)](#), and Art Samaniego on Manila Bulletin, [Protect your privacy: The dangers of sharing photos on social media \(mb.com.ph\)](#), explain the potential pitfalls to share pictures on social media.