

Bizdaily 'Sharenting' 12 July 2022

brand partnerships

to grapple with privacy concerns

what's on the agenda?

a mommy blogger

a toddler

a big hit on social media

be super settled

to wake up from a nap

to create your own schedule

the booming market

a sponsored poster stage

to go through the roof

to create digital content

to go viral

children at work in the digital space

to revamp child labour laws

savvy parents

to propel sth

youngsters in sm's care

to monetise the practice

merchandise sales

to cultivate followings

to entice brands

to reach new audiences

the engagement rate

to drive sales

a surge in influencers

lucrative

a staggering sum

prolific

have high hopes for a successful career

to make a life-changing decision

to pursue sth full time

to get the attention

digital footprint

to reveal information

to put sm at risk

a fraudster

a scammer

to exacerbate sth

prevalent issues

to put sm in the spotlight

be targeted

a sense of community

to resonate with sm

a vital resource

my hat is off to sm (infml) / I take my hat off to sm

at my wits' end

to burst with pride

to offer sm reassurance

emotionally satisfying

to share tips

in a wholesome way

a cause-based community

chronic / terminal illness

in multi-racial families

for the benefit of others

a lawless space

to consent to sth

a guardian

a conflict of interest

to use sm for financial gain

welfare issues

be subject to the exposure

unguarded moments

ad infinitum

have no say in sth

to expose regulatory gaps

be open to the risk of exploitation

the laws in place

a framework for regulation

to expose sm's life for public scrutiny and interest

to make great strides

until you turn 16

the right to be forgotten

lax rules

be adamant about sth