

Teen Safety & Well-Being Milestones



MAY 2018

RELEASED THE ABILITY TO 'MUTE' ACCOUNTS

so you can hide posts from certain accounts, without unfollowing them.

AUGUST 2018

MADE TIME MANAGEMENT EASIER FOR TEENS

with new tools to help parents and teens limit their time spent in the app.

SEPTEMBER 2018

RELEASED OUR FIRST PARENT'S GUIDE

in partnership with groups like National PTA, National Alliance for Mental Illness and more.

FEBRUARY 2019

TOOK STRONGER STEPS TO RESTRICT SUICIDE & SELF HARM CONTENT

by removing more content and no longer recommending content that discusses these issues.

JULY 2019

COMMITTED TO LEADING THE FIGHT AGAINST BULLYING

and launched our new Restrict feature.

DECEMBER 2019

STARTED ASKING PEOPLE FOR THEIR BIRTHDAY

to apply age-appropriate experiences.

DECEMBER 2019

INTRODUCED COMMENT WARNINGS AS A REMINDER TO PAUSE AND REFLECT

when our machine learning detects something that could be offensive.

DECEMBER 2019

KICKED OFF OUR 'PRESSURE TO BE PERFECT' PROGRAM

in collaboration with The Jed Foundation, to help young people be mindful of how time online can lead to comparisons to other people.

MAY 2020

RELEASED NEW ANTI-BULLYING FEATURES

including the ability to delete comments in bulk and pin positive comments.

FEBRUARY 2021

LAUNCHED EXPERT-BACKED EATING DISORDER RESOURCES

and a dedicated reporting option for related content.

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MARCH 2021

ANNOUNCED NEW DM SAFETY FEATURES

to make DMs safer for teens with new, industry-leading features like preventing adults over 19 from messaging teens who don't follow them.

APRIL 2021

LAUNCHED 'HIDDEN WORDS' FEATURE

that sends potentially offensive DMs to a 'hidden requests' folder so people never have to see unwanted content.

MAY 2021

GAVE PEOPLE THE ABILITY TO HIDE LIKE COUNTS

so people can decide what works best for them.

JULY 2021

MADE 'PRIVATE' THE DEFAULT ACCOUNT SETTING FOR TEENS

when they first sign up for Instagram.

JULY 2021

ROLLED OUT SAFETY NOTICES ON MESSENGER AND INSTAGRAM

prompting teens to report accounts to us after they block someone, and sending them safety notices with information on how to navigate inappropriate messages from adults.

JULY 2021

SHARED NEW EFFORTS TO LIMIT POTENTIALLY SUSPICIOUS ADULTS

from finding and following teens in places like Reels and Explore.

AUGUST 2021

ROLLED OUT NEW 'LIMITS' TOOL

to let people temporarily limit comments and DM requests during spikes of increased attention.

DECEMBER 2021

COMMITTED TO RAISING THE STANDARD FOR HELPING TEENS STAY SAFE

and supporting parents online with new teen defaults, time management tools [e.g. take a break] and parental supervision features.

MARCH 2022

INTRODUCED FAMILY CENTER AND IG PARENTAL SUPERVISION TOOLS

as a central place for parents to manage their teens' experiences, across Meta technologies. Made new parental supervision tools on Instagram available.

JUNE 2022

ROLLED OUT VR PARENTAL SUPERVISION TOOLS

introduced parental supervision controls for Quest headsets in VR.

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JUNE 2022

LAUNCHED NEW NUDGES

to help encourage teens to switch to a different topic if they've been scrolling on the same one for some time.

AUGUST 2022

INTRODUCED NEW WAYS TO VERIFY PEOPLES' AGE

including making privacy-preserving and accessible options available to users in order to confirm their age.

AUGUST 2022

STARTED DEFAULTING NEW TEENS INTO "LESS" ON SENSITIVE CONTENT CONTROL

on Instagram, to help them see less potentially sensitive content in places like Explore, Reels and In-Feed Recommendations.

AUGUST 2022

BEGIN TESTING NEW WAYS TO MANAGE RECOMMENDATIONS

including filtering out certain keywords, viewing "Favorites/Following" and more.

OCTOBER 2022

GAVE PEOPLE ABILITY TO BLOCK ACCOUNTS MORE EASILY

with a new feature that lets you block existing and new accounts from the same person.

OCTOBER 2022

ROLLED OUT KINDNESS REMINDERS

to encourage people to be thoughtful when sending a DM or leaving a comment.

NOVEMBER 2022

INTRODUCED NEW WAYS TO LIMIT UNWANTED INTERACTIONS BETWEEN TEENS AND ADULTS

on Instagram, in addition to new defaults to more private settings for teens on Facebook.

DECEMBER 2022

BEGAN TESTING AGE VERIFICATION TO FACEBOOK DATING

to help ensure only people over 18 are using those services.

JANUARY 2023

ANNOUNCED NEW RESTRICTIONS ON ADVERTISING TO TEENS

further restricting how advertisers can reach teens.

JANUARY 2023

LAUNCHED QUIET MODE

a feature to help people focus and to encourage them to set boundaries with their friends and followers.

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JUNE 2023

INTRODUCED NEW WAYS TO VERIFY AGE

If someone attempts to edit their date of birth on Instagram from under the age of 18 to 18 or over, we'll require them to verify their age using one of three options: upload their ID, record a video selfie or ask mutual friends to verify their age.

JUNE 2023

ANNOUNCED LAUNCH OF PARENTAL SUPERVISION TOOLS ON MESSENGER

to provide parents with visibility over who their teens are interacting with, how much time they're spending on Messenger, and more.

JUNE 2023

ROLLED OUT FEED PAUSE ON FACEBOOK

to show teens a notification when they've spent 20 minutes on Facebook, prompting them to take time away from the app and set daily time limits.

JUNE 2023

ADDED MORE INSTAGRAM SUPERVISION FEATURES

to encourage teens to turn on supervision after they block someone, and let parents see how many friends their teen has in common with their followers.

FEBRUARY 2023

LAUNCH OF 'TAKE IT DOWN' AND PROTECTIONS FROM ADULT ACCOUNTS

Meta and NCMEC launch a new service to help prevent the spread of young people's intimate images and IG introduced additional features to make it more difficult for suspicious adults to interact with teen accounts.

NOVEMBER 2023

ANNOUNCED LAUNCH OF PARENTAL SUPERVISION TOOLS ON FACEBOOK

as well as additional supervision features on Messenger, including giving parents the ability to set scheduled breaks and view their teens' blocked contacts.

NOVEMBER 2023

LAUNCHED THE LANTERN PROGRAM

enabling participating tech companies to share signals with each other about accounts and behaviors that violate their child safety policies, so they can investigate and take action on their respective platforms.