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# A Parent's Guide to Instagram

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# Introductory note

Internet has now become an integral part of our daily life. Especially with the onset of COVID-19 pandemic, education, socializing, shopping, doctor's appointments and almost everything happens online now. Social networking platforms are rapidly gaining popularity with many of their users being young adults or teenagers. As the number of users increases, it has become imperative to prepare ourselves as active digital citizens on online platforms.

According to the report of 2015 from Bangladesh Bureau of Statistics, Bangladesh is home to 36 million adolescents, making up 22% of the population. Young people are the future of Bangladesh and will carry us forward with their creativity, talent, knowledge, and positive use of technology.

As parents, it is our responsibility to support and encourage our children when they are doing something well. Especially as more of our children are coming online, it is important that parents are encouraging as it will empower children to share more about their digital lives and activities with us. This will allow parents and children to safely experience the new digital space in the same way that parents support their children to be safe in the physical space.

As a parent myself, I believe we can work together to create more opportunities for our children to use and experience the internet in a safe, positive, and balanced way in the modern time. By supporting and encouraging, parents can stay connected with their children and their activities online, and advise them on how to create more positive, memorable experiences.

Kishor Alo is excited to partner with Instagram on this initiative. The Parent's Guide to Instagram includes information about various features and settings that allow people to determine how they want to organize their online profiles and interactions. It even highlights conversation starters for parents and children that will empower them to discuss more constructively about our online presence.

We wish everyone safe, positive digital lives.

Anisul Hoque

Editor

Kishor Alo

# 'My World Has No Limits'

Kishor Alo





# About Kishor Alo

'Kishor Alo' is a teen magazine published by Mediastar Limited. The magazine started its journey on October 1, 2013. From the very beginning, the magazine has garnered immense praise and popularity in the community. Renowned novelist and journalist Anisul Hoque is the editor of this magazine.

Kishor Alo hopes to introduce a different world in addition to their studies among children and teens in Bangladesh. The magazine features many essays by renowned writers and novelists, poetry, letters from readers, photographs, coverage on contemporary events and news, comics, games, and DIYs. Kishor Alo encourages its community to not only read, but also express their creativity by sharing their stories, poetry, photographs, and experiences with the team.

Kishor Alo has 55 book clubs around the country. Students from different educational institutions can join the club to regularly read and exchange books, share their writings and be involved in different creative activities. Kishor Alo also runs a Film and Photography Club that provides trainings and opportunities to teens to take photographs and produce their own films. Teens can participate in many community volunteering and cultural activities through Kishor Alo's network.

Teenage years are formative in our lives. These years help shape who we become. It is an opportunity to learn more, dream big and try new things out. This is why Kishor Alo's slogan says: my world has no limits.

[www.kishoralo.com](http://www.kishoralo.com)







Instagram is a photo, video, and message sharing app with a community of people that use it to connect with each other through their passions and interests. Instagram is especially popular among young people: they use it to capture special moments, relate to one another, and carry conversations in a fun way –using photo, videos, filters, comments, captions, emojis, and hashtags.

Instagram runs on Apple iOS, Android devices, and the web. The minimum age to have an Instagram account is 13.

Whether it's through Stories, Reels, Feed, Live, IGTV or Direct, our mission is to bring people closer to the people and things they love. We know that for everyone in our community to express themselves freely, it's essential to make Instagram a safe and supportive place.





**COMMUNITY  
OF PEOPLE  
CONNECT TO  
EACH OTHER**



**CAPTURE  
SPECIAL  
MOMENTS**



**BRING  
PEOPLE  
CLOSER**

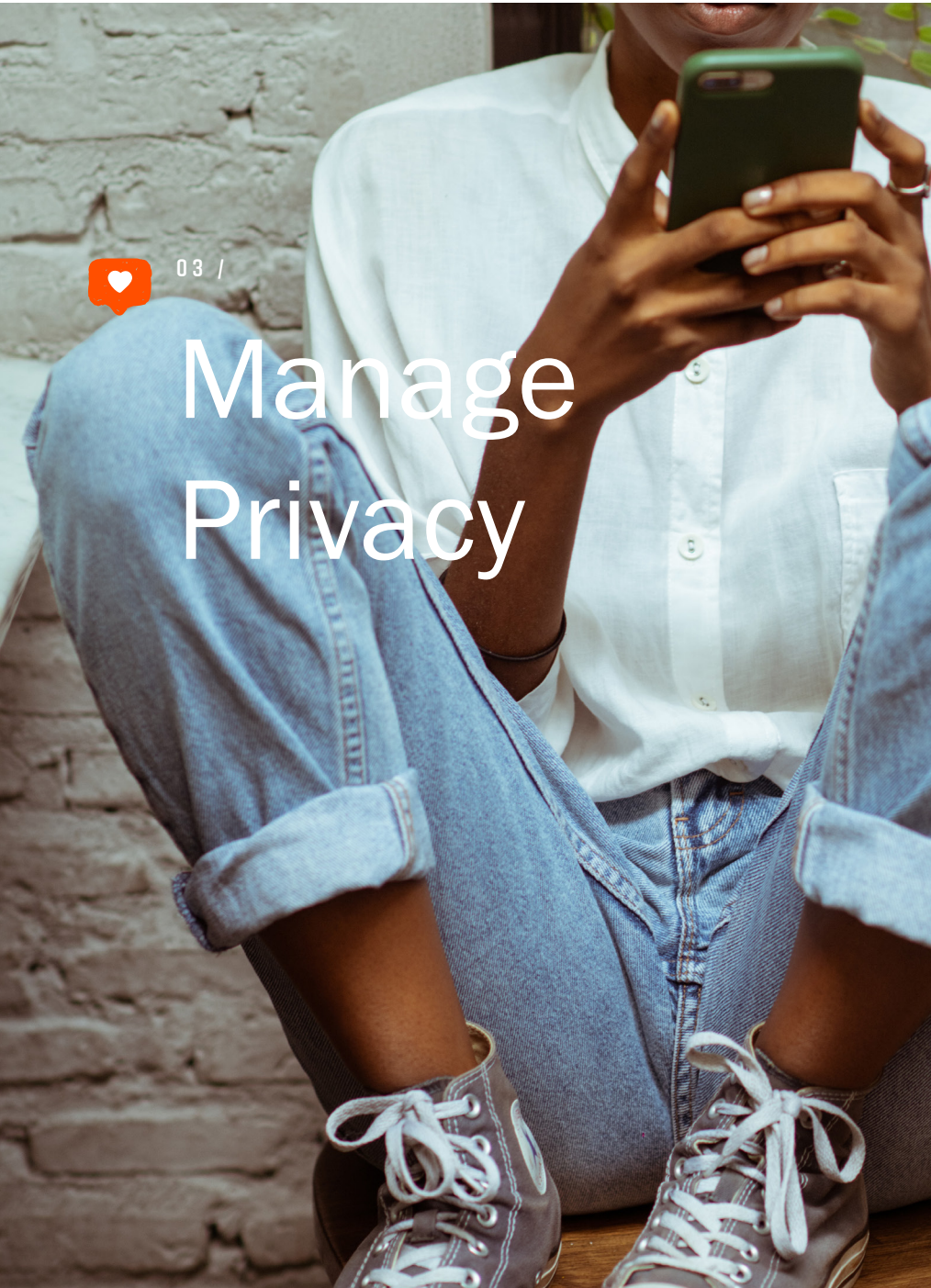


**FOR PEOPLE  
TO EXPRESS  
THEMSELVES  
FREELY**



**SAFE AND  
SUPPORTIVE  
PLACE**





There are a number of tools you can share with your child that will give them more control over their digital identity and footprint. One of the first things you want to talk about is whether their account is going to be public or private. We recommend that teens make their account private. Understanding that they have control over who sees and interacts with the things they post online, will empower them to be themselves on Instagram, while remaining safe online.

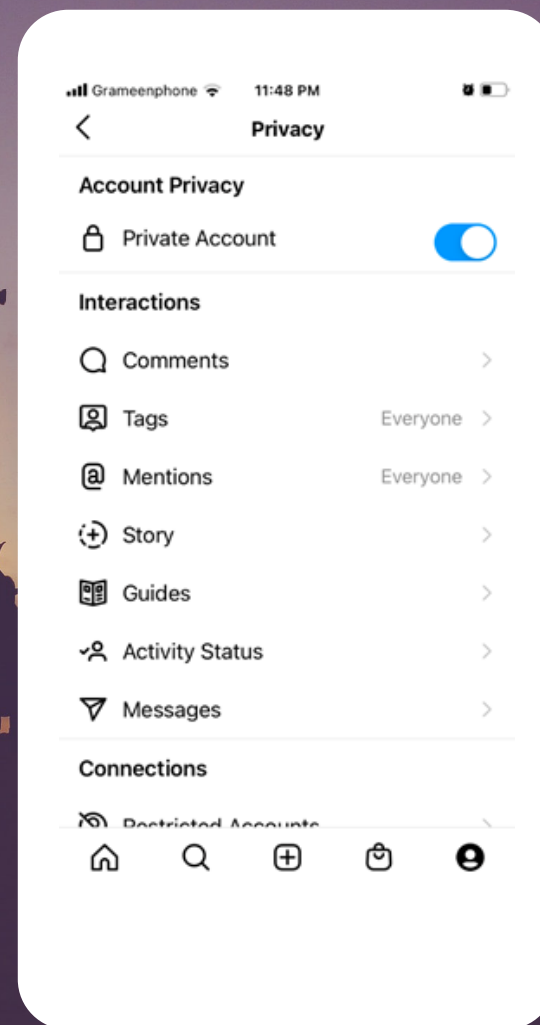
# Account Privacy



# Account privacy

If your child's account is private, they approve the people who follow them, and can remove followers at any time. Private accounts mean your child's content can't be seen by anyone they haven't approved. Additionally, they can remove followers, choose who can comment, and turn off the "Show Activity Status" so that their friends can't see when they are online. We recommend that teens make their account private. We have added a new screen when someone creates a new account and tells us they're under 18. It will give people the option to select either a public or private account with education on what the different experiences mean. If they don't choose 'private,' we'll later send them a notification educating them on what a private account means and reminding them to check their settings.

If your child's account is public, anyone can see the content they post on Stories, Feed, or Live, and follow them without needing approval. If your child already has a public account, they can switch to private at any time.

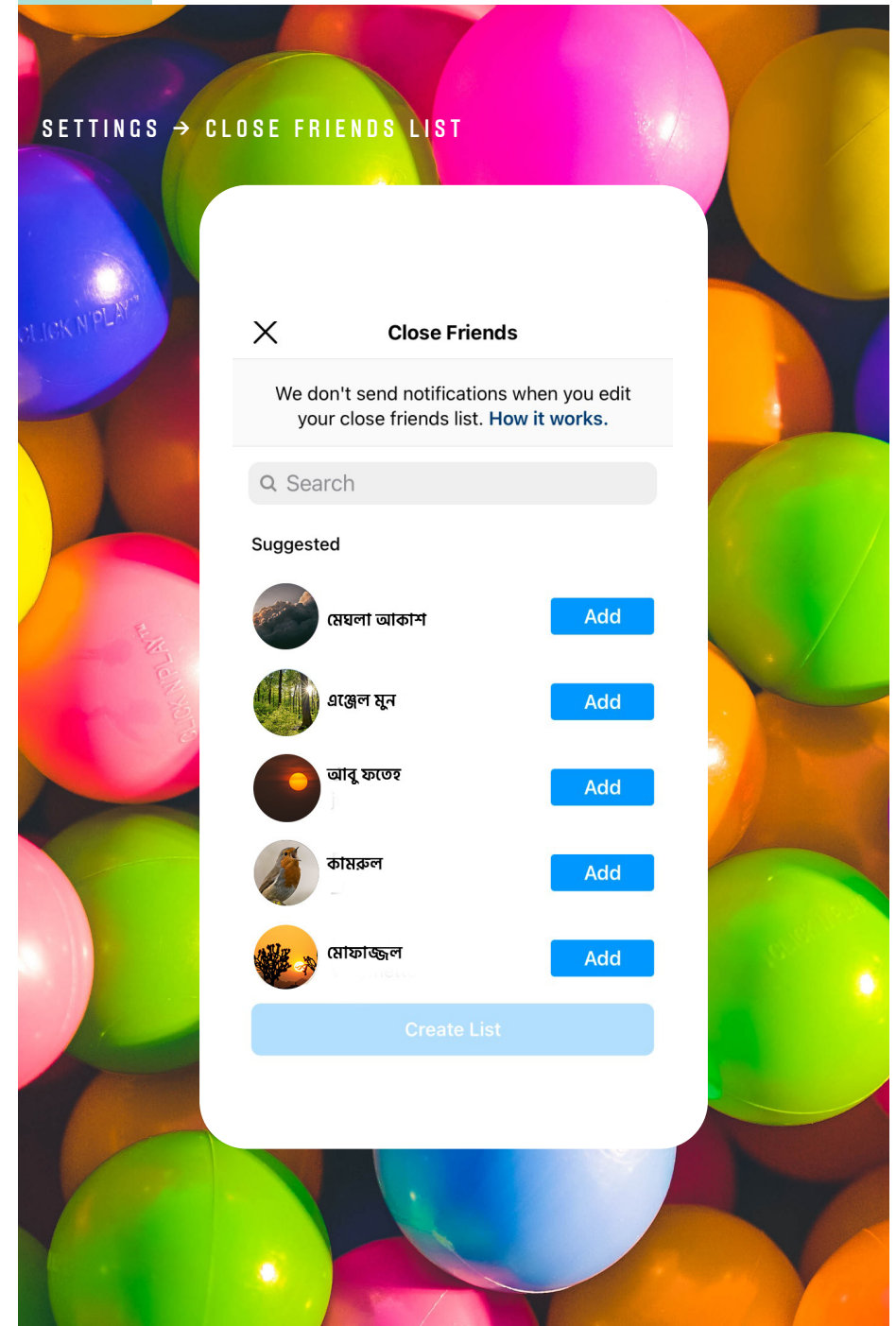
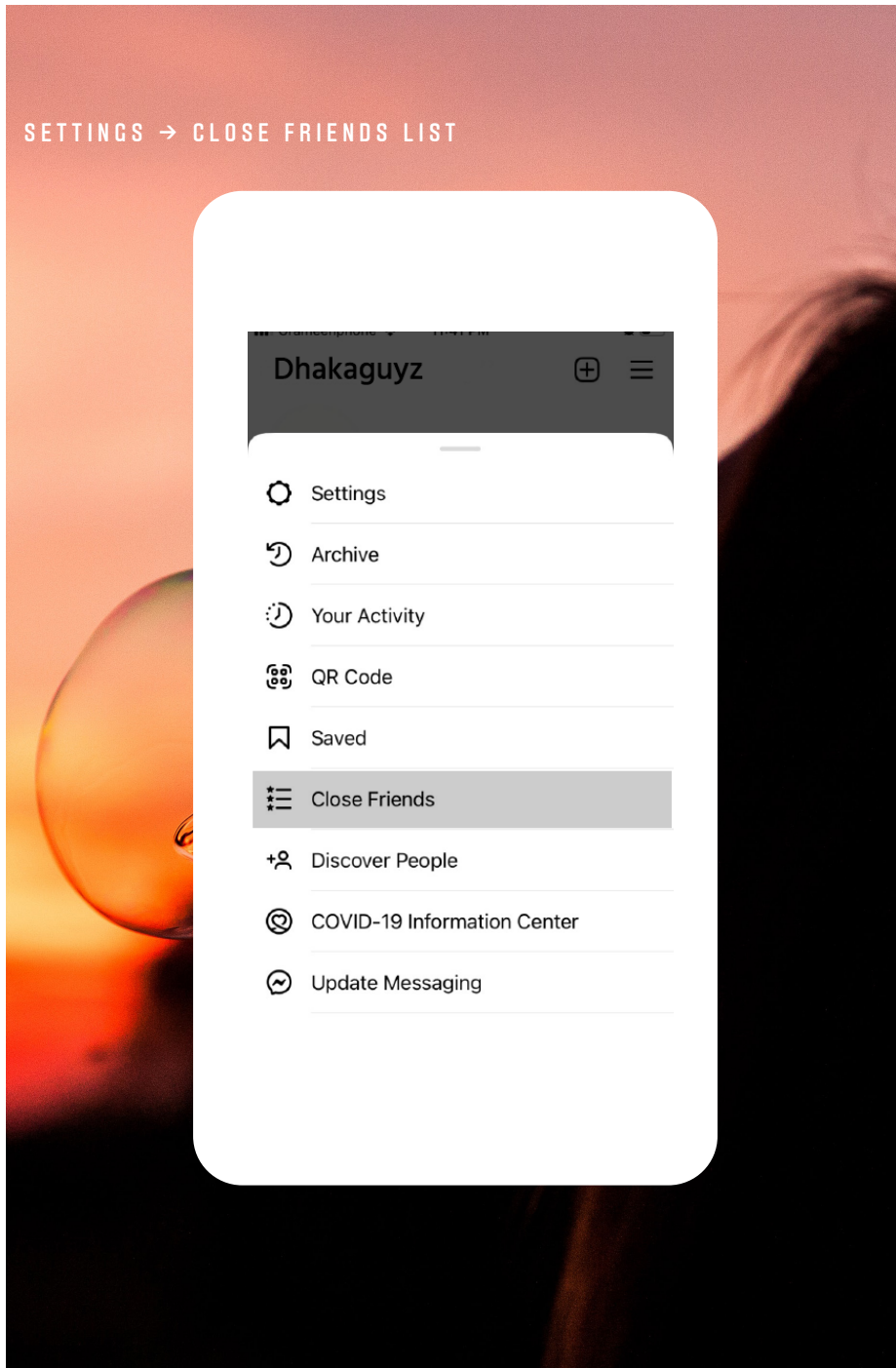


## ➔ Share stories with close friends

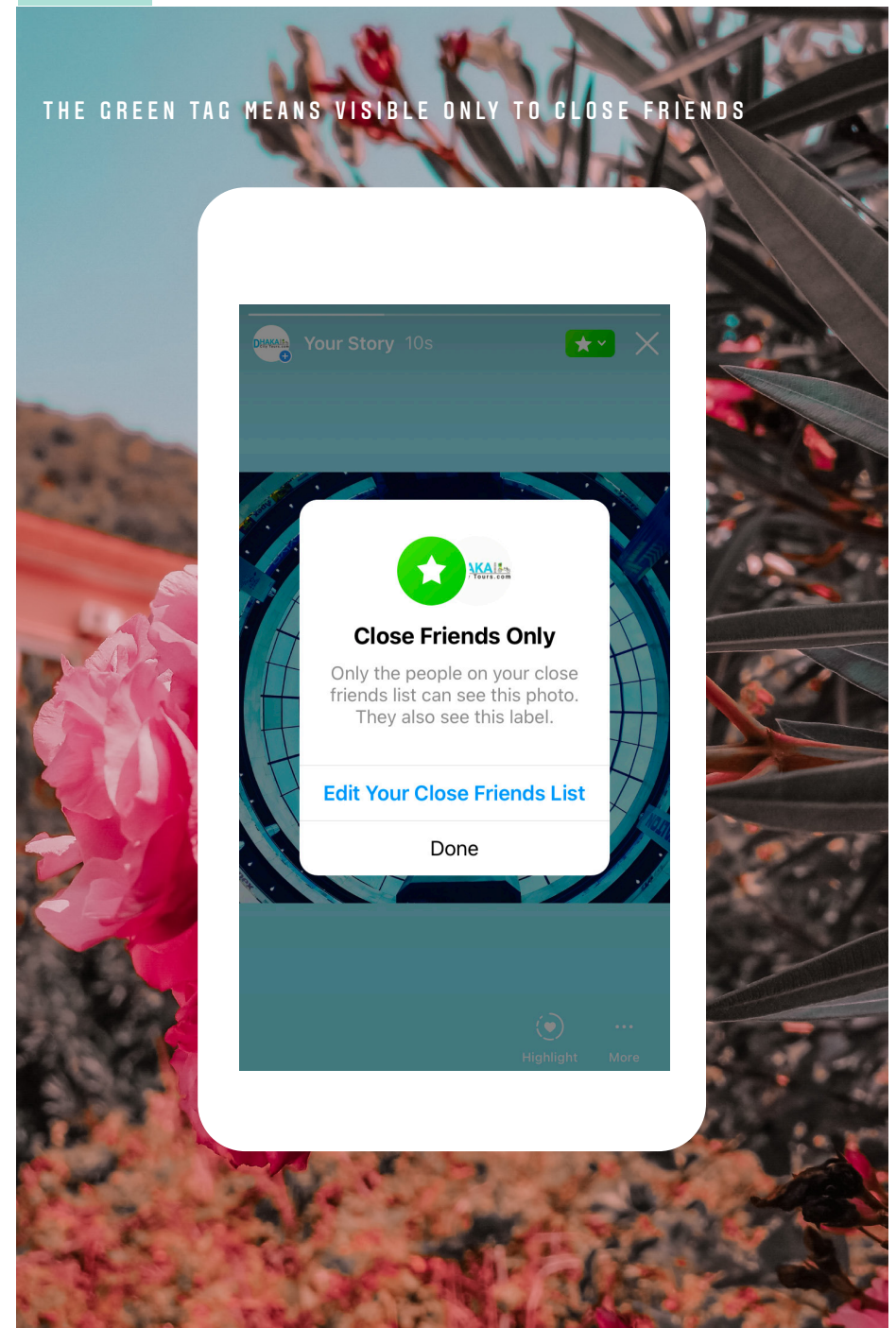
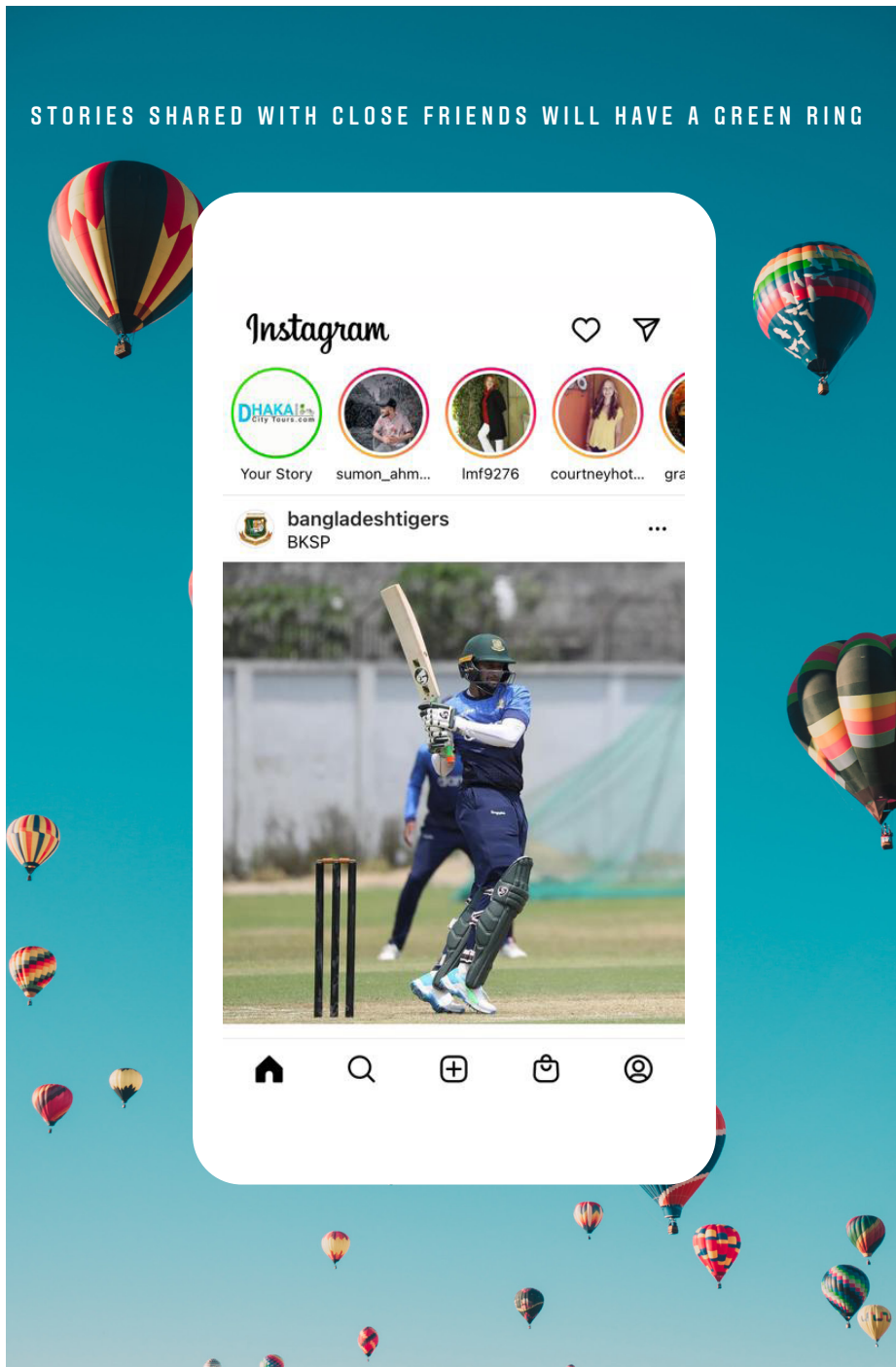
Your child can create a Close Friends list and share their story with only the people on that list. They can add and remove people from it, at any time, and people won't be notified when they are added or removed from their Close Friends list.







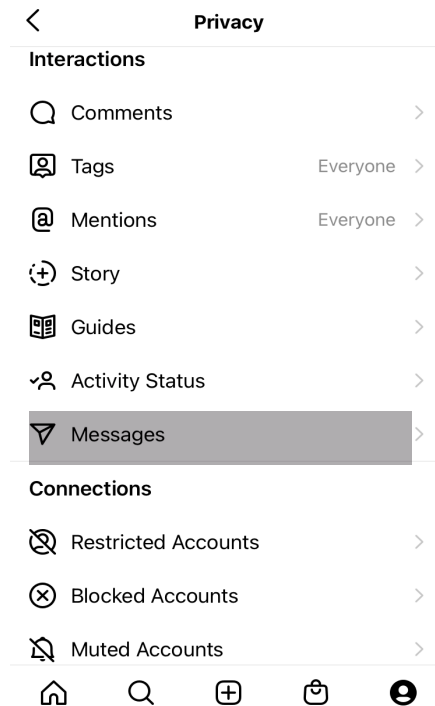




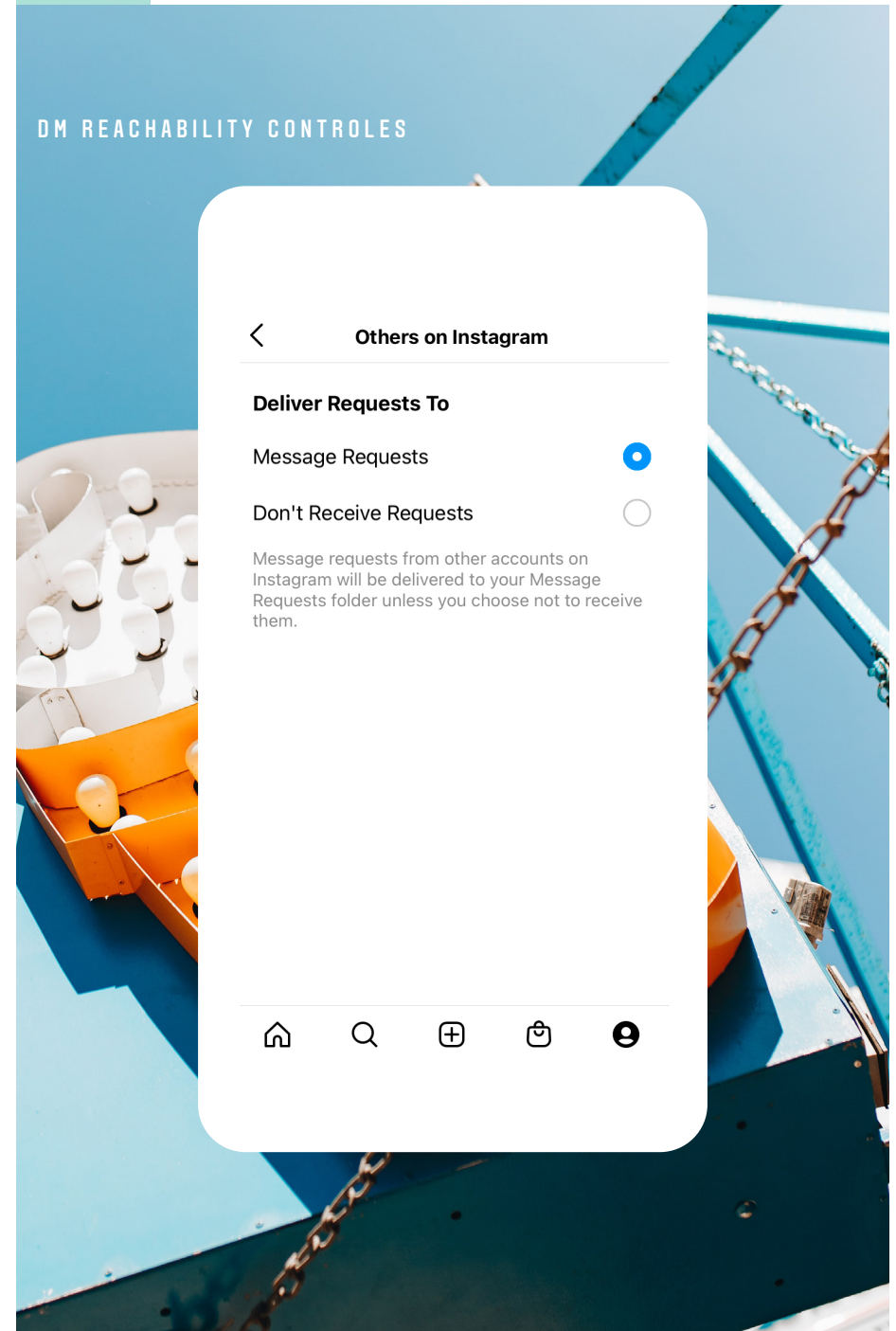
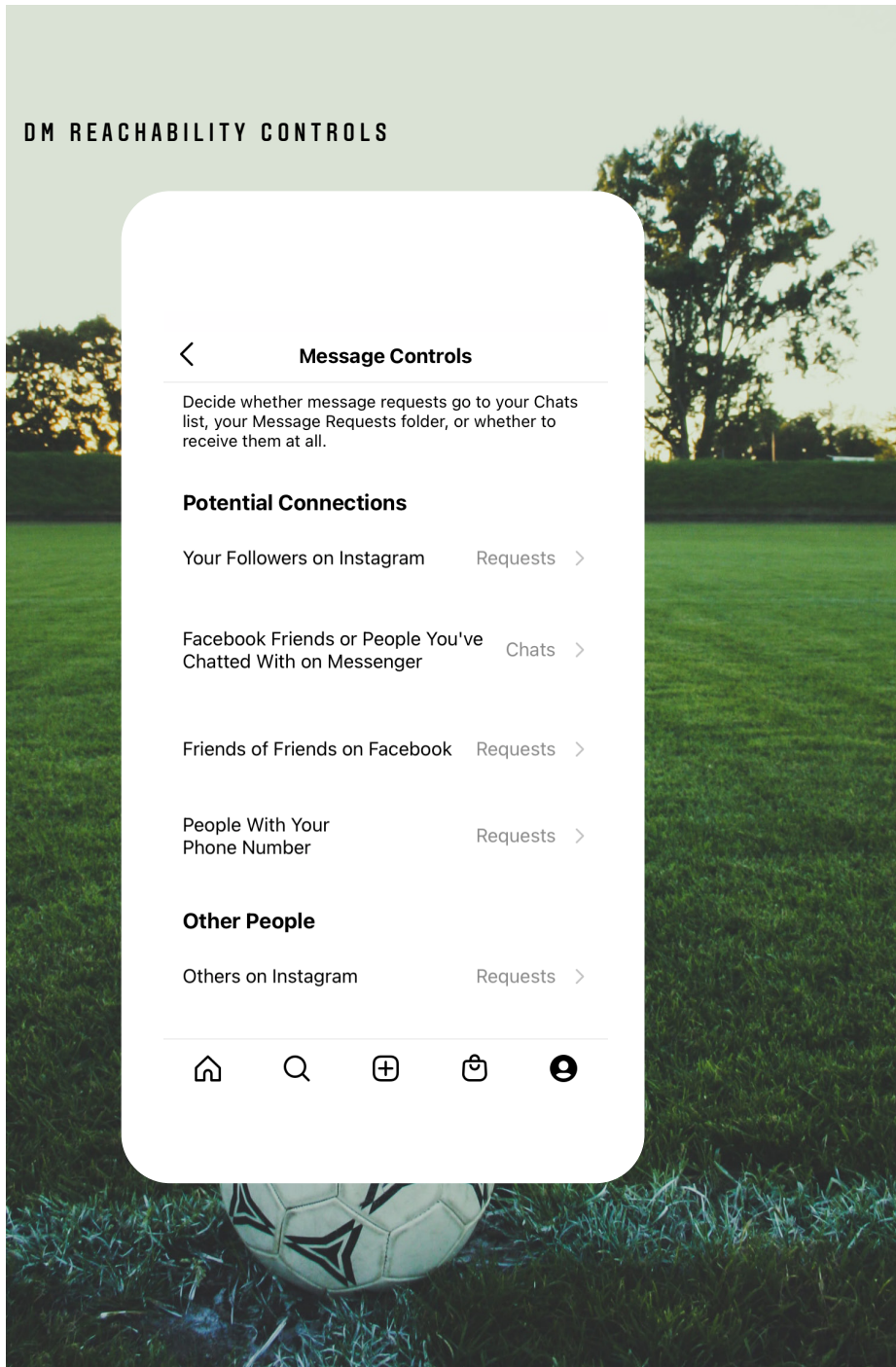
# Message Controls

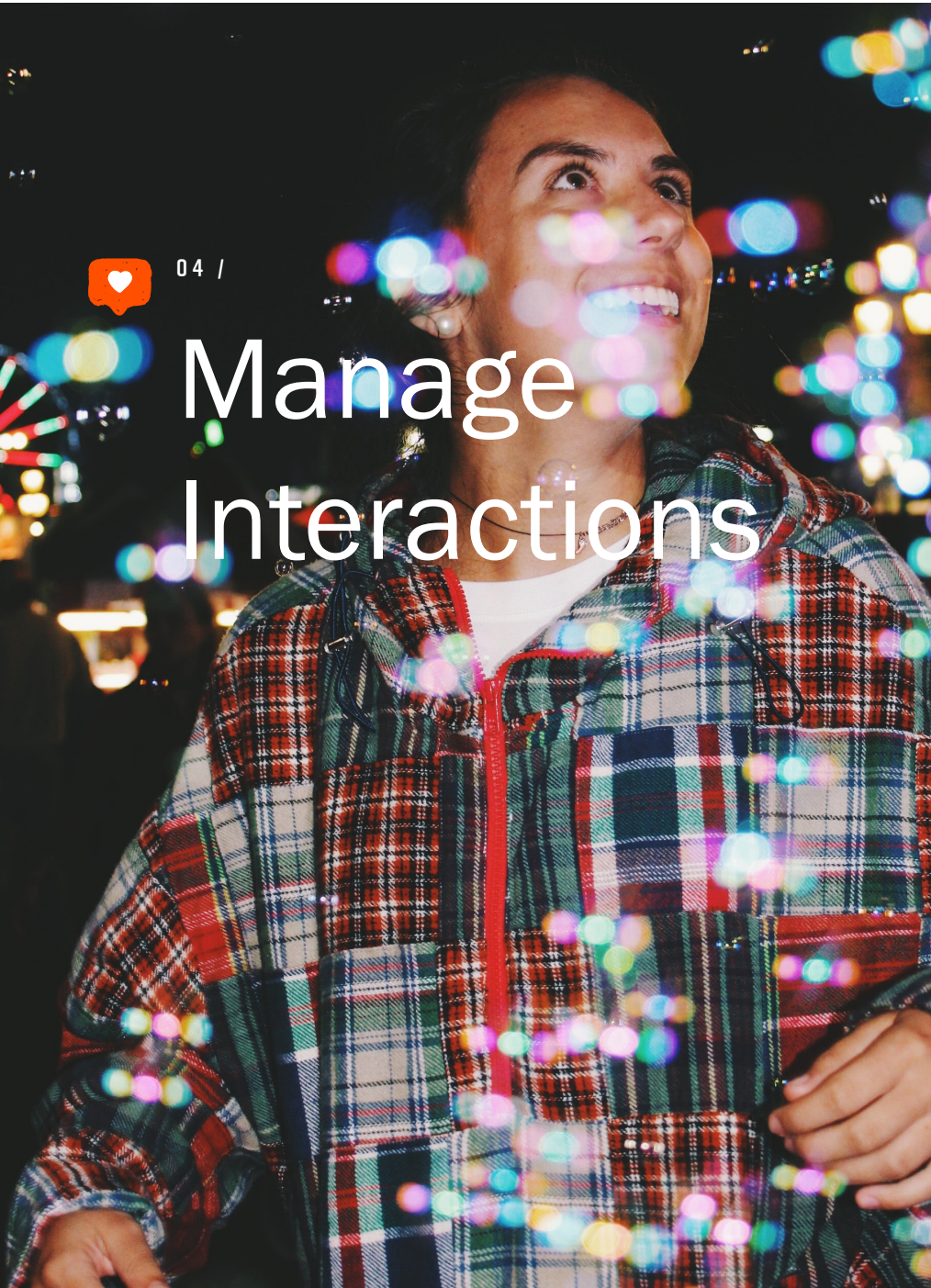
Your child can also choose who can message them on Instagram and who can add them to groups on Instagram Direct. They can also decide whether message requests go to their Chats list, Message Requests folder, or whether they receive them at all.

## DM REACHABILITY CONTROLS









# Manage Interactions

There is no place for bullying of any kind on Instagram. It's against our policies to create an account, post photos, or make comments for the purpose of bullying or harassing someone else. Let your child know that if they spot an account, photo, video, comment, message or Story that is intended to bully or harass someone, they can report it within the app by tapping "..." on the top right corner of the post or profile, by swiping left on the comment, or by tapping and holding the message, and tapping "Report".

Reporting is totally anonymous; we never share your child's information with the person reported.





The community at Instagram is diverse. People with different backgrounds and perspectives are active on this platform. That's why we need to be thoughtful about what we write and share. Similar to our experiences offline, we can confront unexpected or unpleasant situations online.

The settings and functions of Instagram are constructed in a way that helps gain more control of your child's digital presence. They can Block, Report, or Filter out content that they don't want to see. This is how we can be safe and create beautiful moments with our loved ones together.

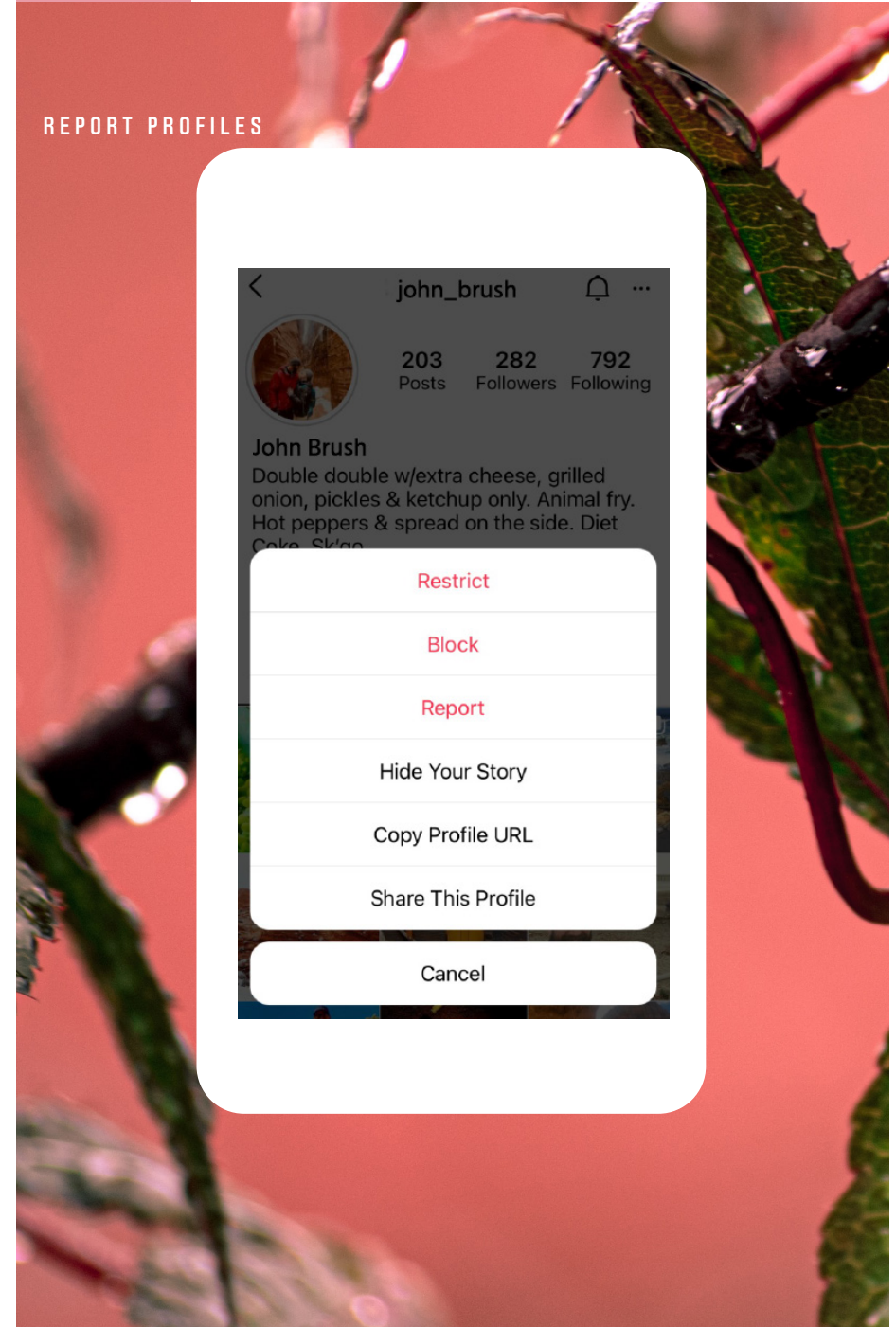
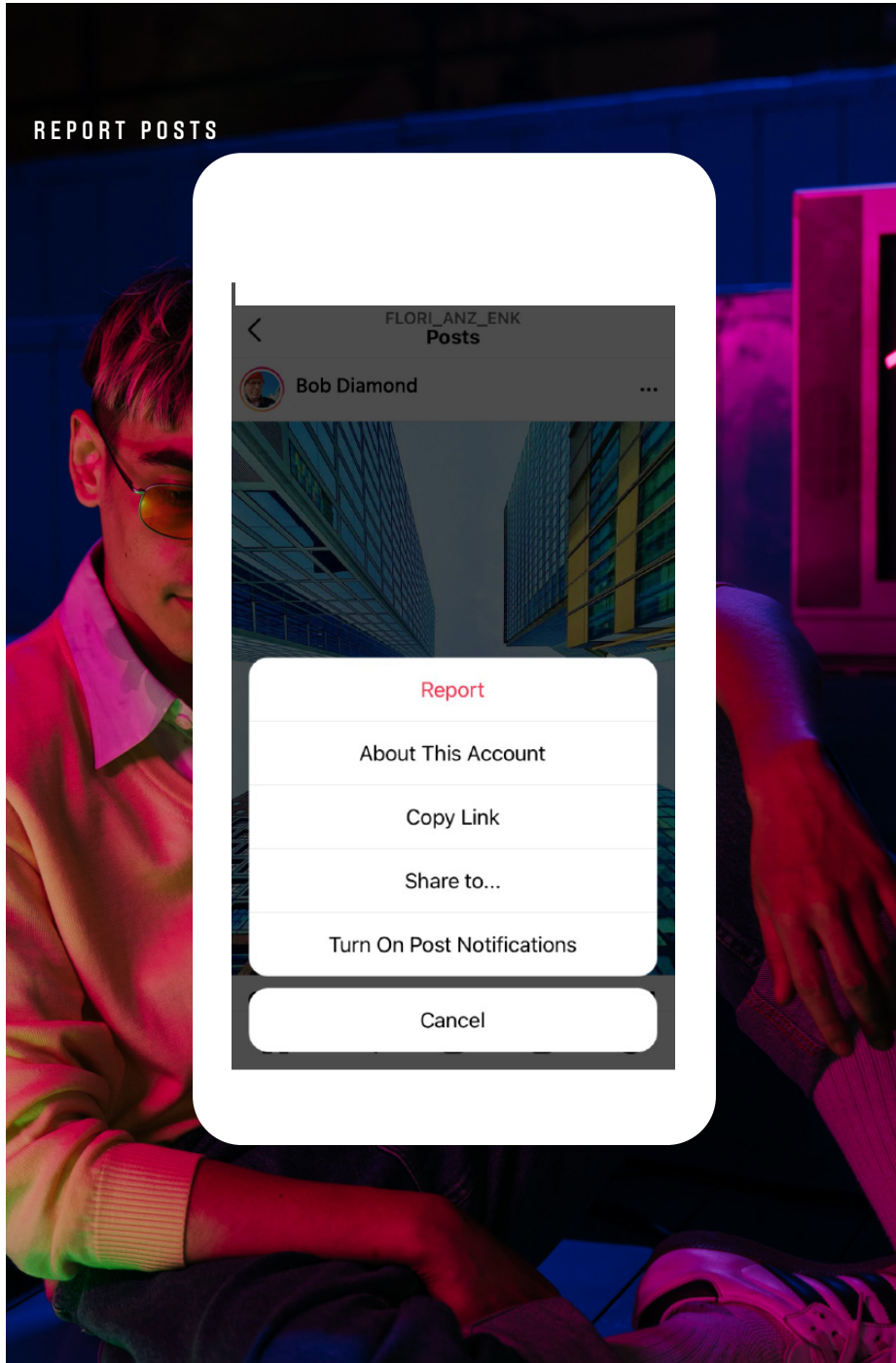


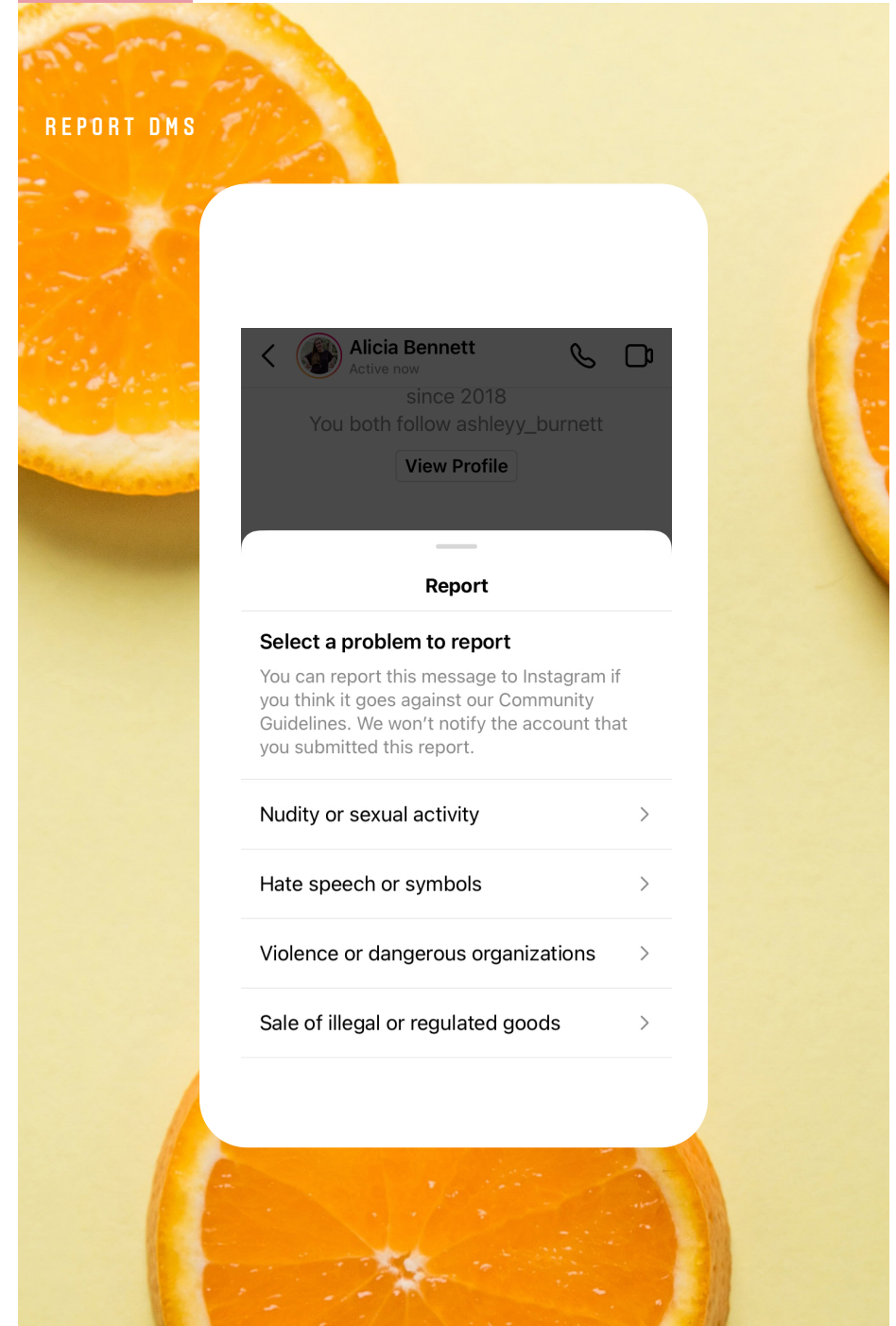
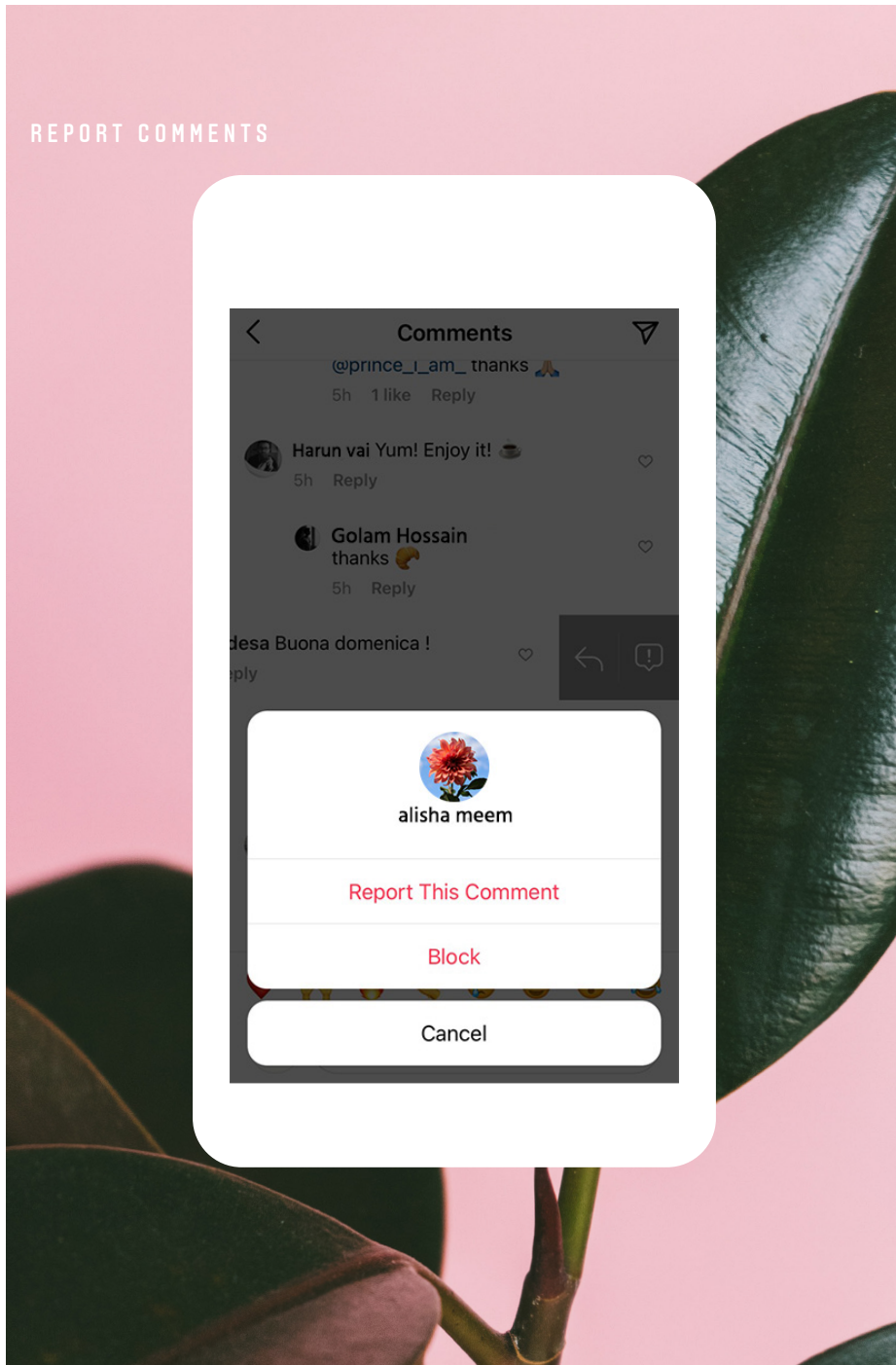


# Report

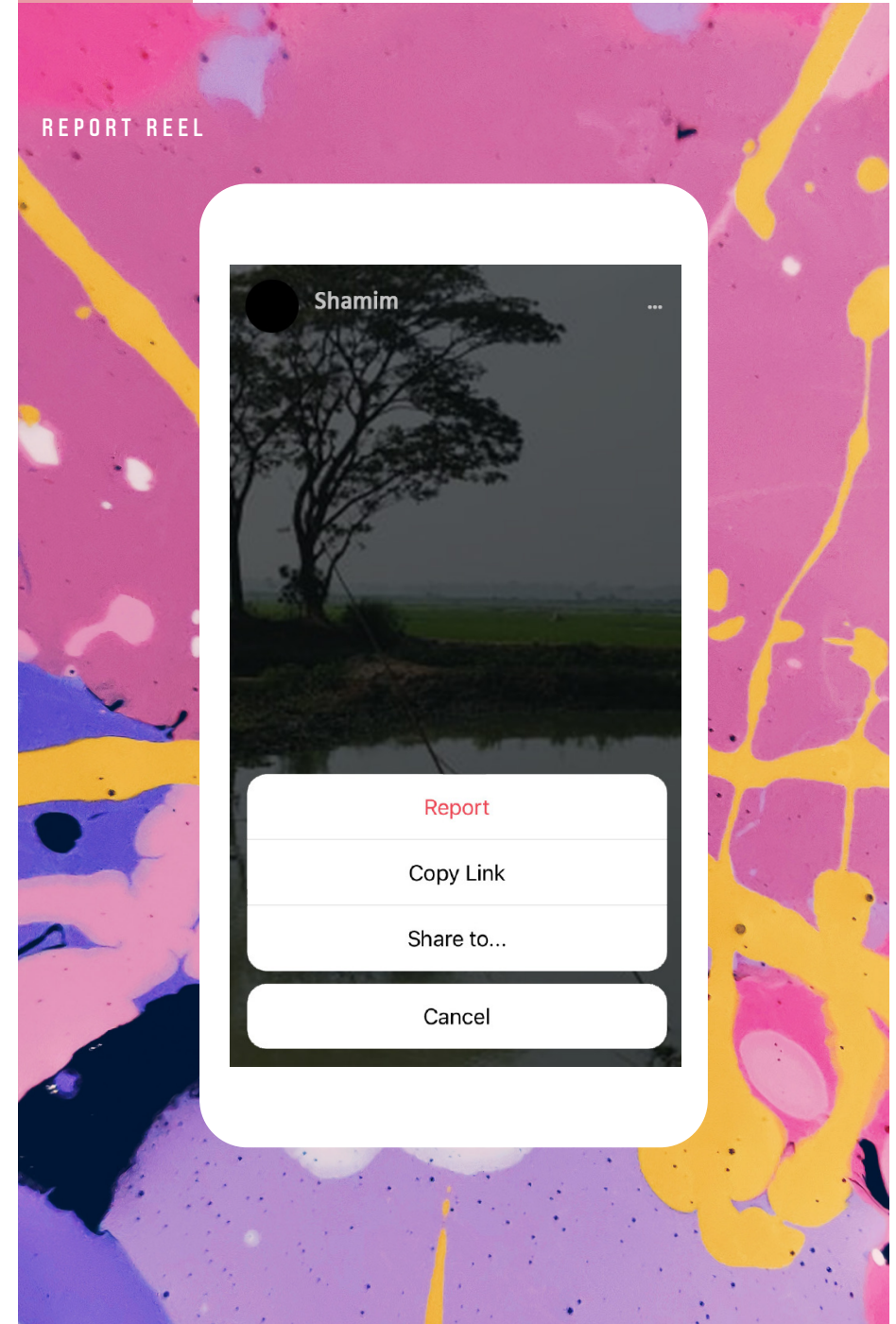
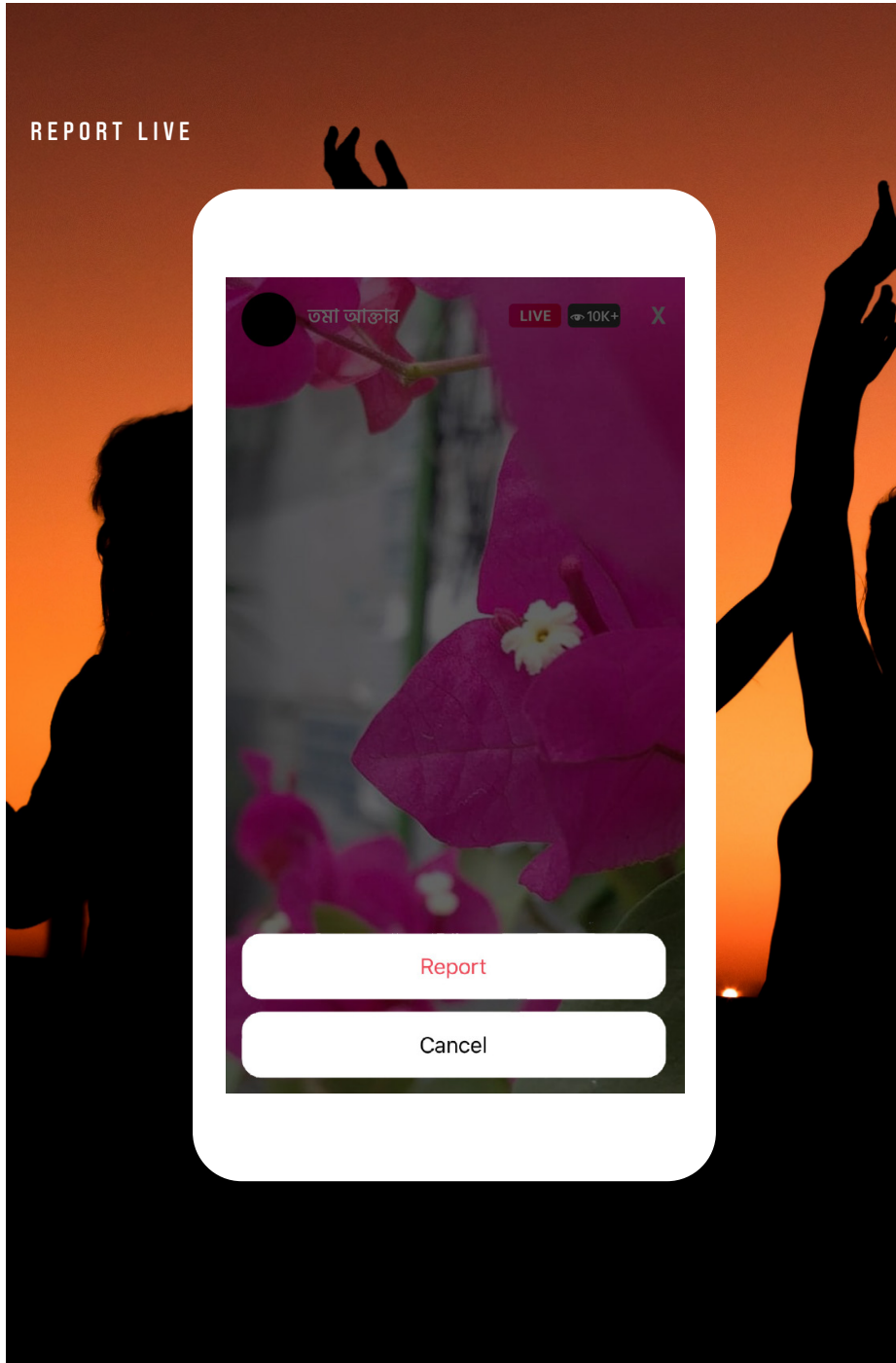
Anyone can report content on Instagram, from profiles/accounts, to posts, comments, DMs, Lives, Stories, IGTV, and Reels.

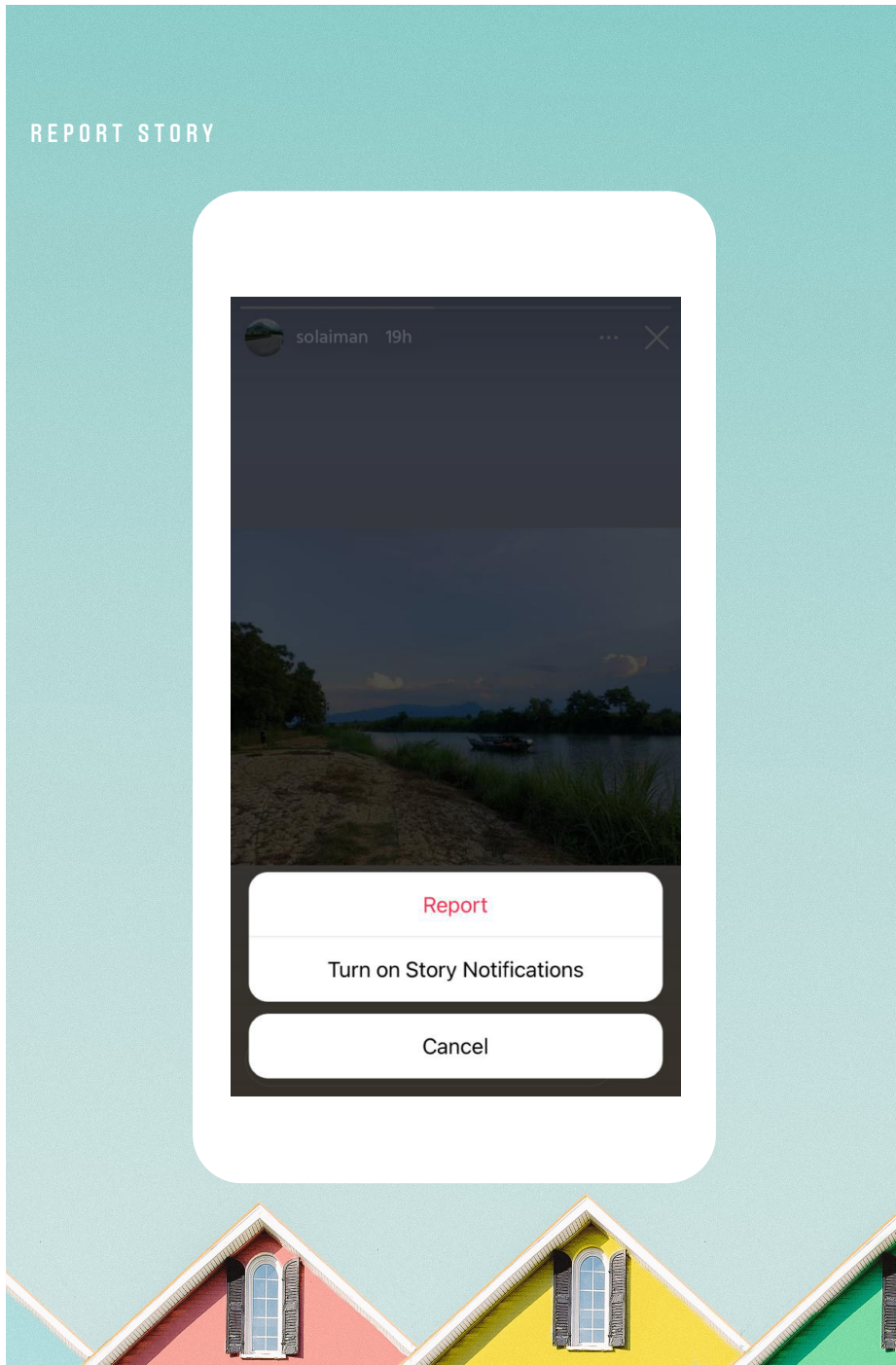








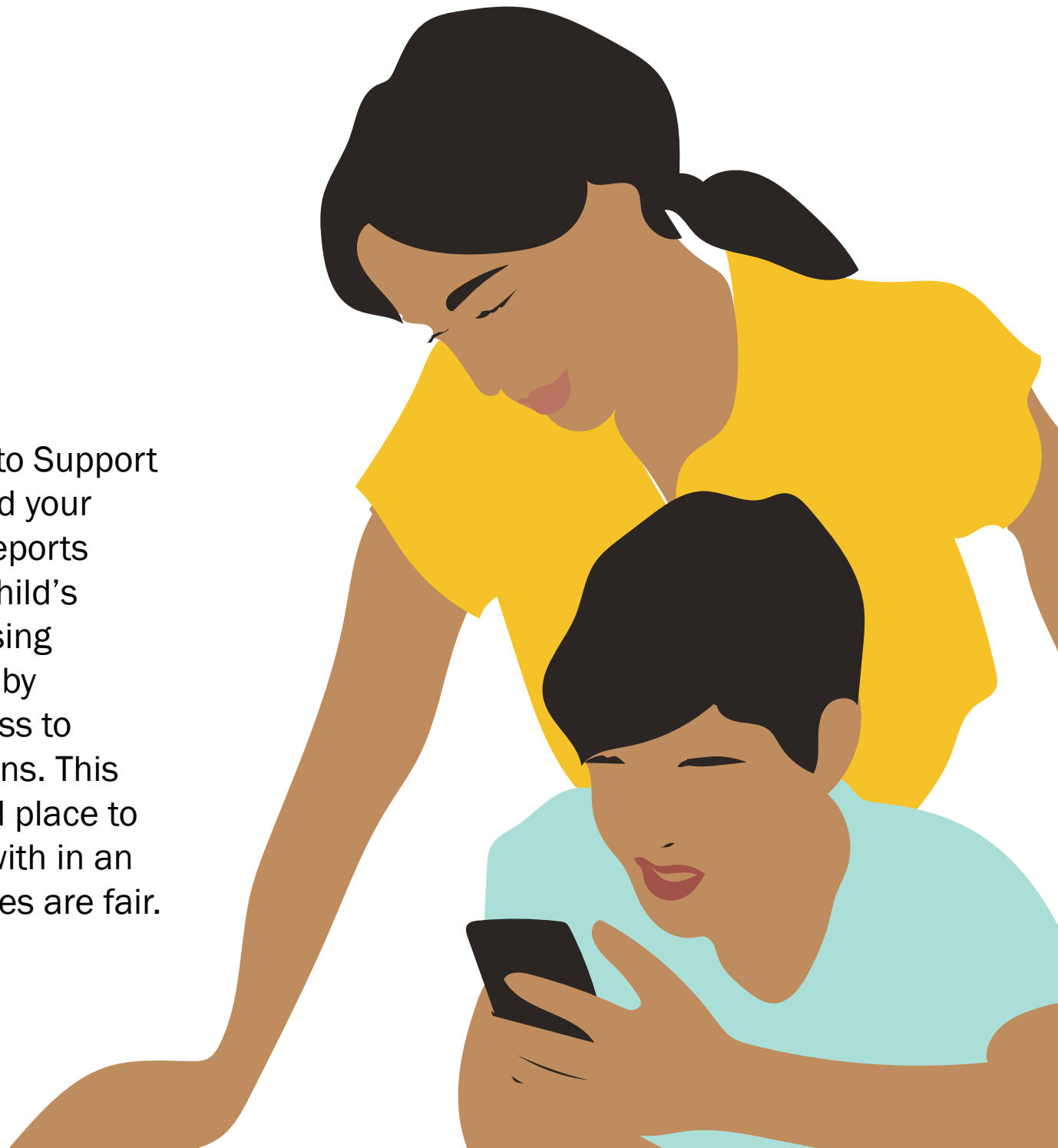


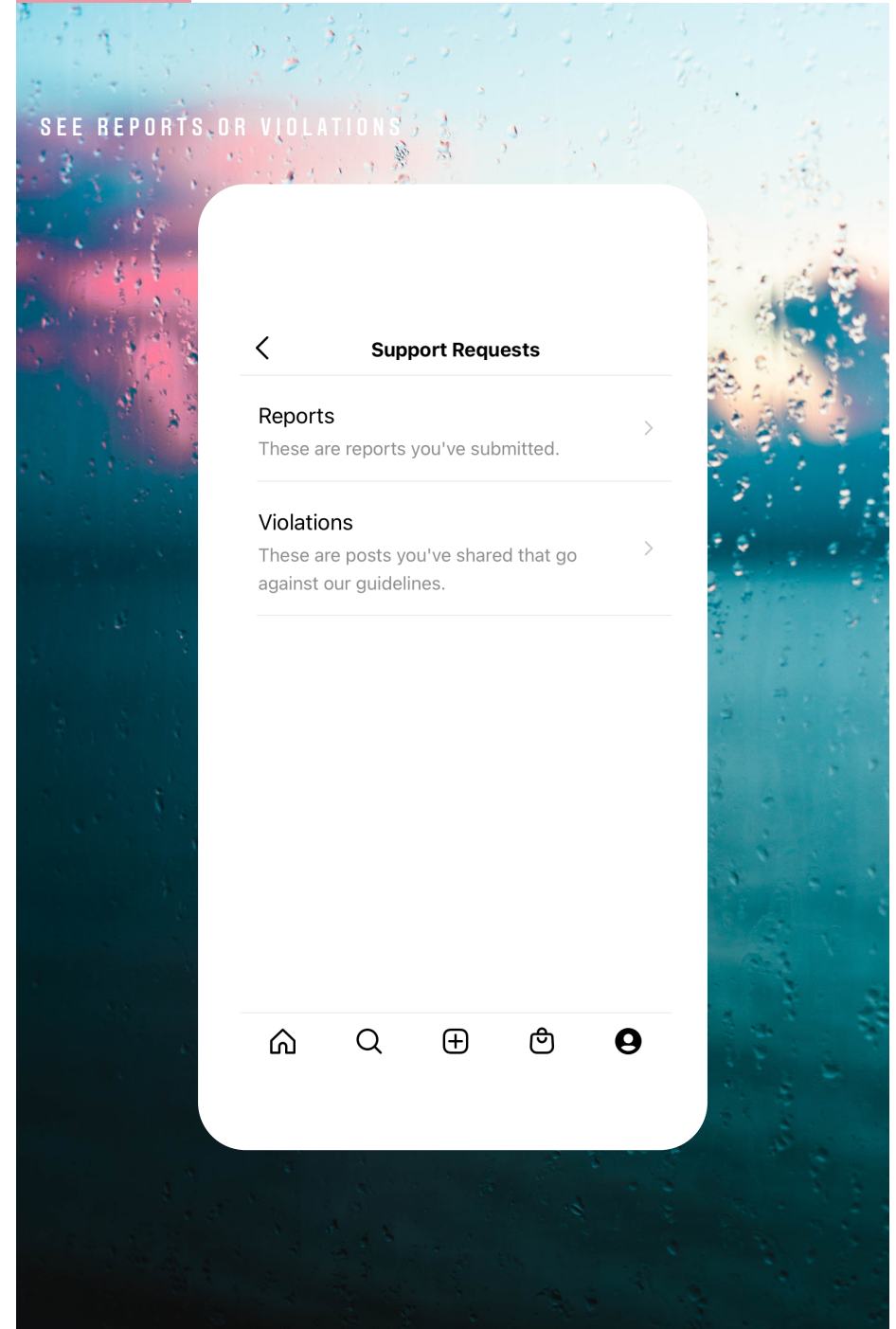
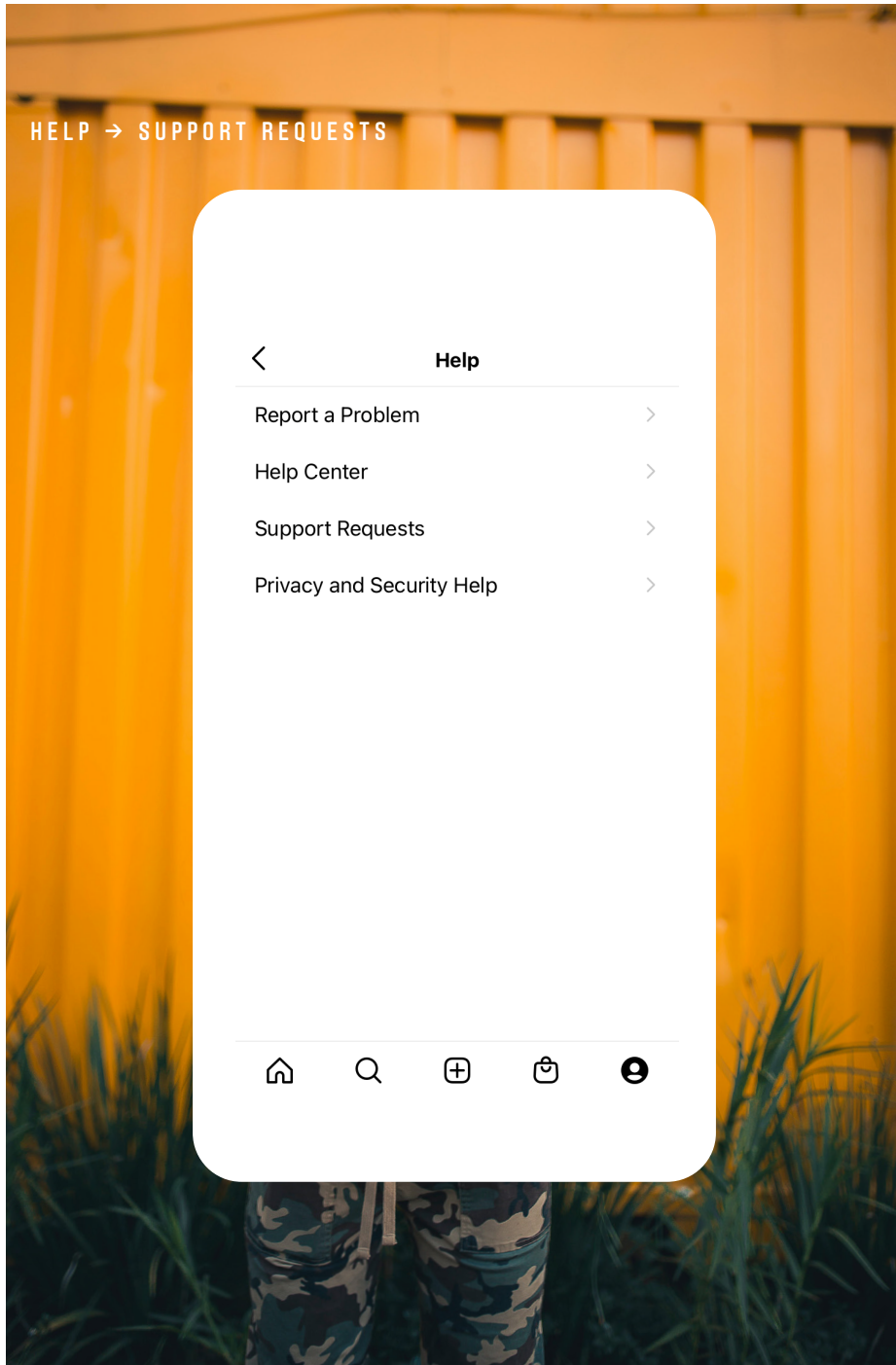




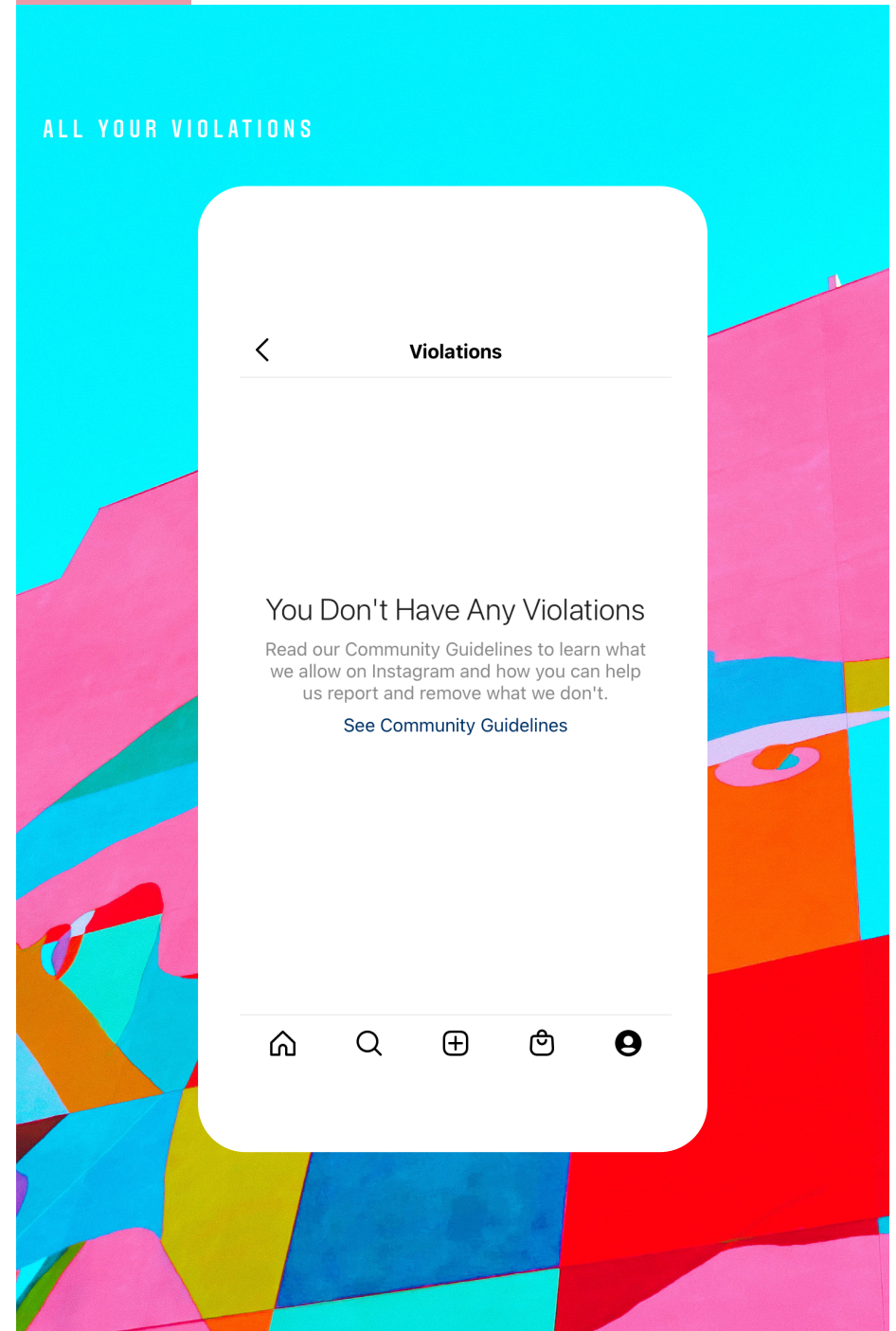
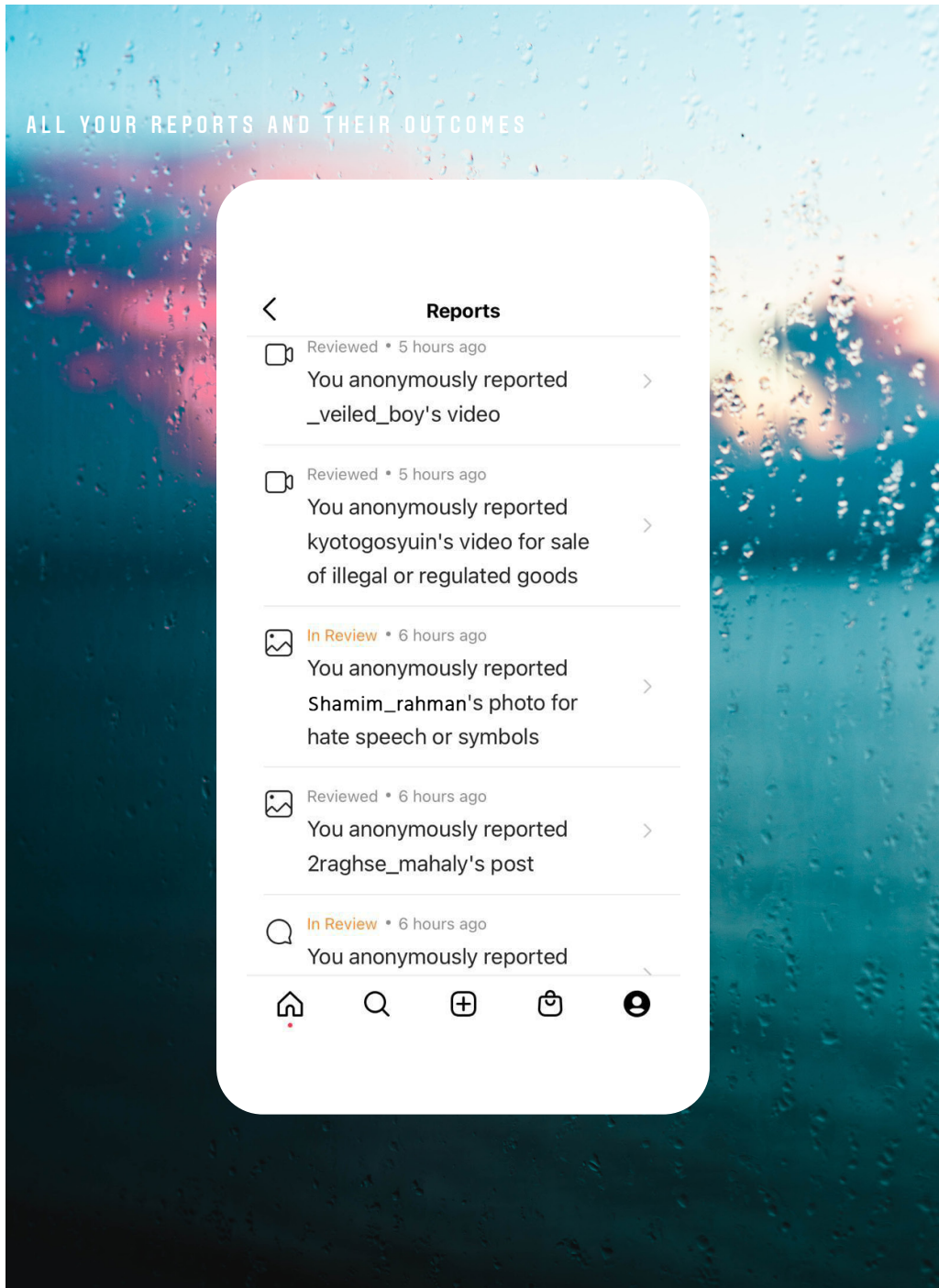
## Support Requests

Our community now has access to Support Requests - a place where you and your child can follow updates to the reports filed and any violations by your child's account. This is aimed at increasing transparency into our processes by ensuring that everyone has access to viewing their reports and violations. This also provides people a dedicated place to appeal decisions they disagree with in an effort to ensure that our processes are fair.



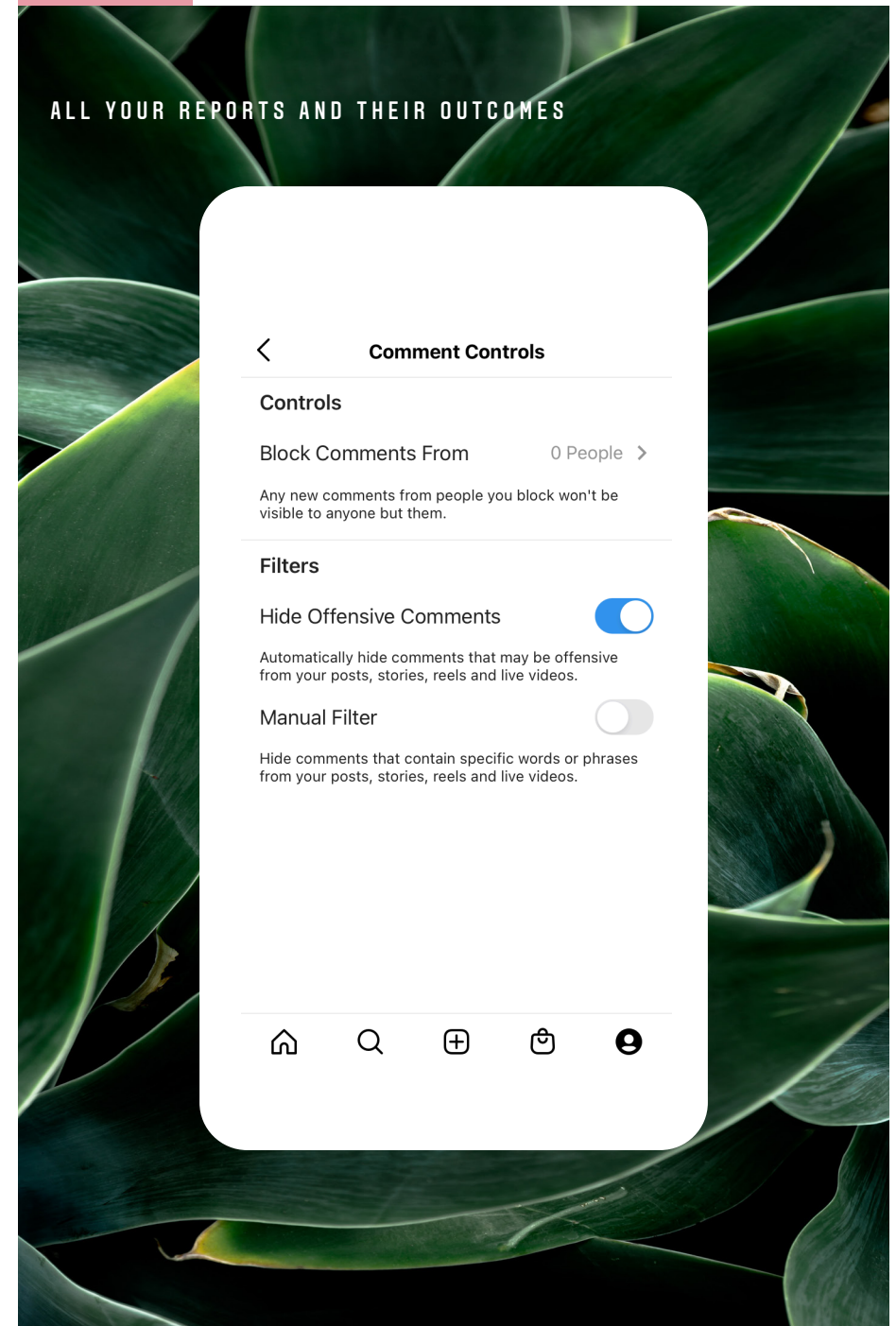






# Manage Comments

Your child is in control of who can comment on their photos and videos. In the “Comment Controls” section of the app settings, they can choose to allow comments from everyone, people they follow and those people’s followers, just the people they follow, or just their followers. Your child can also remove comments entirely from their posts.

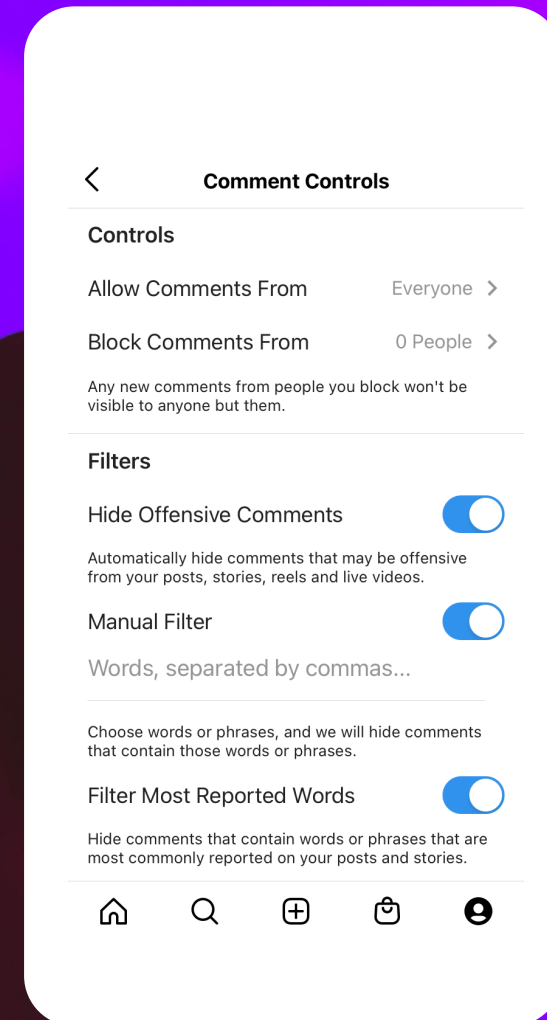




# Filter out Comments

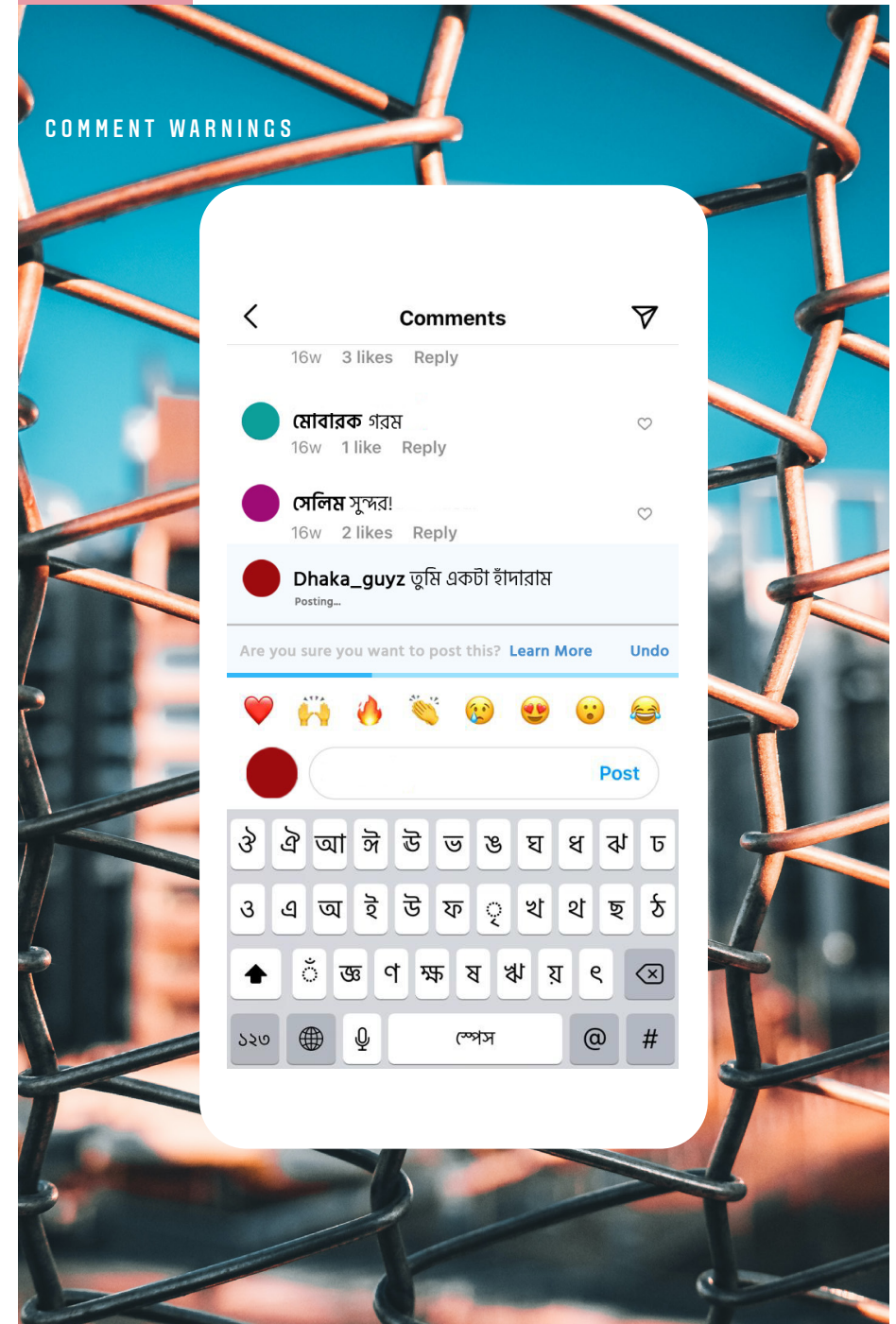
We have controls that help you manage the content you see and determine when comments are offensive or intended to bully or harass. We've built filters that automatically remove offensive words and phrases and bullying comments. Your child can also create their own list of words or emojis they don't want to have appear in the comments section when they post by going to "Filters" in the Comment Controls section.

## AUTOMATIC AND MANUAL COMMENT FILTERS

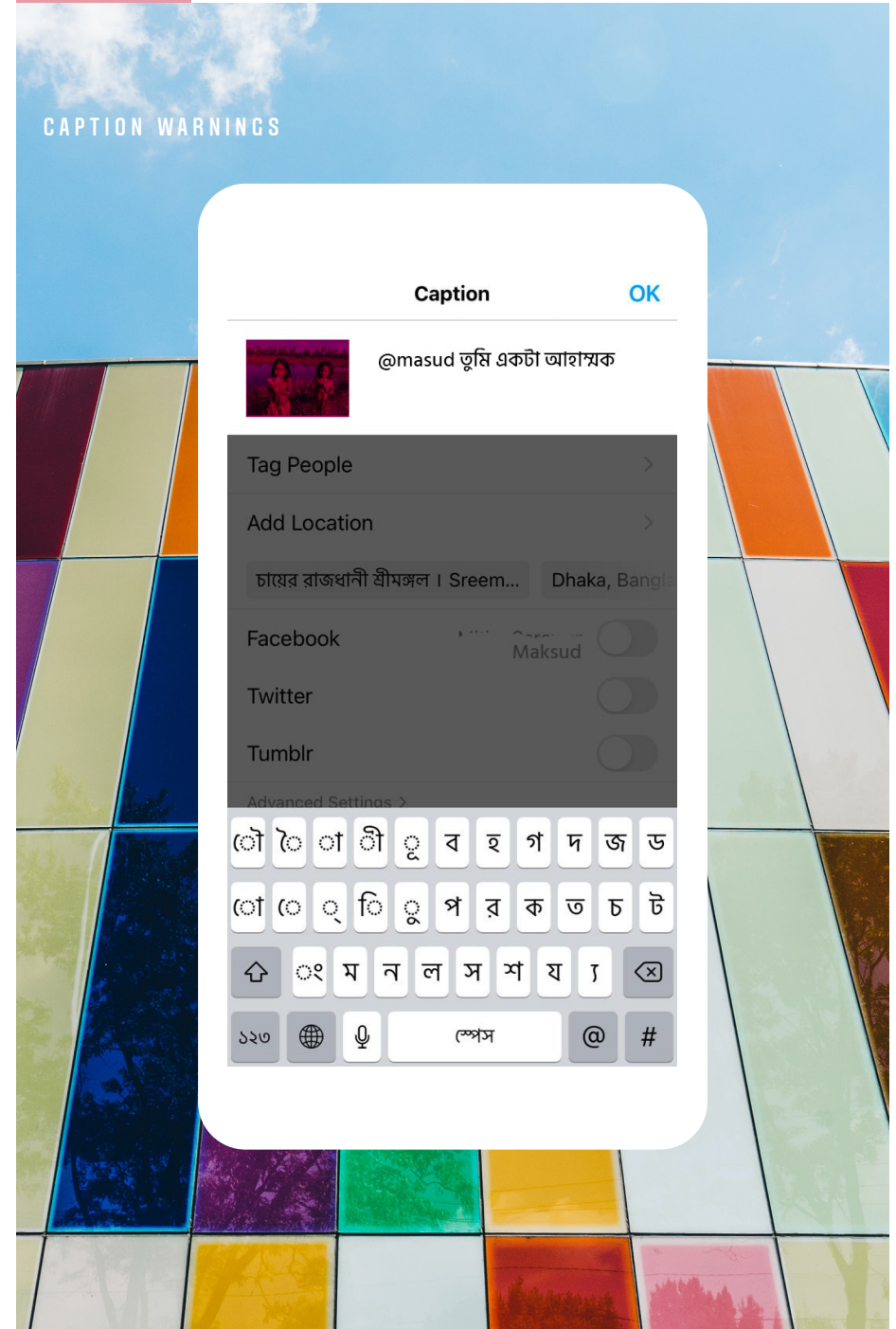
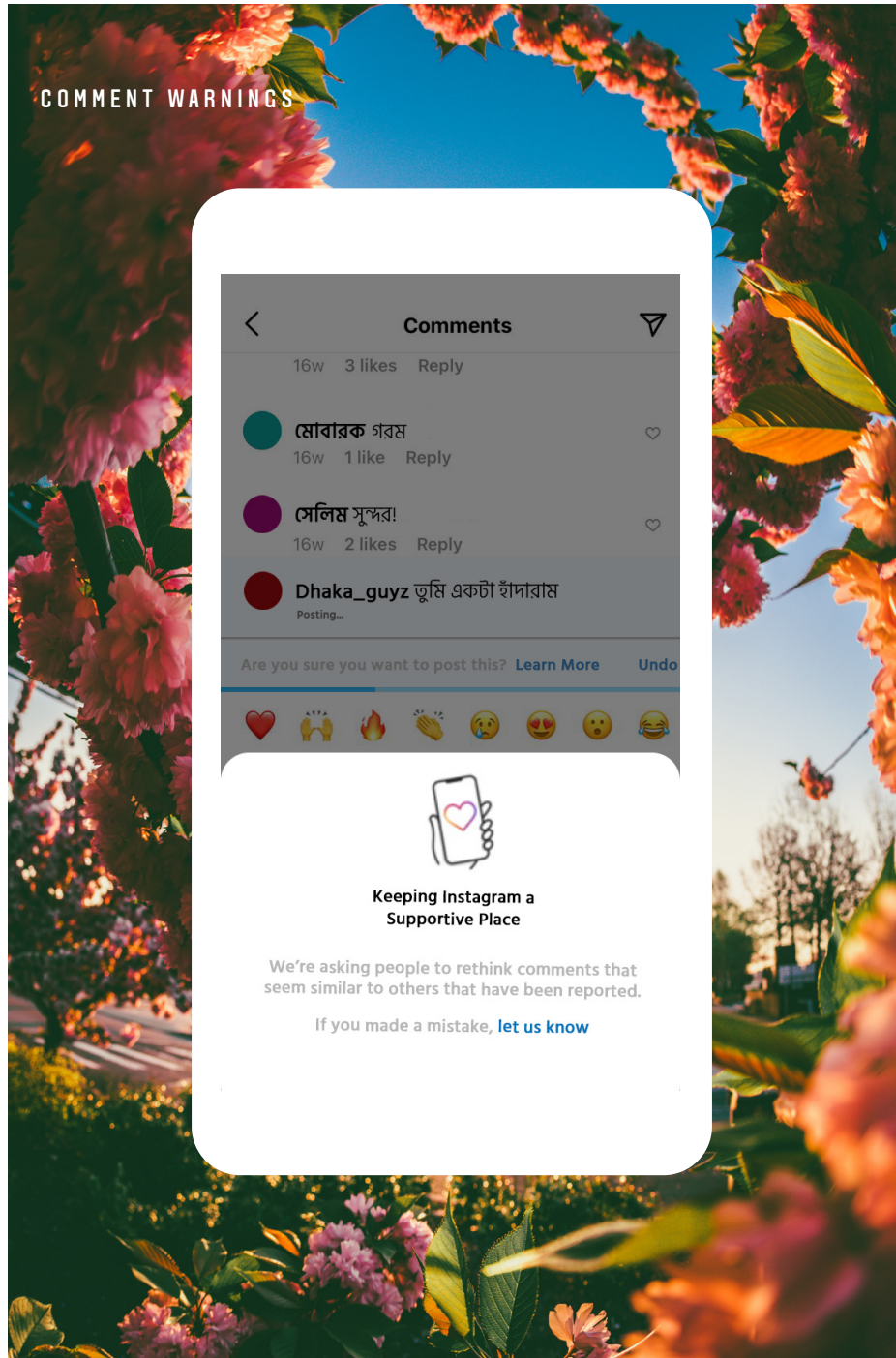


# Comment and caption warnings

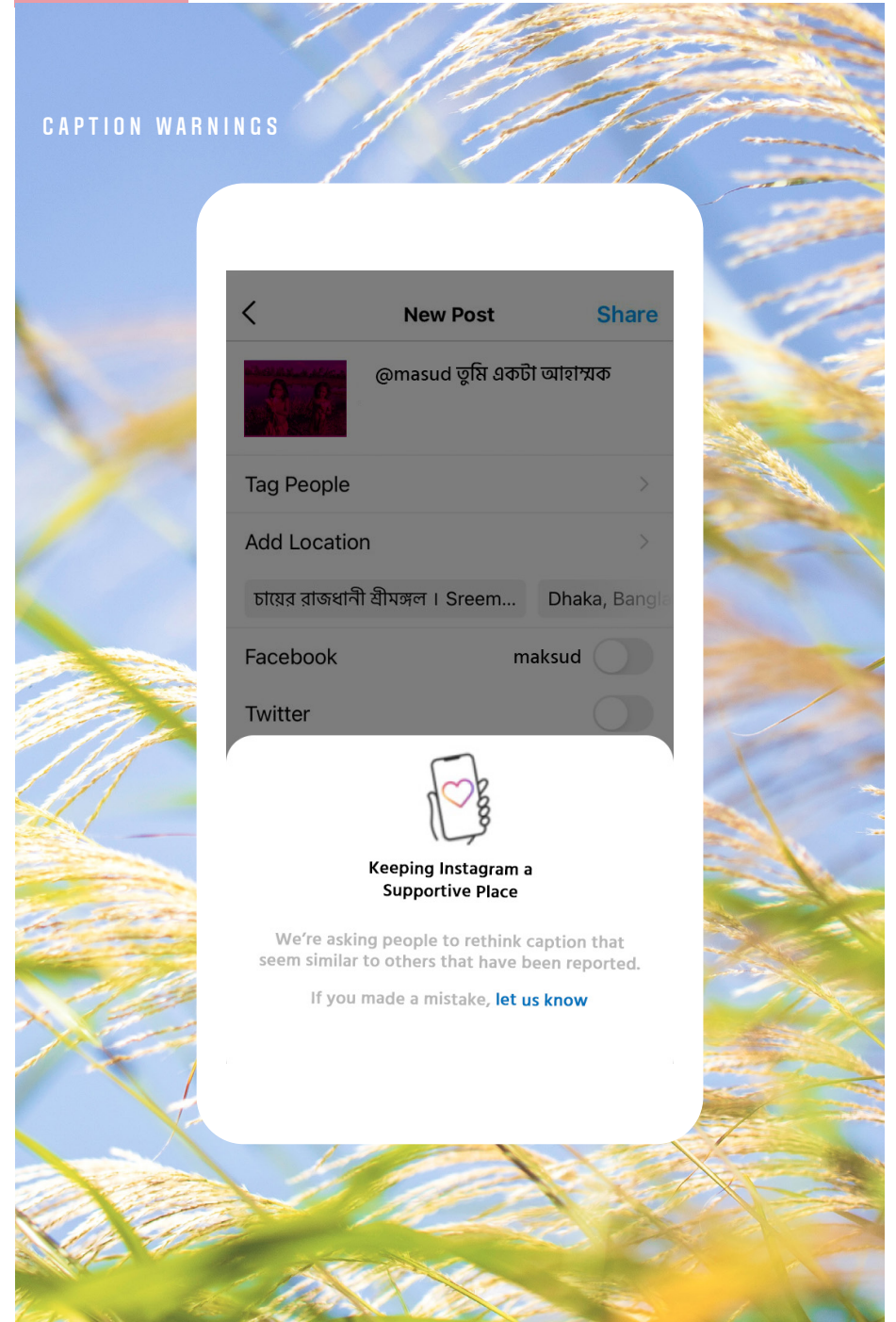
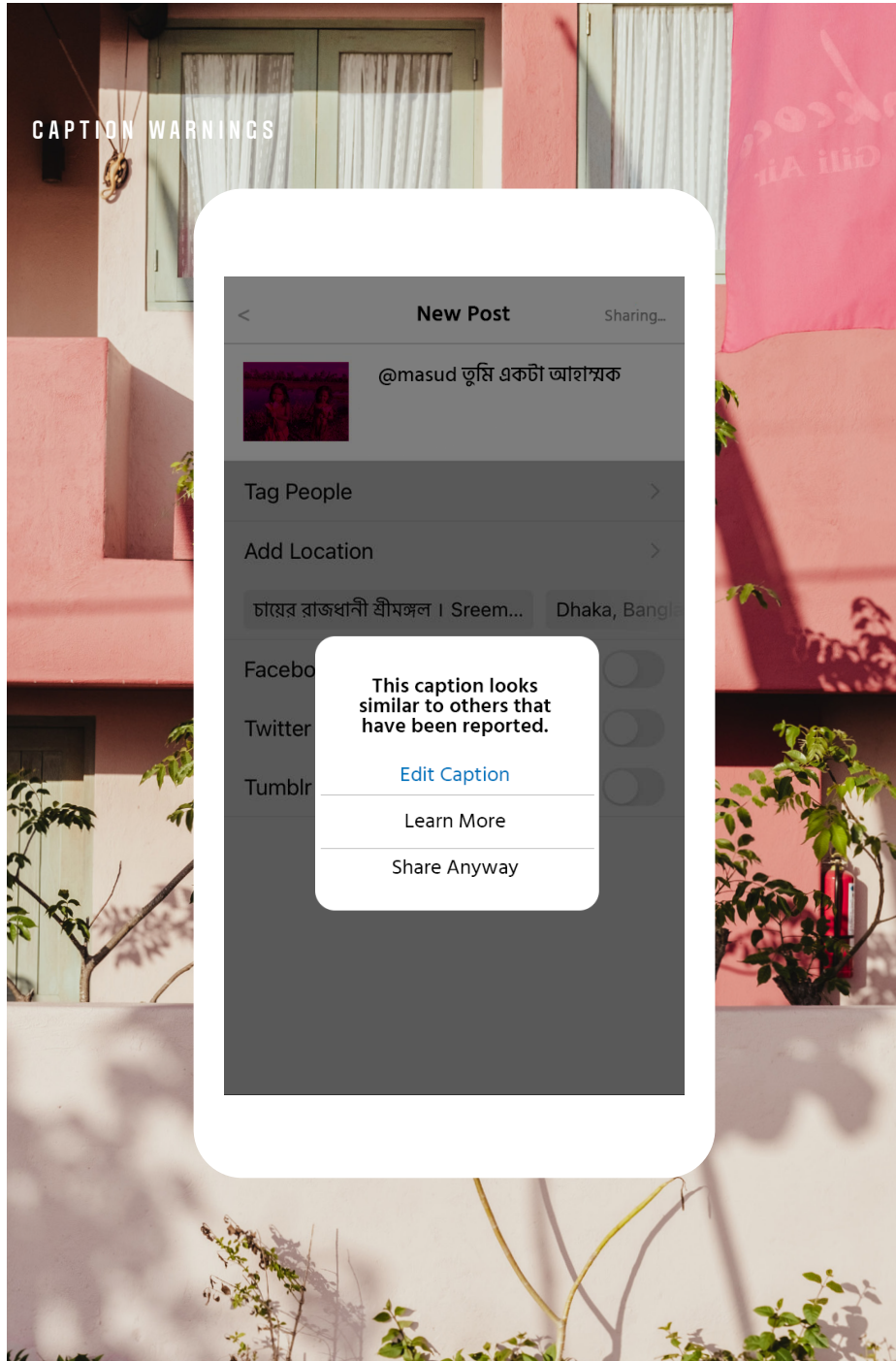
We automatically identify when a comment or a caption in a post is found to be hurtful and offensive, and we notify the person making the comment or posting the caption before it is posted. This gives them a chance to pause and undo their comment or caption, and we also use the opportunity to show them what is and isn't allowed on Instagram. The intervention prevents the recipient from potentially receiving a harmful interaction.











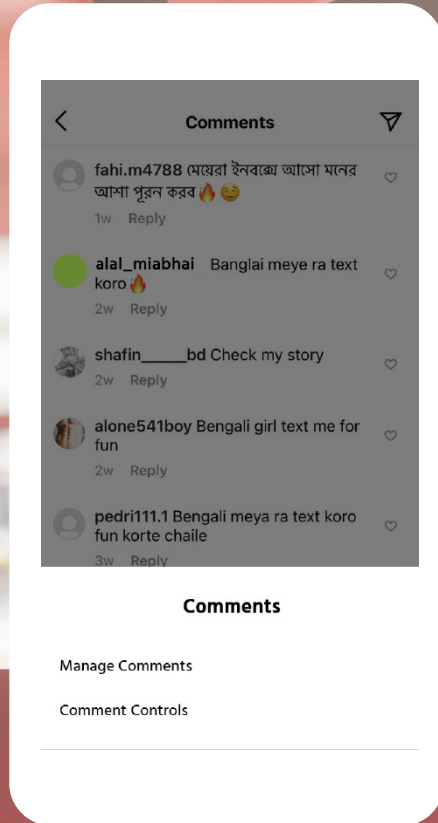
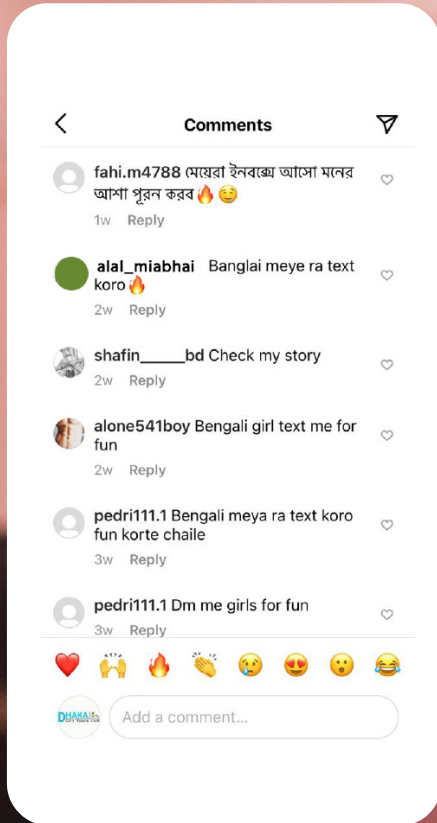
# Bulk comment management

We know it can feel overwhelming to manage a rush of comments, so we've introduced features to delete comments in bulk, as well as block or restrict multiple accounts that post negative comments. To enable this feature on iOS, tap on a comment and then the dotted icon in the top right corner. Select Manage Comments and choose up to 25 comments to delete at once. Tap More Options to block or restrict accounts in bulk. On Android, press and hold on a comment, tap the dotted icon, and choose which comments or accounts to Block or Restrict.

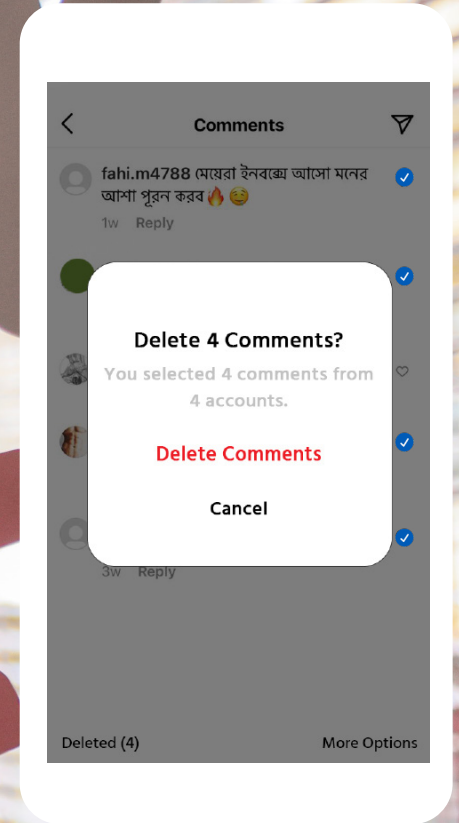
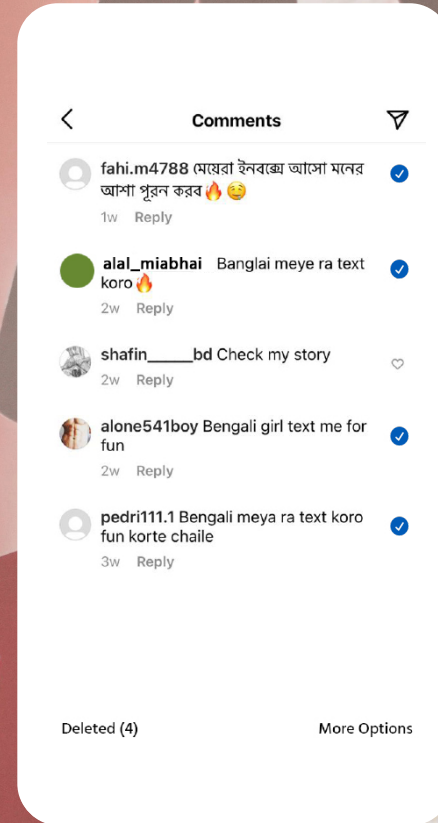




BULK COMMENT MANAGEMENT

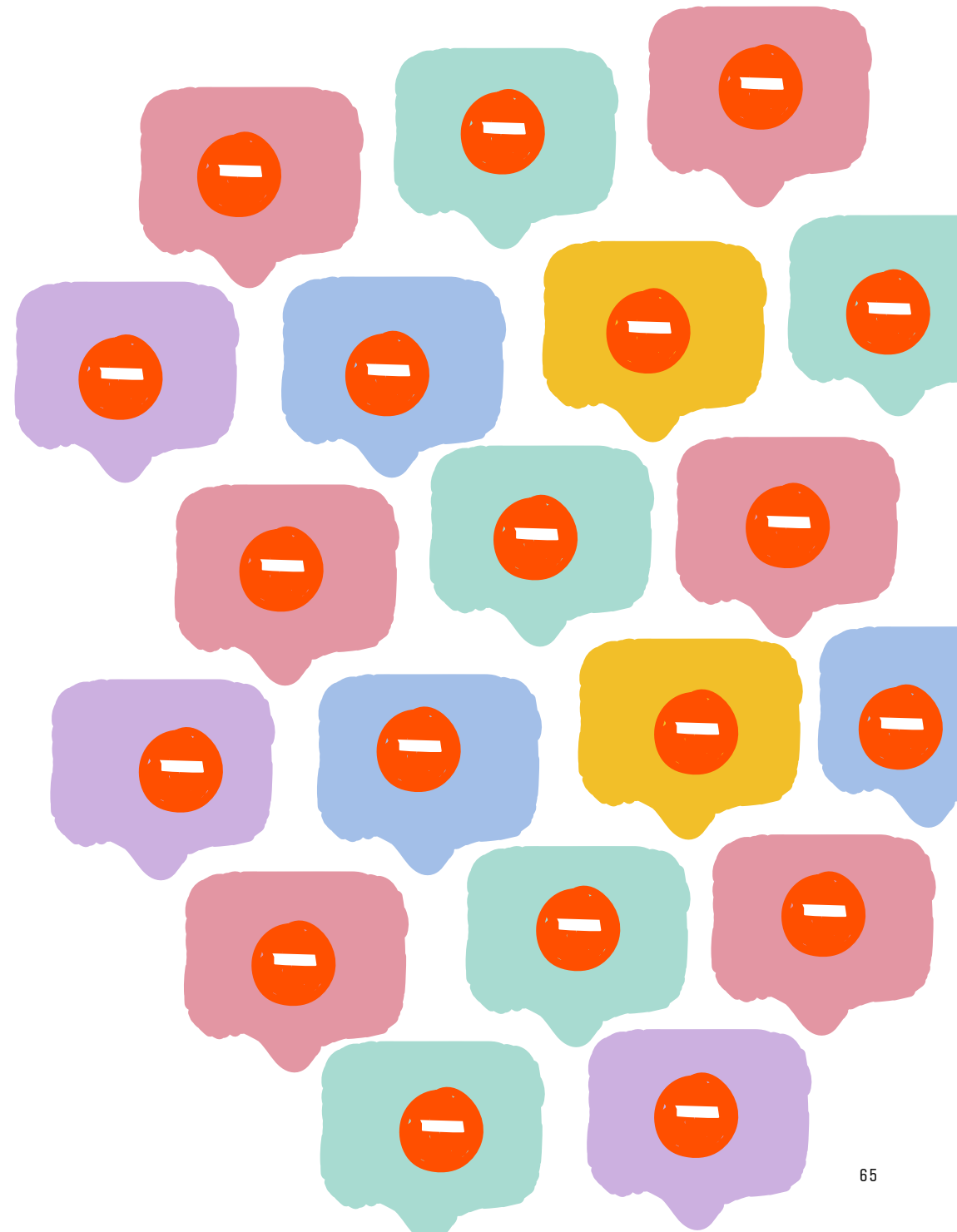


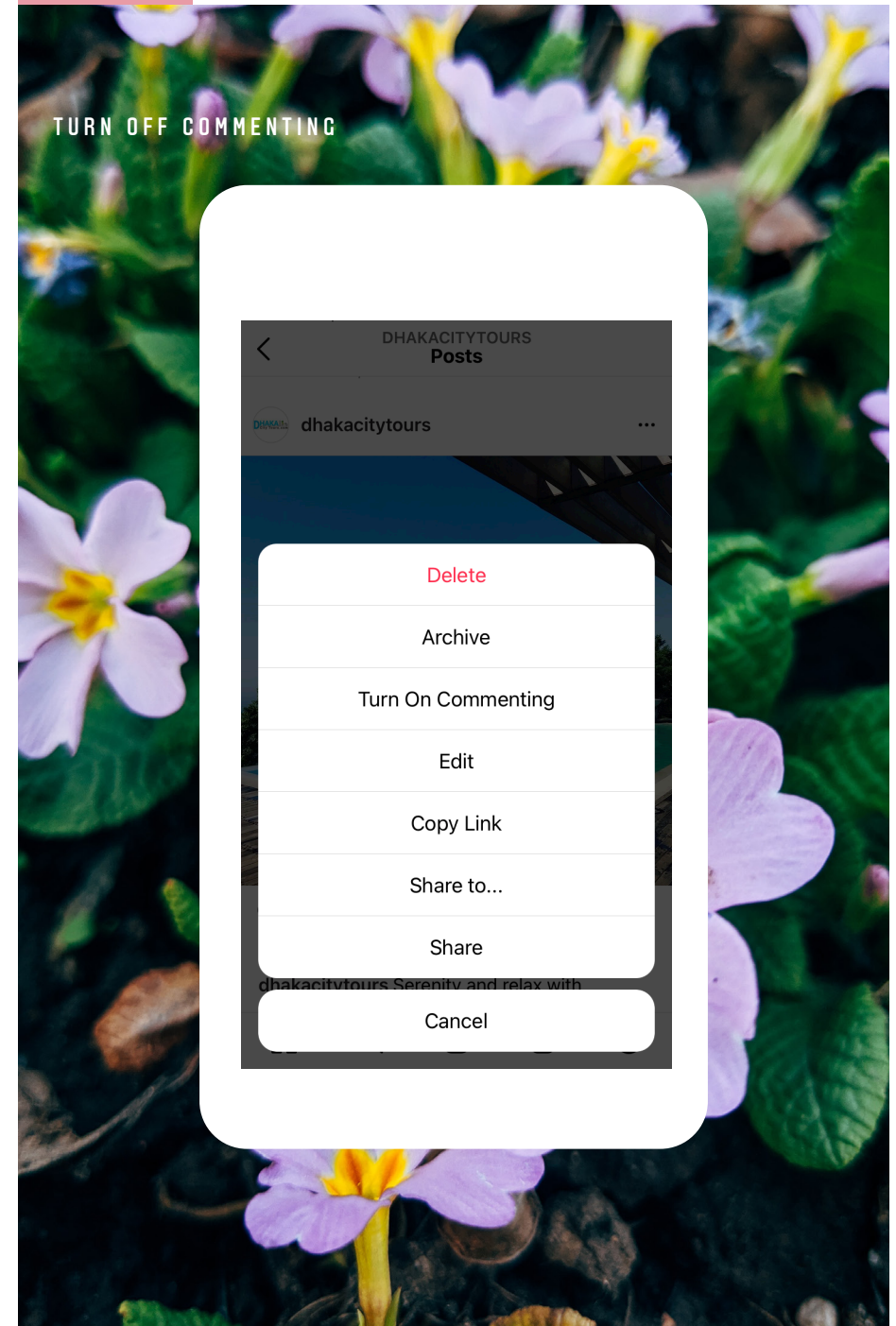
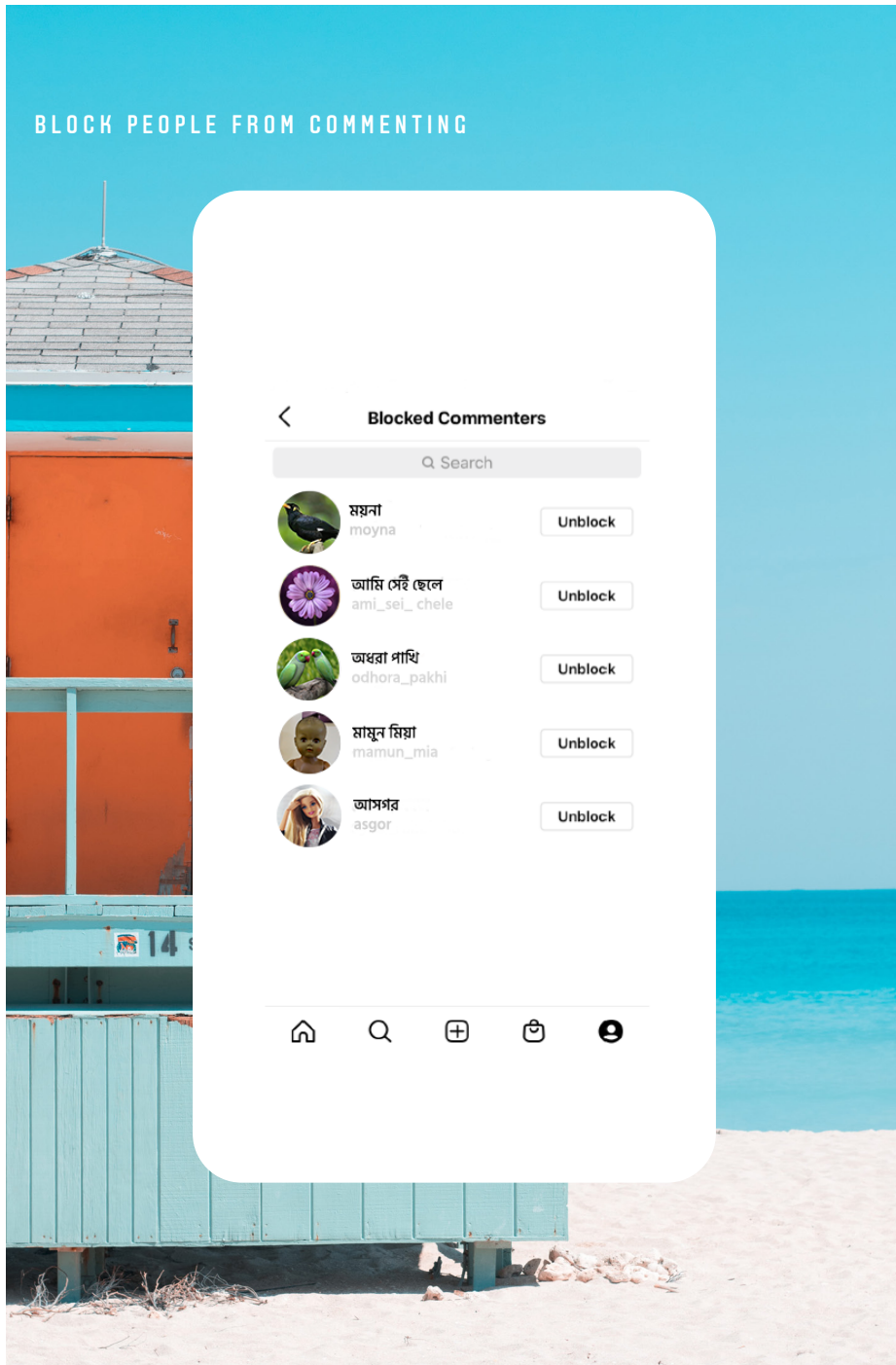
BULK COMMENT MANAGEMENT



# Block comments

Your child can block accounts that they don't want to interact with. Comments will no longer appear from a blocked account. Your child can also turn off comments from all posts or individual posts.







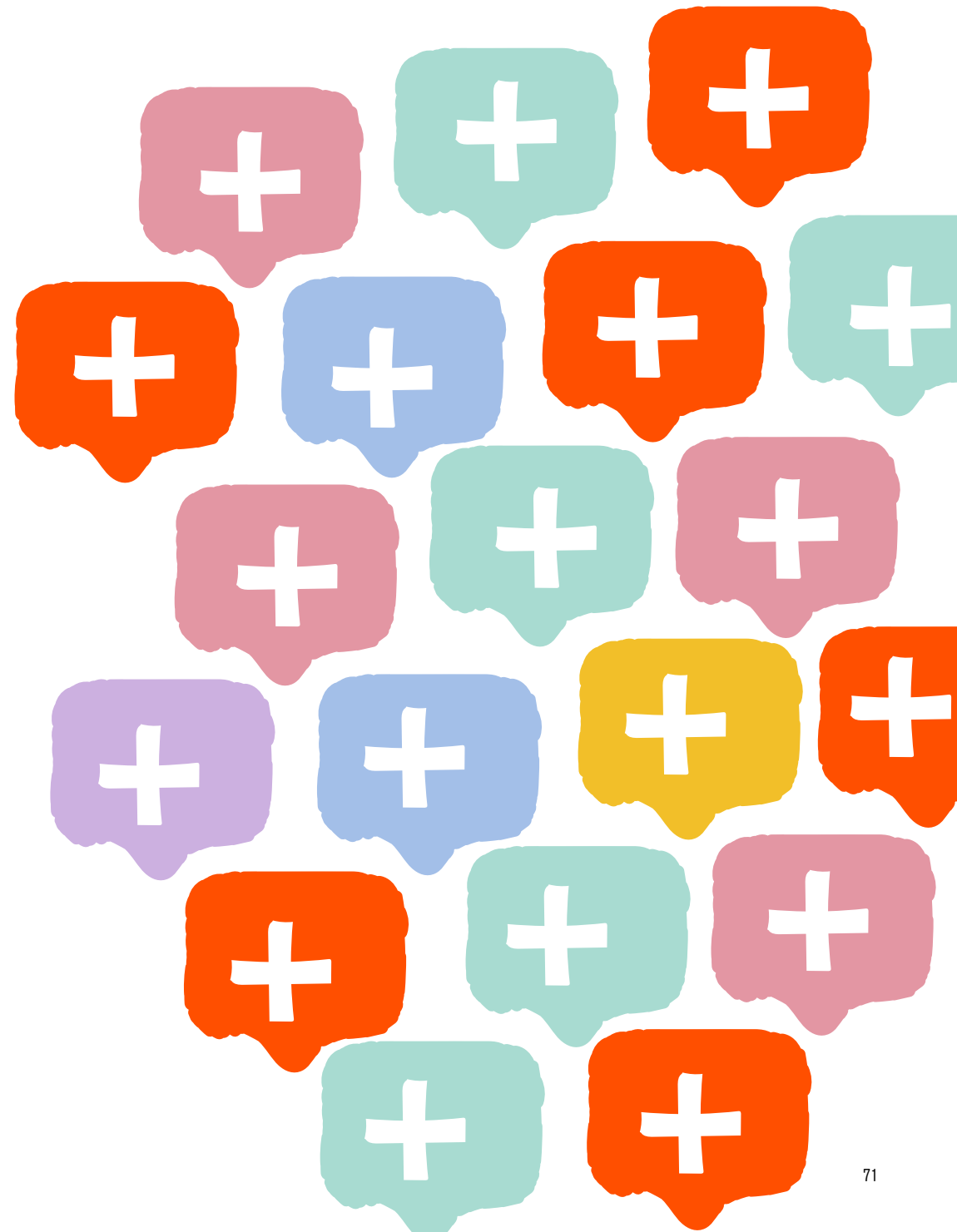


Today, Instagram has become a place where we share our moments and create memories. By sharing precious moment of your life, you too can be a part of #KindComments on Instagram.

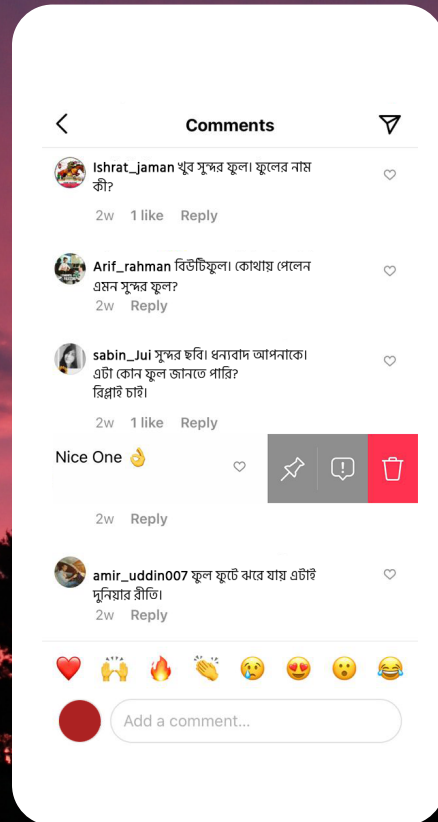
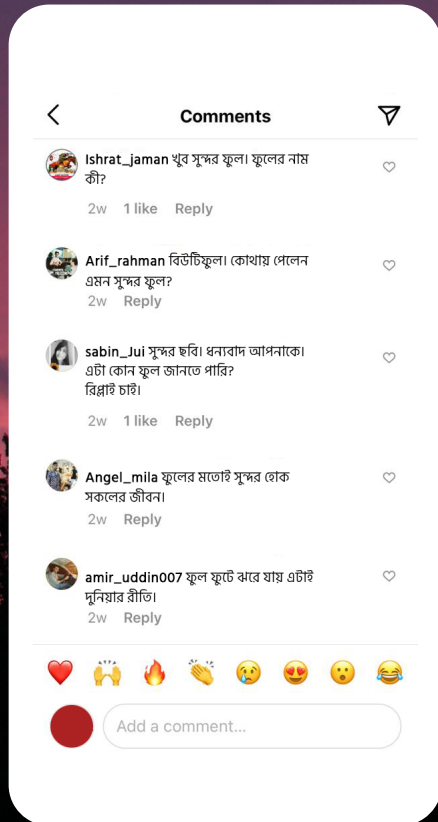


## Pinning positive comments

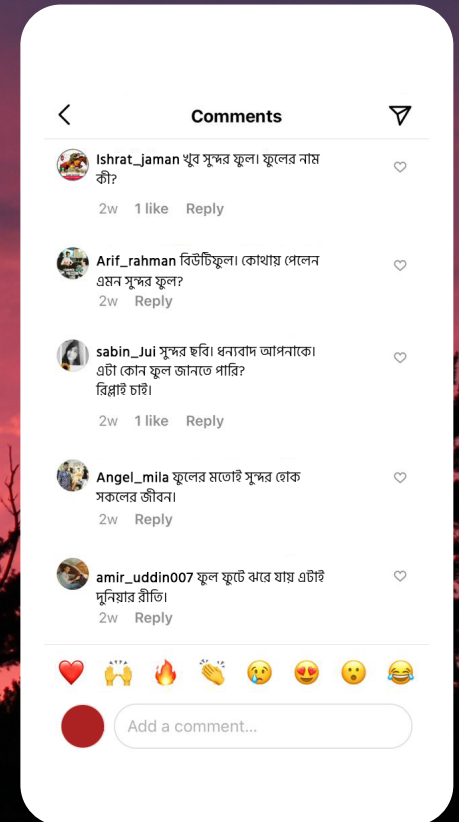
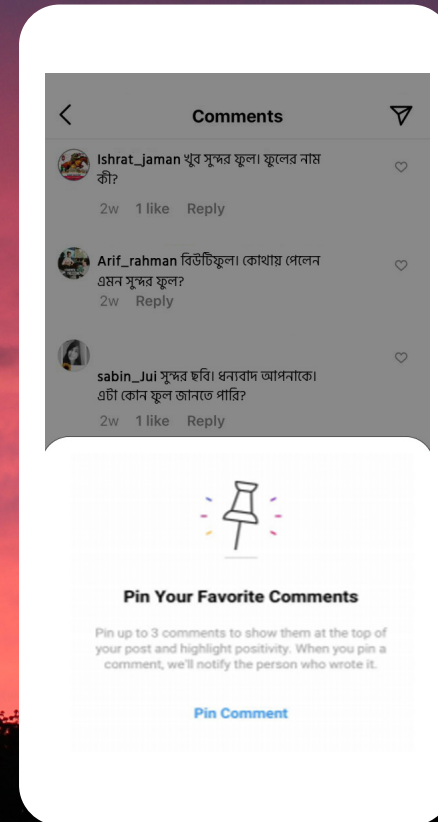
In addition to removing negative comments, we want to give people an easy way to amplify and encourage positive interactions. Pinned Comments gives your child a way to set the tone for their account and engage with their community by pinning a select number of comments to the top of their comments thread.



PINNING POSITIVE COMMENTS



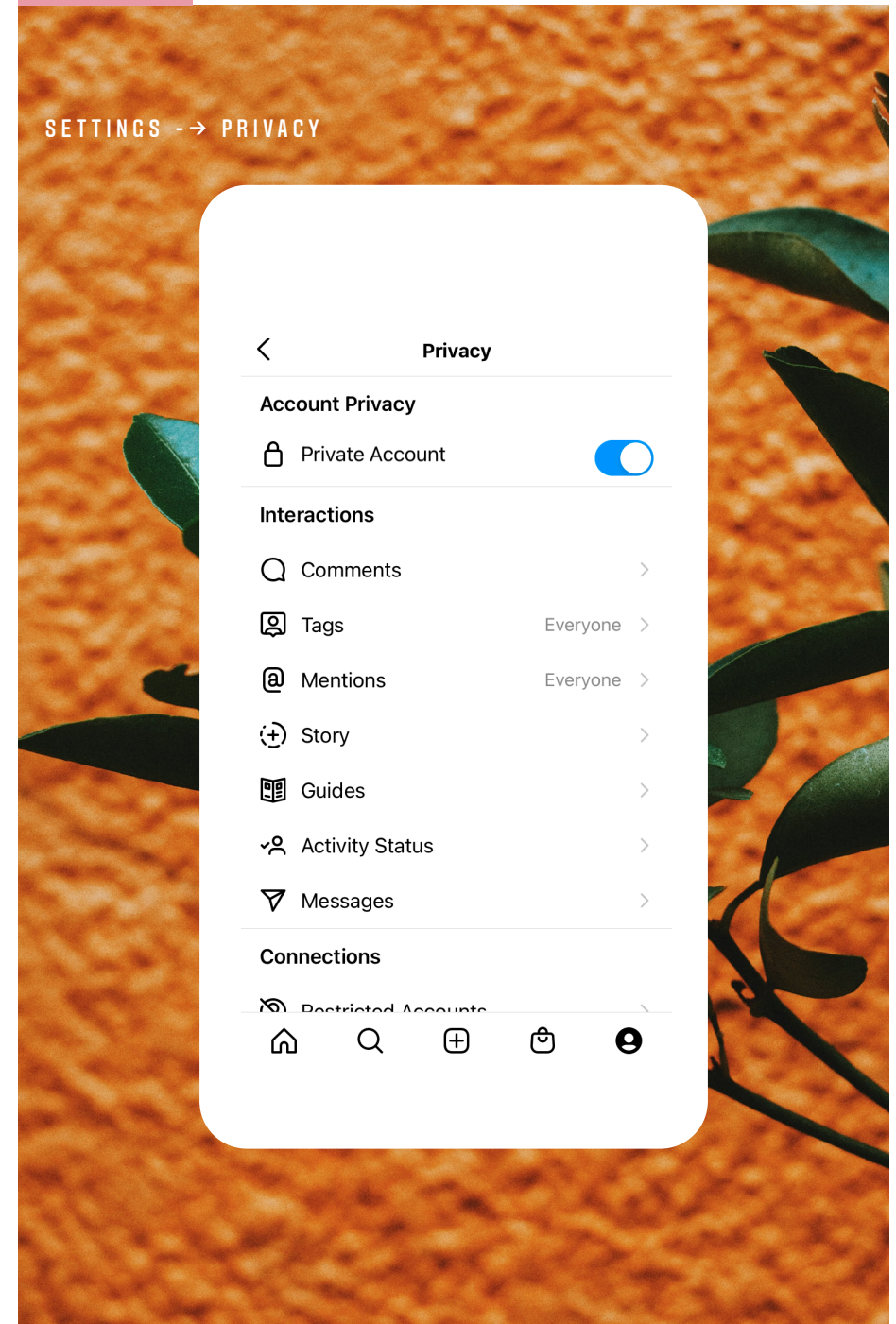
PINNING POSITIVE COMMENTS

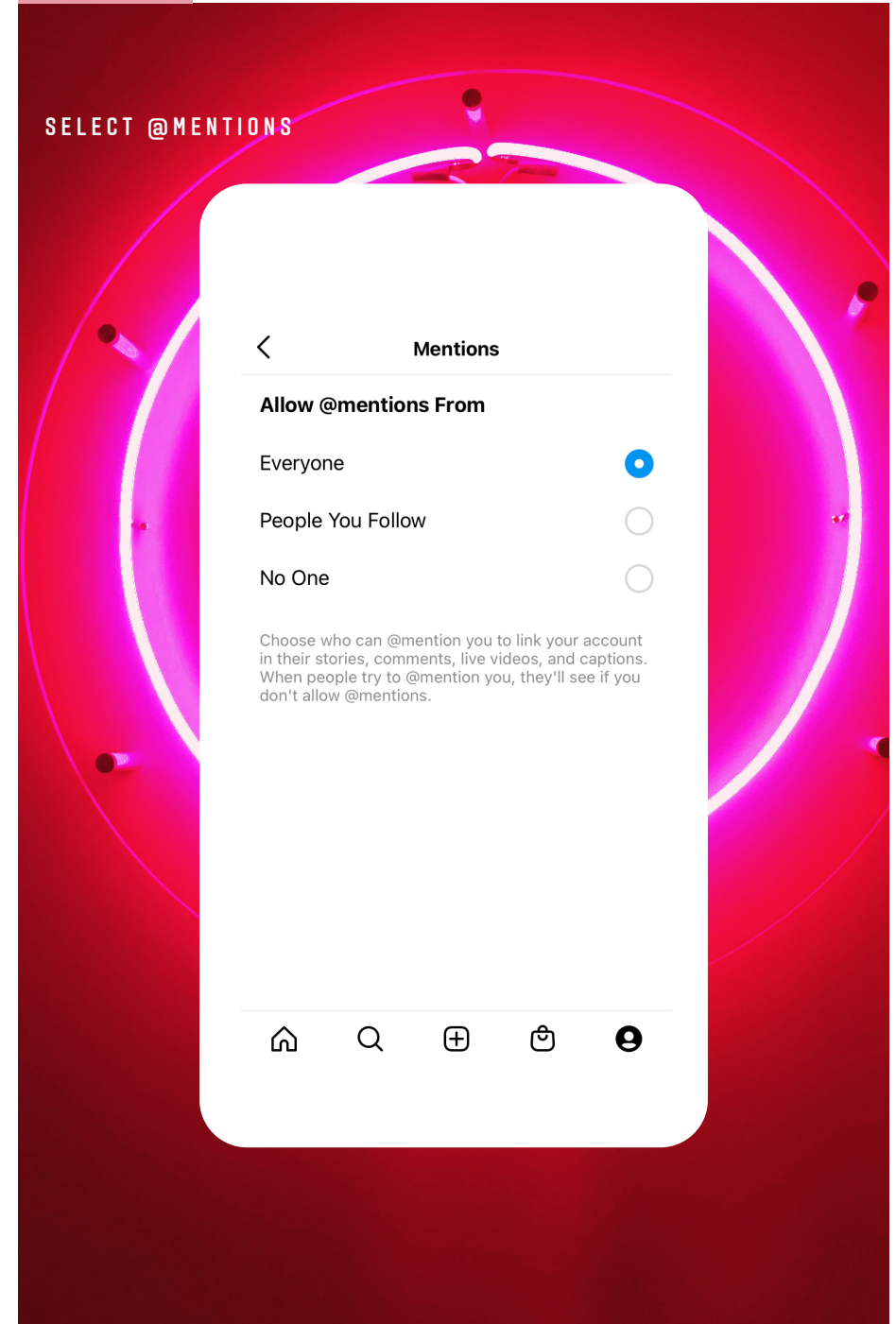
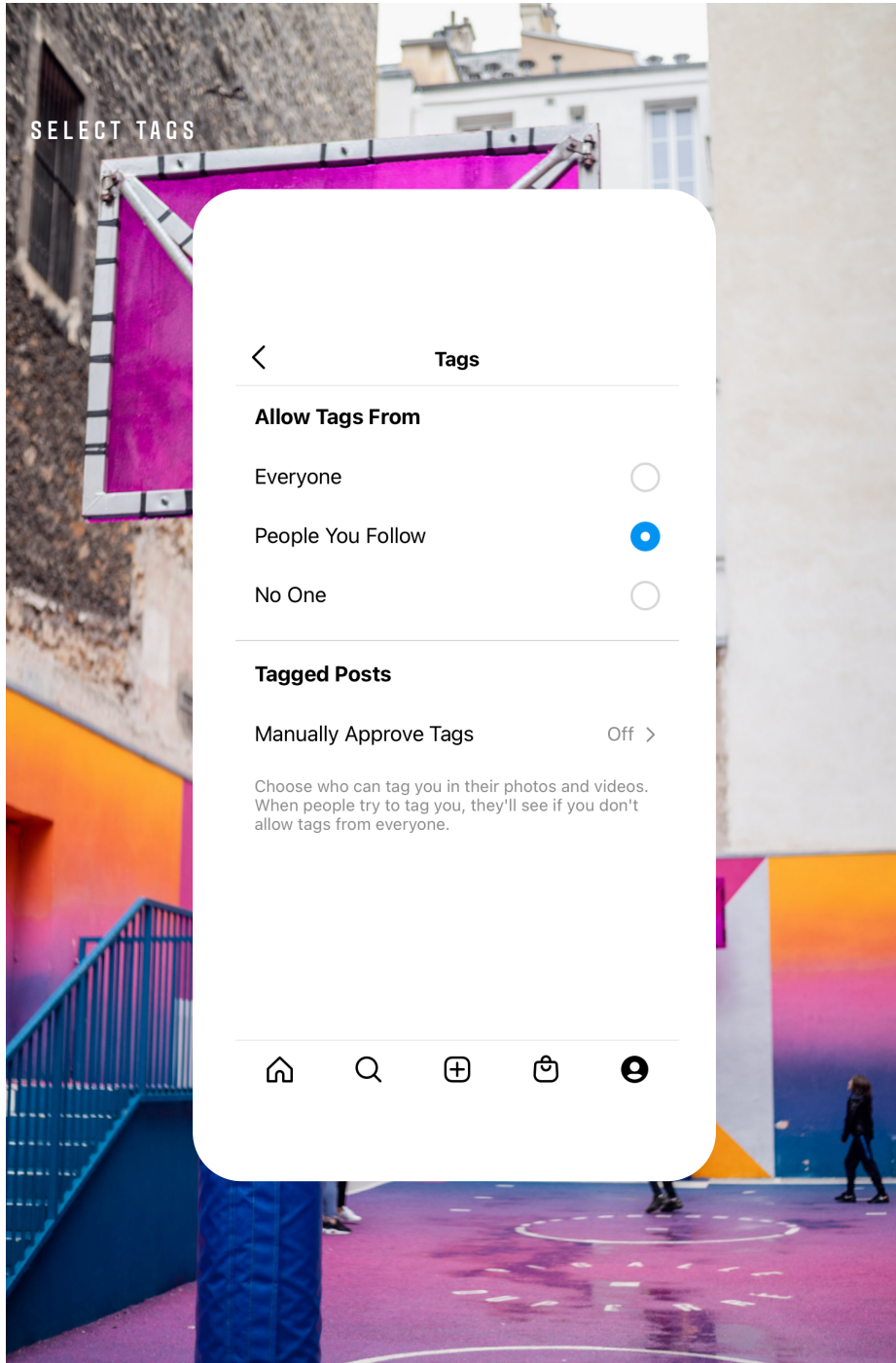




# Control tags and mentions

We've created new controls that allow people to manage who can tag or mention them on Instagram. Your child can choose whether they want everyone, only people they follow or no one to be able to tag or mention them in a comment, caption or Story.








# Mute an account

There may be accounts that your child isn't interested in interacting with but is hesitant to unfollow. Muting will keep posts or Stories from those accounts from showing up in your child's feed. The other person will not know they've been muted, and your child can unmute at any time.

SETTINGS -&gt; PRIVACY



Golap\_Hossain

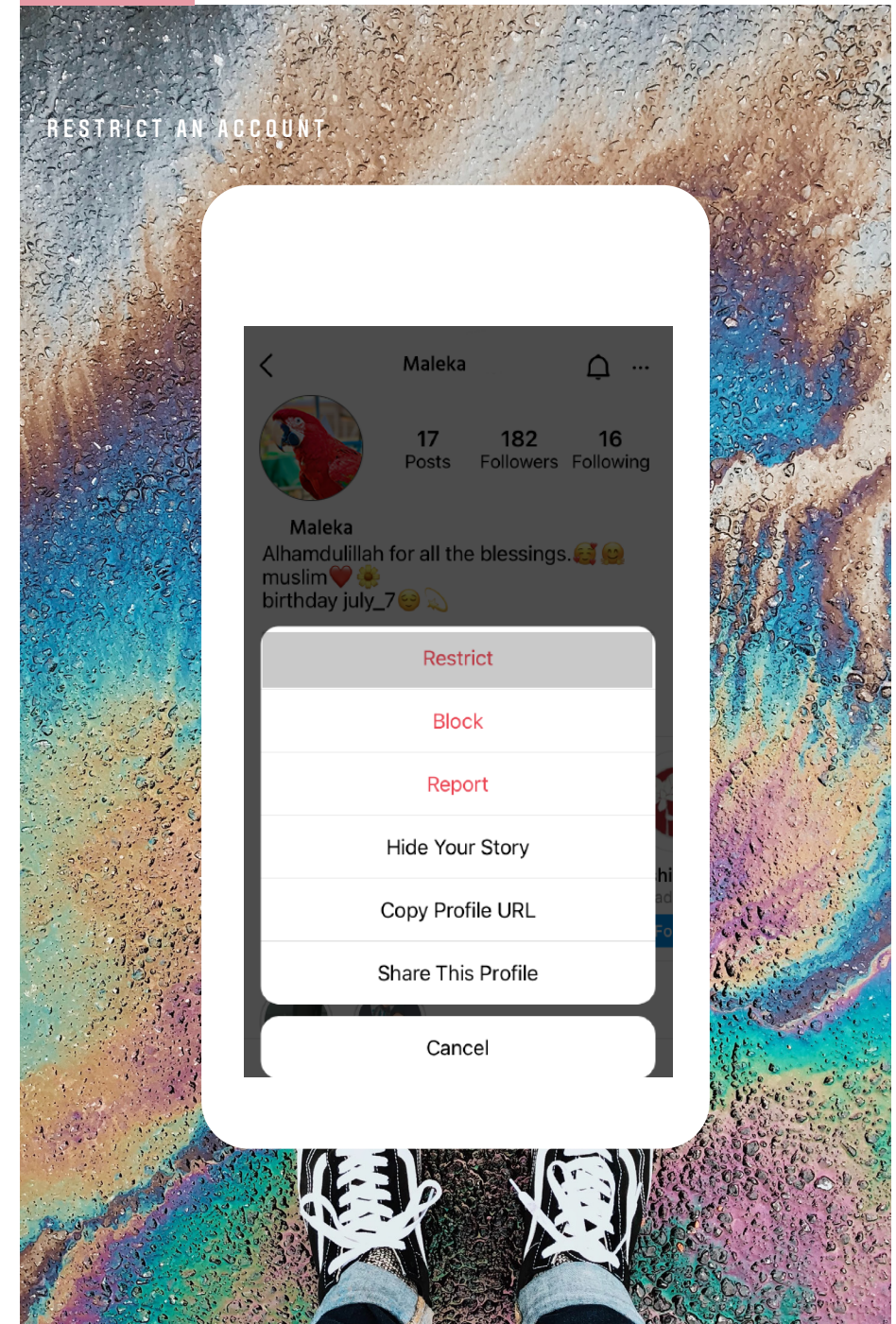
Add to Close Friends List Mute Restrict 

Unfollow



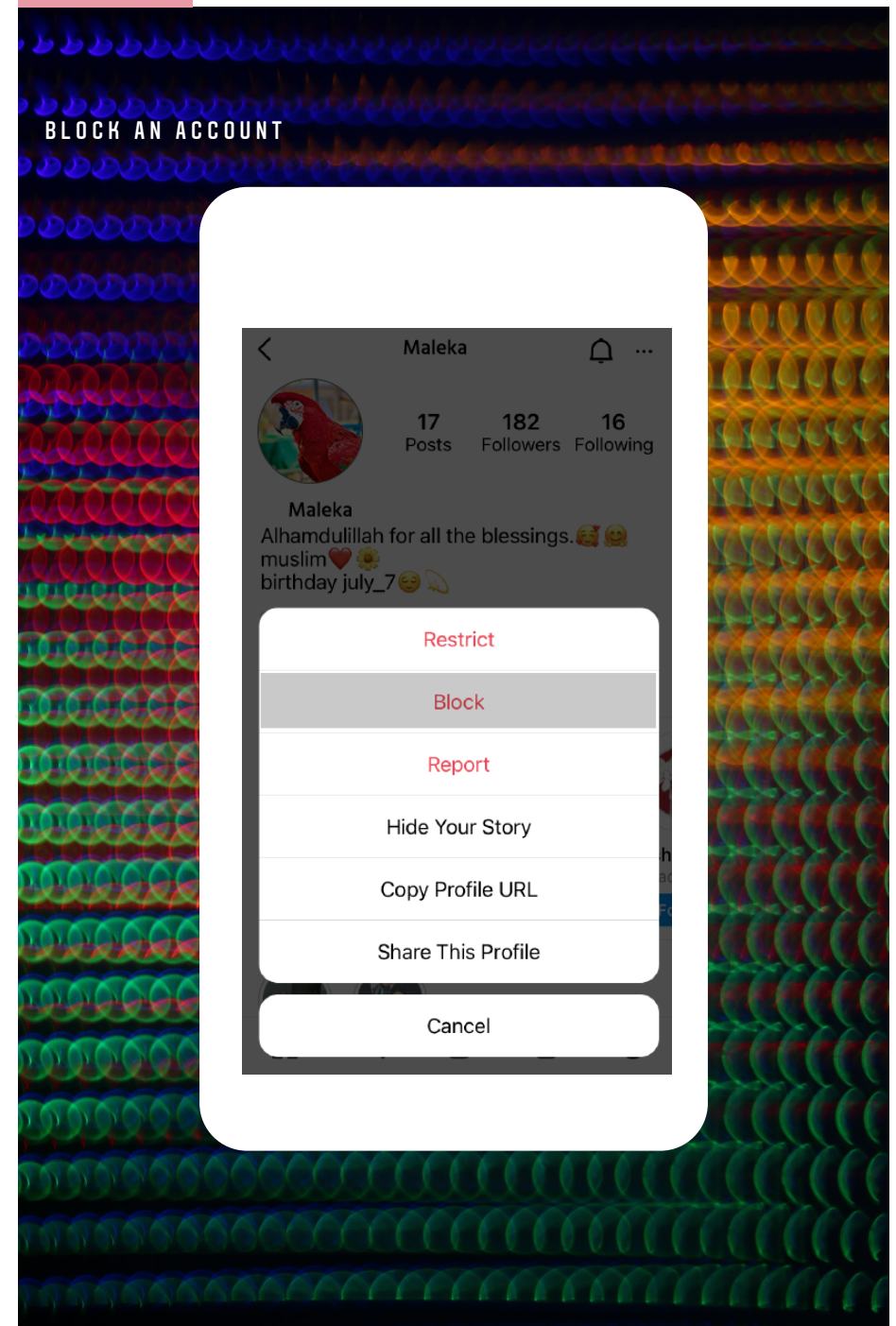
# Restrict

Sometimes young people aren't comfortable blocking or unfollowing someone because they feel it could lead to uncomfortable or escalated situations. To help, we developed Restrict mode, which allows your child to protect their account from unwanted interactions without making the bully aware. Once they Restrict someone, comments from that person will only be visible to that person. Restricted people aren't able to see when you're active on Instagram or when you've read their direct messages. Your child can remove restrictions at any time.



# Block unwanted interactions

Your child can block accounts they don't want to interact with. This will block people from seeing and commenting on their posts, Stories, Reels, and Live broadcasts. When your child blocks an account, that person is not notified. Your child can unblock an account at any time.







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# Manage Time

When it comes to spending time on Instagram, it's important to have open conversations with your teen and come to an agreement about what is an appropriate amount of time on the platform each day or each week.

Taking regular breaks can also be important, especially during stressful times. There are a number of tools to help you and your family understand and take control of the time your child is spending on the app. You can work together to decide what the right balance is for your family.



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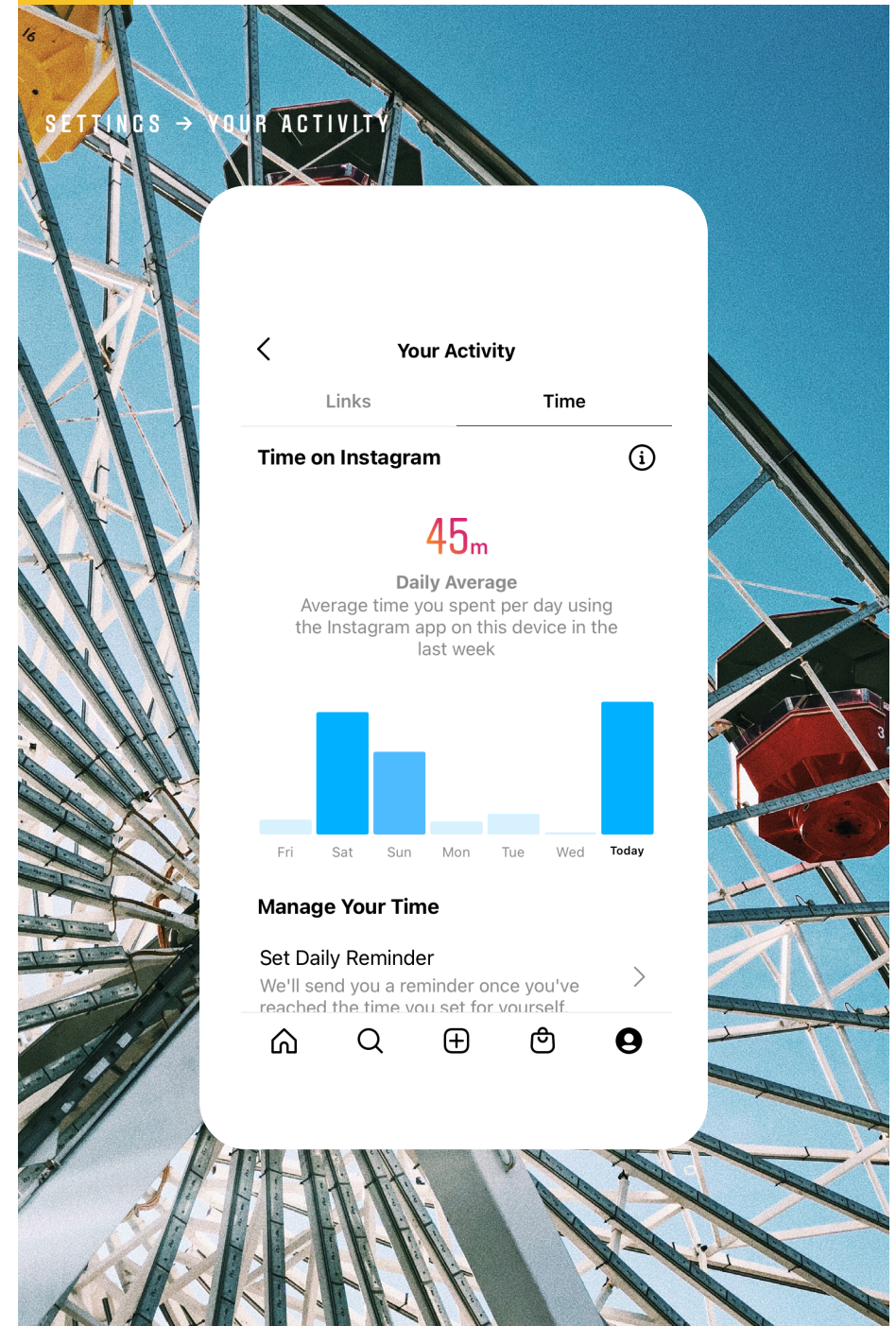
Instagram has features to allow people to see how much time they have spent and decide on the best balance for themselves. Encourage your child to use this feature and have a conversation with them on how much time they should spend online and on Instagram.





# View your activity

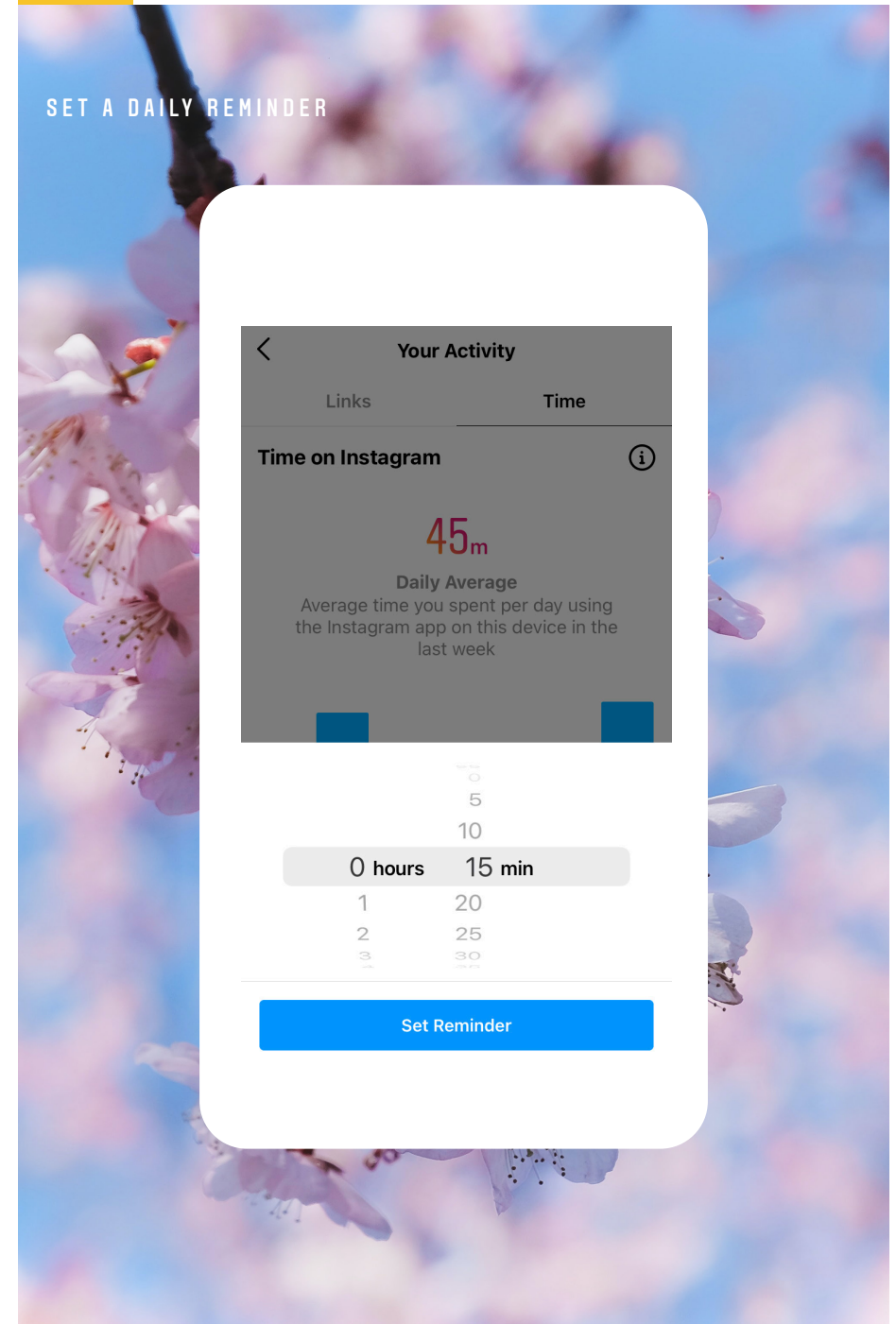
The Activity Dashboard shows your child how much time they've spent on Instagram for the past day and week, as well as their average time on the app. Your child can tap and hold the blue bars to see how much time they've spent on Instagram on a certain day.





## Set a daily reminder

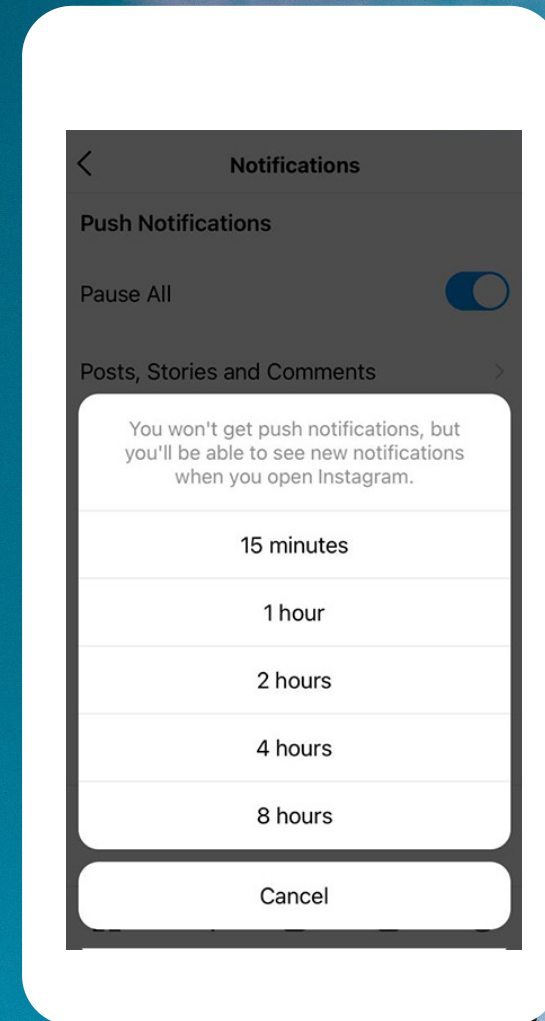
Your child can use the daily reminder to set a limit on how much time they want to spend on Instagram. Talk with your child about how they feel while using the app. Is there a point when they don't get as much out of it? Setting the daily reminder together can be a good way to talk to your child about how they are using Instagram throughout the day.



# Mute push notifications

Your child can use the “Mute Push Notifications” feature to silence Instagram notifications for a period of time. When the preset time is up, notifications will return to their normal settings without having to reset them.

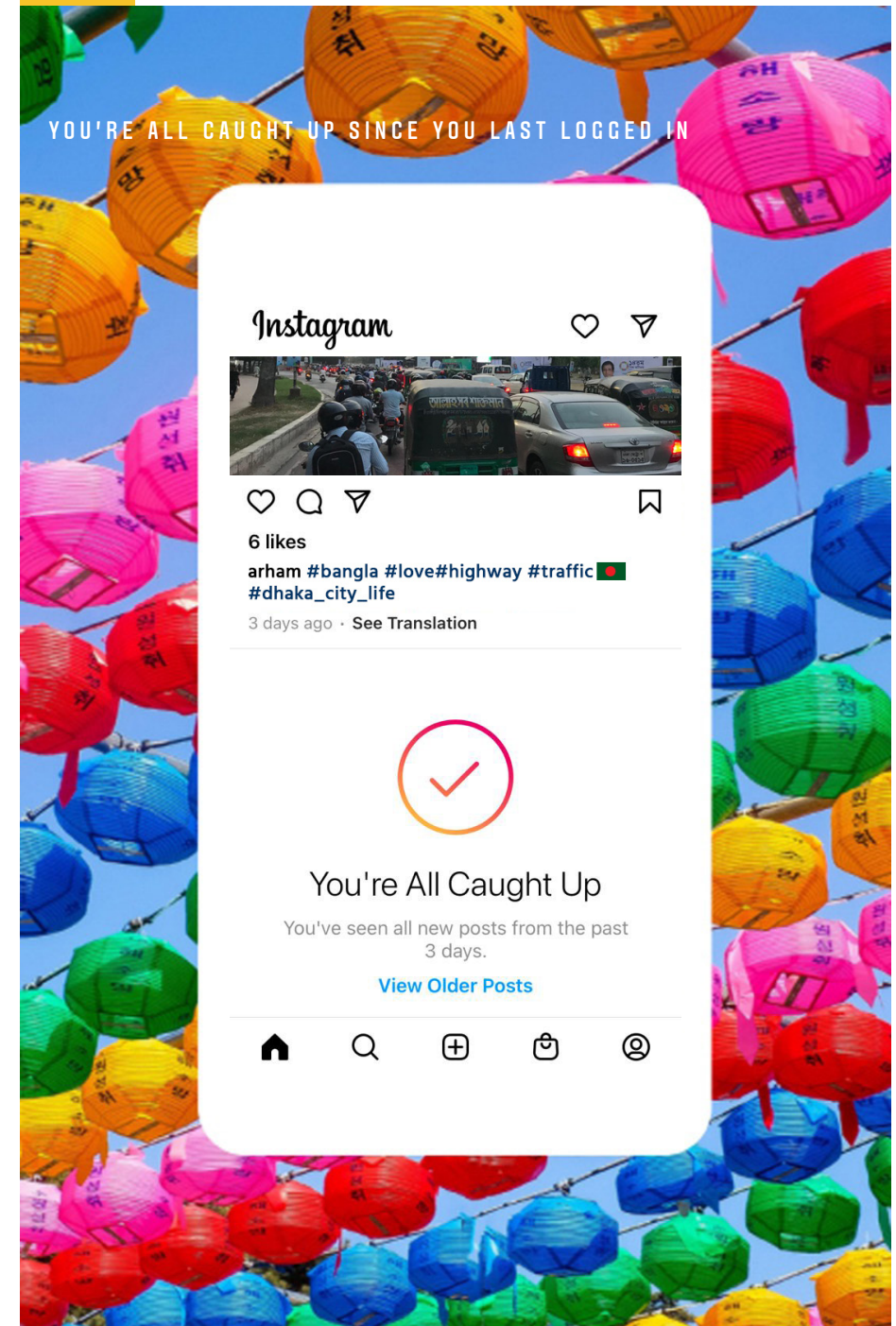
## MUTE PUSH NOTIFICATIONS



# You're all caught up

Young people can feel pressure to see and interact with all their friends' posts. When they scroll through every post on their feed from the past two days, they will see a message that says "You're All Caught Up".

This way, they'll know that they're up to date on everything their friends and communities are up to.





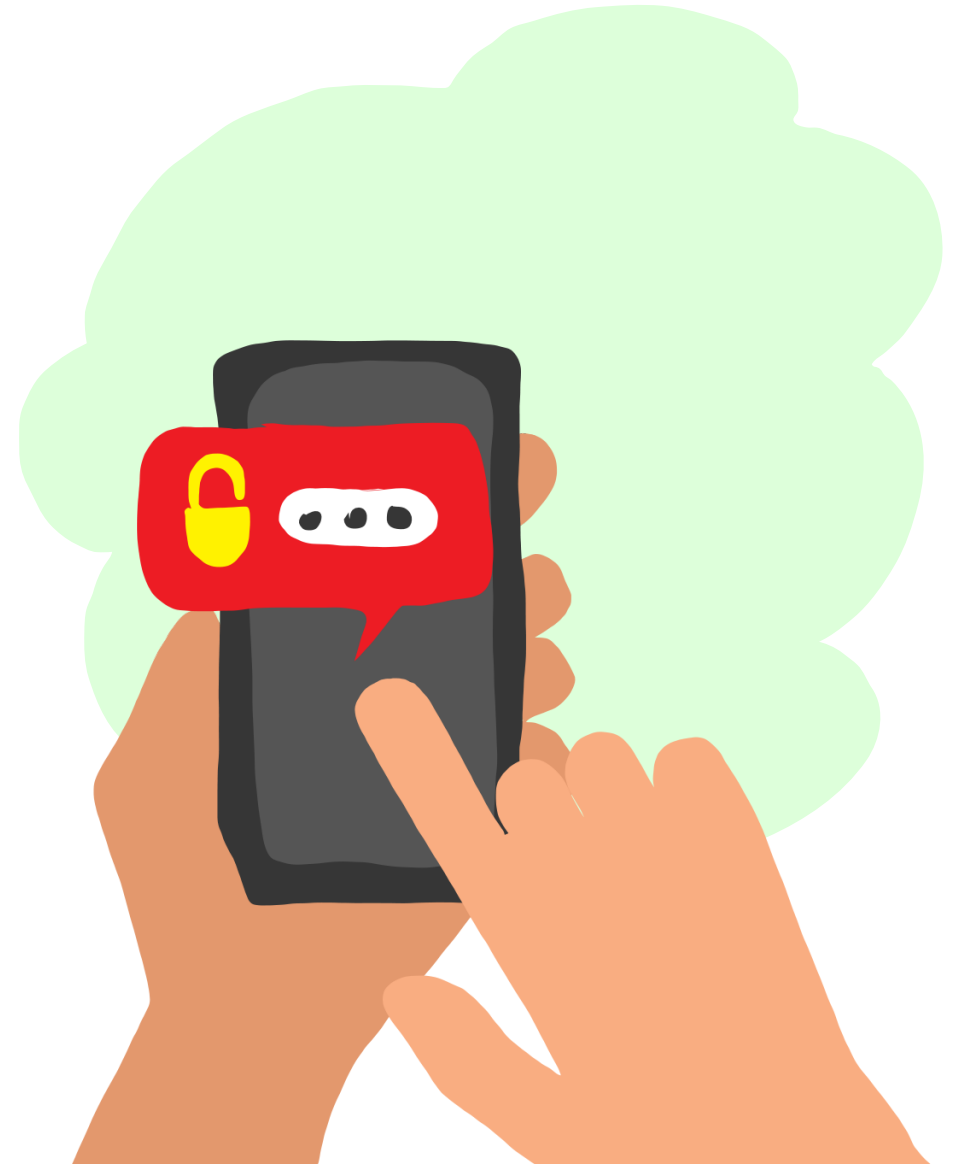


It's important to think about the security of your and your teen's Instagram account. We encourage you to create strong passwords that are not easy to guess, and recommend that you never share your password with anyone. We have created multiple features that help you manage your security and help ensure that your Instagram account stays safe and in your hands.



You can help your child with controlling their security online:

- Decide who can see your posts.
- Be mindful about physically meeting someone you met online.
- Never share your password with anyone and change your password after a certain time.



# Two factor authentication

Keep your child's account secure and your log-in private, especially across multiple devices. Two-Factor Authentication is an additional security layer that helps secure an account from unauthorized password usage, and can be enabled from within Settings. Logging into an Instagram account will then require a password as well as a secure code that is sent through an authenticator app or via text message.





# Two-factor authentication

Keep your account secure and your login private, especially across multiple devices

SETTINGS → SECURITY

< Two-Factor Authentication



Add Extra Security To  
Your Account

Two-factor authentication protects your account by requiring an additional code when you log in on a device we don't recognize.

[Learn More](#)

Get Started

## Emails from Instagram

Verify your child's account security and ensure that you or your child does not miss important legitimate emails from Instagram regarding your child's account. Also note that Instagram will never contact your child through DMs or any other channel, other than the ones approved on their app settings.








# Emails from Instagram

Verify your account activity and don't miss important legitimate emails from Instagram regarding your account.

SETTINGS → SECURITY → EMAILS FROM INSTAGRAM

< Security

### Login Security

-  Password >
-  Login Activity >
-  Saved Login Info >
-  Two-Factor Authentication >
-  Emails From Instagram >

### Data and History

-  Access Data >
-  Download Data >
-  Apps and Websites >
-  Clear Search History >

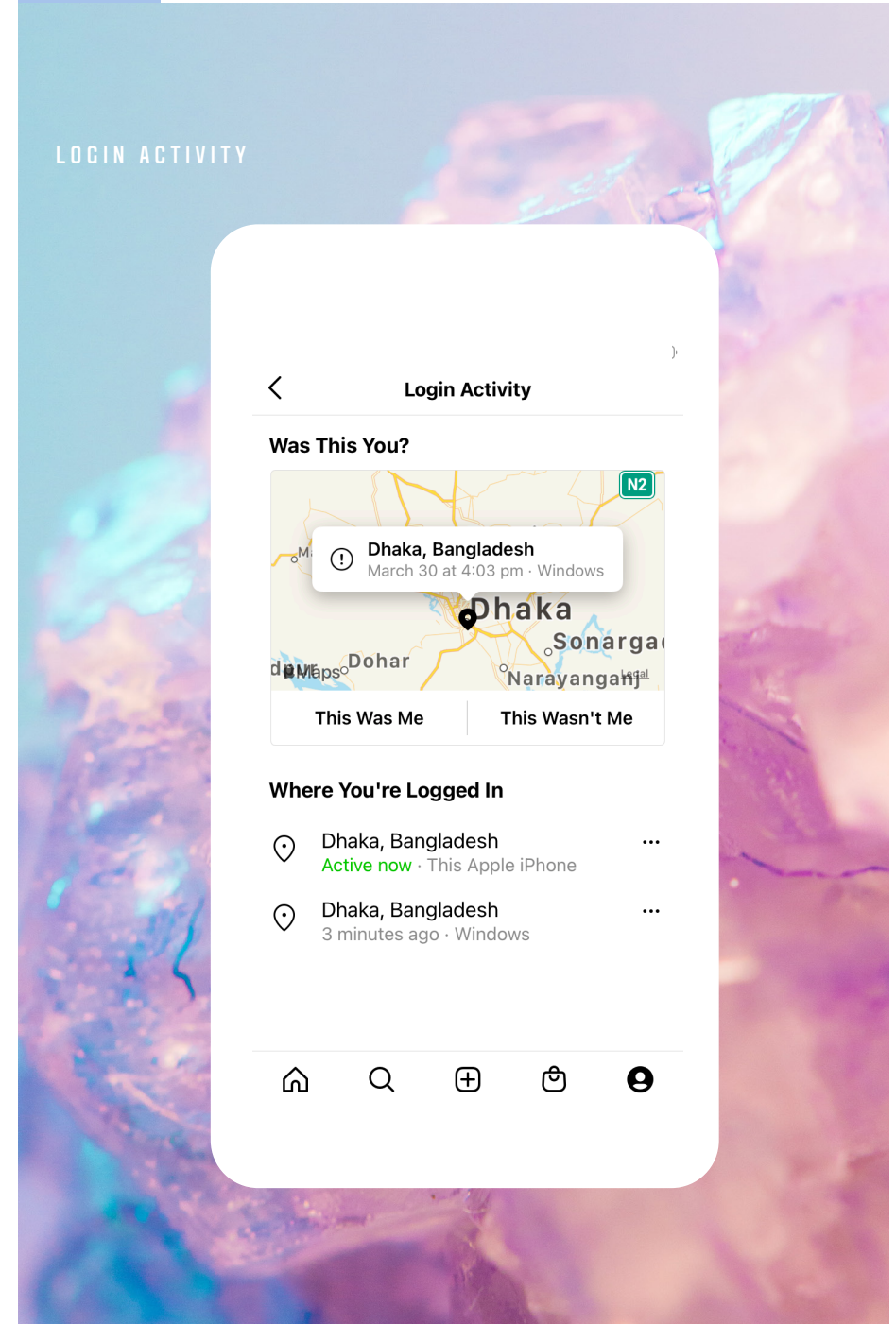
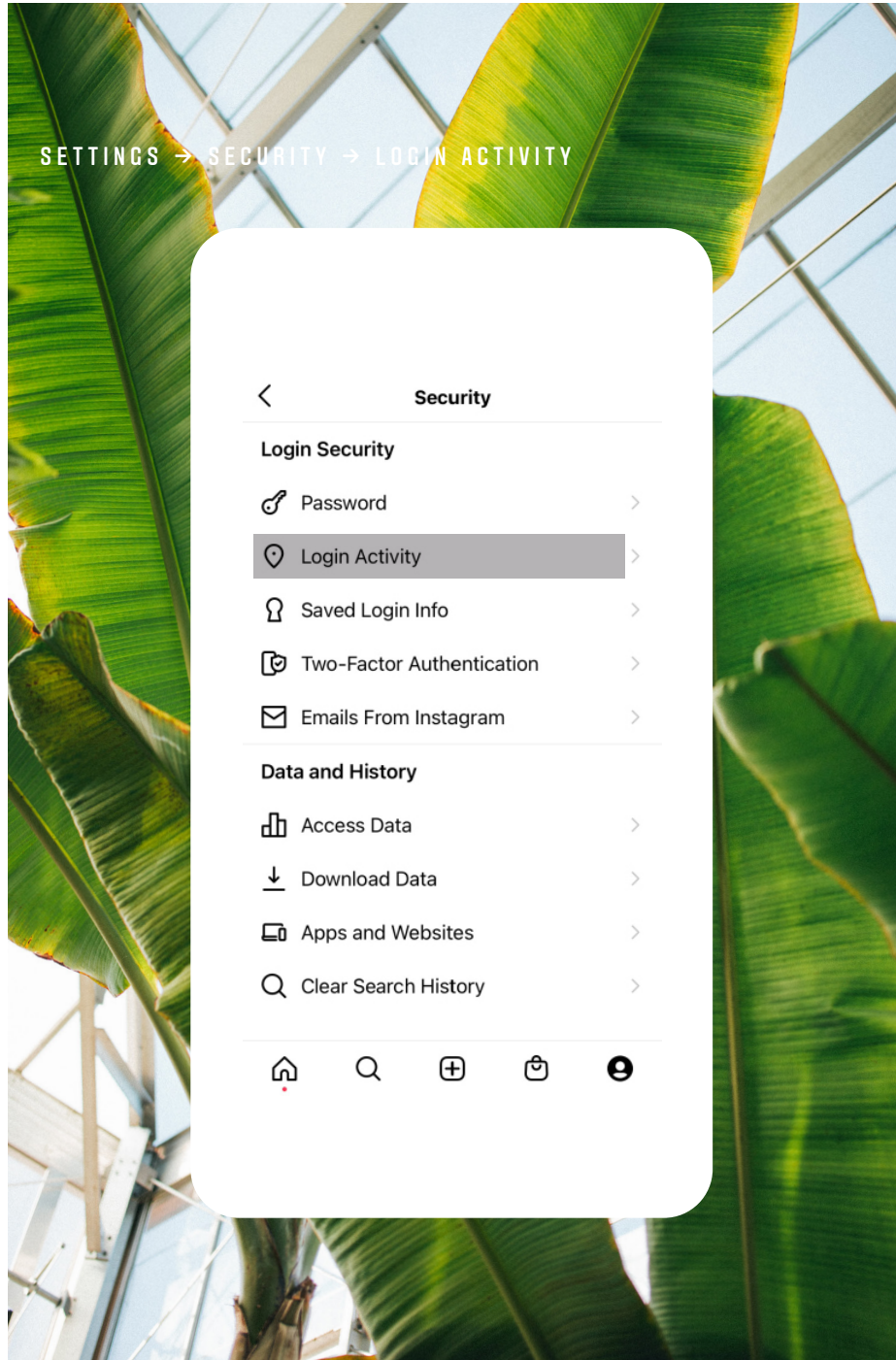




## ➔ Login activity

You can only be logged into a single Instagram account at a time, but your device can store login information for multiple Instagram accounts. You can add or remove login information from your Instagram app settings.

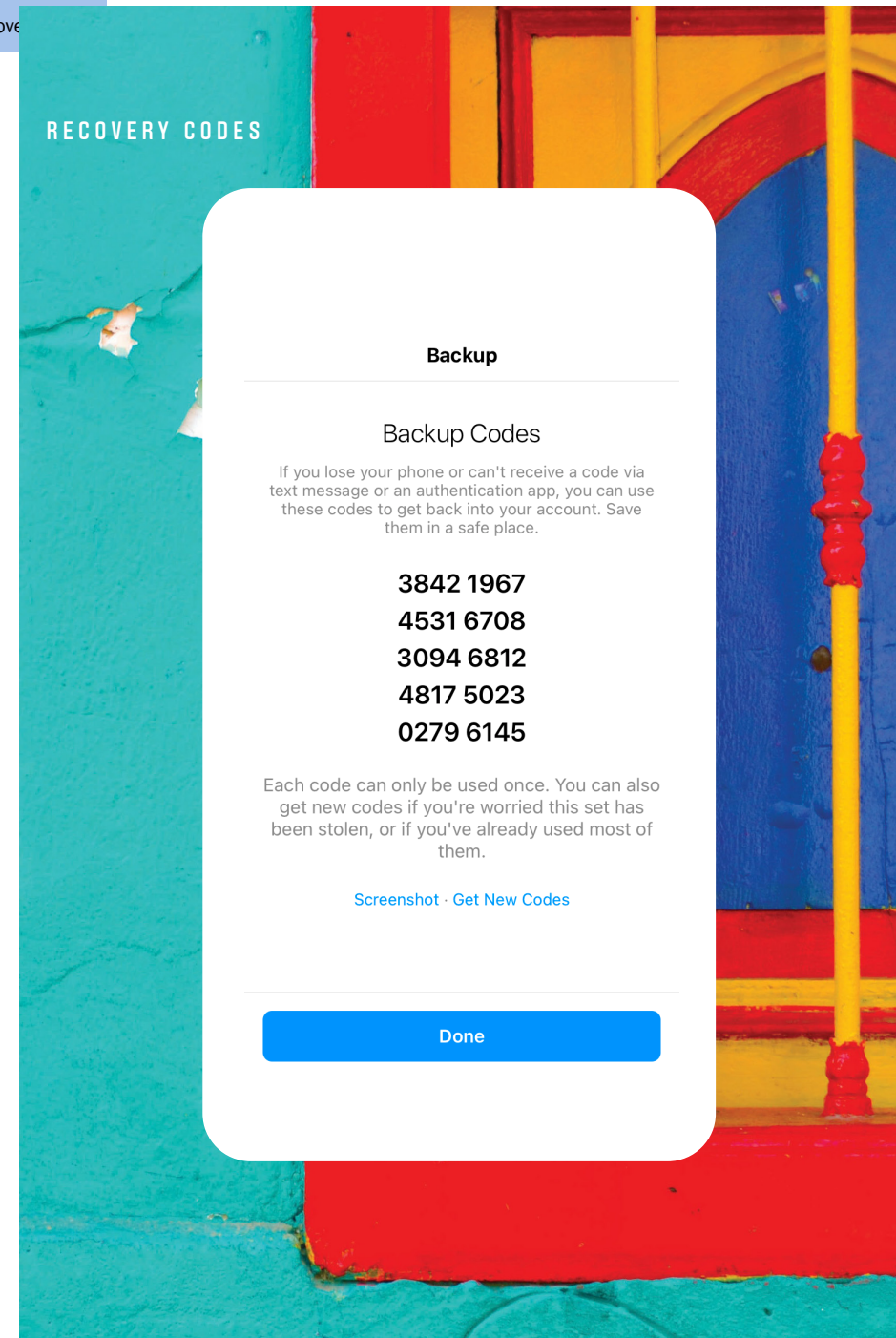




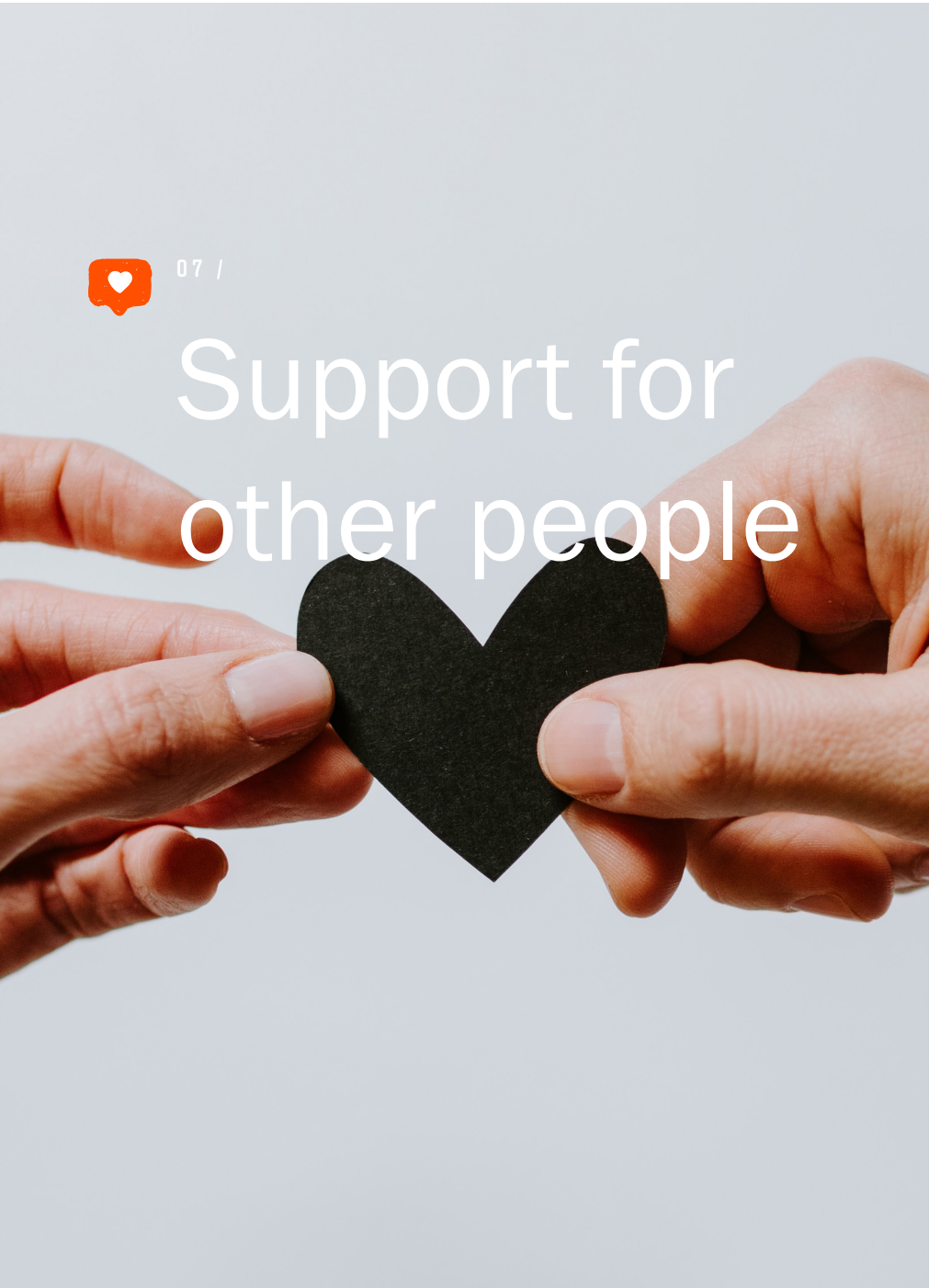
# Recovery Code

You can only be logged into a single Instagram account at a time, but your device can store login information for multiple Instagram accounts. You can add or remove login information from your Instagram app settings.

Recover







It is important for young people to know how to act if they are concerned for someone else's emotional well-being on Instagram. You may have already had discussions about mental health with your child. If not, try broaching the topic of skills for helping others with kindness and without judgement. Instagram provides a number of tools for reporting concerning behaviour, which are explained on the following pages.

# 👋 Support for Other People



**01 IN AN EMERGENCY, CONTACT AUTHORITIES.**

If someone is in immediate physical danger, please contact 999 or local law emergency services for help.

**02 KNOW THE SIGNS TO WATCH FOR IN OTHERS**

Seize the Awkward, a campaign by JED, the American Foundation of Suicide Prevention (AFSP), and the Ad Council, suggests looking out for things like this:

- They're not acting like themselves
- They are taking more risks than usual
- They talk about feeling hopeless
- They're taking drugs or drinking
- They are harming themselves
- They don't feel like hanging out as much
- Their mind seems to be somewhere else
- They are so anxious they can't relax

If someone is exhibiting any of the above behaviours, we suggest reaching out, as well as using the Instagram reporting tool.

**03 REACHING OUT**

Helping someone can be as simple as sending a quick DM or text. Just letting them know that they aren't alone and that you care about them is a kind thing to do. Try a casual check-in like, "I've noticed you posting a lot of sad memes lately. Are you OK?"

Asking questions like, "Have you talked to anyone else about this?" can be a way to see if they have support in the other parts of their life. #SeizeTheAwkward has some good guidelines for this at [SeizeTheAwkward.org](https://SeizeTheAwkward.org), or share resources like the Crisis Text line with them with the link [CrisisTextLine.org](https://CrisisTextLine.org).

**04 REPORTING**

We encourage young people who are worried that someone may be thinking about hurting themselves to let us know so we can help connect them to information and resources. There are teams all over the world working 24 hours a day, seven days a week to review these reports. The poster will not know who made the report, but they will get help the next time they open the app.





Several organizations of Bangladesh provide supports on this issue. Three such organizations are given below:

1. National Institute of Mental Health

Email: [nimhr@hospi.dghs.gov.bd](mailto:nimhr@hospi.dghs.gov.bd)

Phone: +880258153975

[www.nimh.gov.bd](http://www.nimh.gov.bd)

2. Kaan Pete Roi

Email: [info@shuni.org](mailto:info@shuni.org)

Phone: +8801779554391

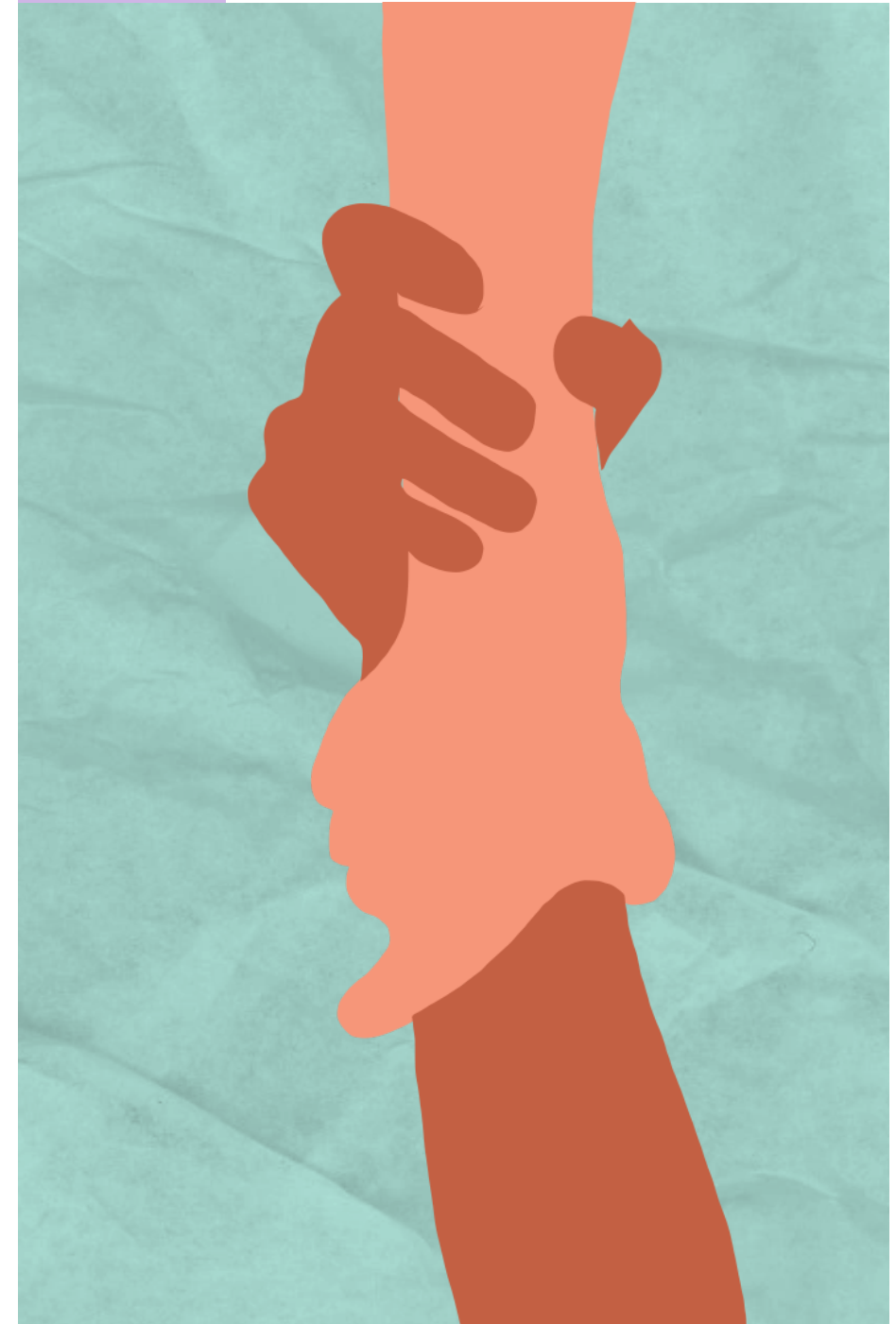
[www.shuni.org](http://www.shuni.org)

3. Moner Bondhu

Email: [monerbondhu16@gmail.com](mailto:monerbondhu16@gmail.com)

Phone: +880177663244

[www.monerbondhu.org](http://www.monerbondhu.org)





Compiled by our teen [Counter Speech Fellows](#), here is a list of tips and conversation starters parents can use to talk to their teens:

Tips:

1. Keep your tone casual and conversational instead of interrogative. Try and weave a discussion around social media into everyday conversations instead of tackling it as a serious issue.
2. Take some time to familiarize yourself with the app, search for content your child is interested in and keep an eye out for some of the latest hashtag trends and challenges.
3. Approach the conversation with an open mind and try to acknowledge the productive things your child does online – like learning new skills or engaging in discussions around issues that they care about.
4. Encourage empathy and respect when dealing with negative issues, but negotiate with your child where to draw the line and create boundaries for themselves.
5. Explain some of your concerns or the risks of being online, along with the many opportunities of being online.
6. Lead by example when talking about screen time.
7. Don't underestimate your child's knowledge of the platform.

## Conversation starters:

1. I saw your latest story and I thought it was...
2. I saw XYZ's post and I thought it was hilarious! Have you seen it?
3. What do you like most about Instagram?
4. Can you teach more how to use Instagram? I'm curious about the app but don't really know how it works.
5. Are people nice to each other online? How do you and your friends deal with mean comments?
6. How much time do you think is a good time to spend on Instagram? Do you feel like you could use a break now and then?
7. Can you share some of the fun stuff you see on Instagram with me? I'd love to learn more!
8. Do you talk to anyone on Instagram? Anyone I know? Or don't know?
9. What do you like posting about?
10. Do the people you follow inspire you or make you feel like you're missing out?







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# Glossary

## **BLOCK**

Block is a tool your child can use if someone is bothering them on Instagram. When your child blocks someone, the other person isn't notified, but they'll no longer be able to interact with your child in any way.

## **COMMENT**

A comment is a reaction to the content someone posts on Instagram. Comments appear below posts on your child's feed, and can use words or emojis.

## **COMMUNITY GUIDELINES**

We want to foster a positive, diverse community. Everyone who uses Instagram must adhere to our Community Guidelines which are designed to create a safe and open environment for everyone. This includes things like no nudity or hate speech. Not following these guidelines may result in deleted content, disabled accounts or other restrictions.

## **DIRECT OR DM**

Instagram Direct is where young people can message each other individually or in groups. They can also share photos and videos with just the people they're messaging.

**EXPLORE**

Explore is where young people will see photos and videos from accounts and hashtags they might be interested in. Explore is different for everyone - the content changes depending on accounts and hashtags your child follows.

**FEED**

Feed is where young people can see posts from the accounts they follow. Young people generally see feed posts as being more celebratory or special. Feed posts can be photos or videos.

**IGTV**

IGTV is a place to share video content up to one hour in length. Your child can find videos from their favourite creators, and make their own longer content.

**LIVE AND VIDEO CHAT**

Your child can go live to share with their followers in real time. When live, they can invite friends to join them, co-host a live session, or leave comments and send hearts. They can also video chat in Direct with up to four people.

**POST**

A post refers to the media your child is putting on their Feed or on Stories. This can be photos or videos.

**PROFILE**

Your child's Instagram profile is where their friends and followers will find their posts, and can access their stories. It also includes a short bio. If your child's profile is private, only their main profile picture and bio is visible.

**REELS**

Reels allows people to record and edit short videos up to 30 seconds in the Instagram Camera. You can add effects and music to your reel or use your own original audio.

**REPORT**

Reporting is a way your child can let Instagram know that something they have seen is inappropriate. Your child can report anything on Instagram that they believe violates our community guidelines.

**RESTRICT**

Restrict is a tool that allows your child to protect their account from unwanted interactions without making the restricted person aware. Once they restrict someone, comments from that person will only be visible to that person. Restricted people aren't able to see when your child is active on Instagram or when your child has read their direct messages.

**STORIES**

Stories disappear from the app after 24 hours, unless your child has enabled archiving, which makes their expired stories available only to them. Your child can subsequently share these in their Stories Highlights. Anyone who can view your child's stories can screenshot them. Stories available only to them. Your child can subsequently share these in their Stories Highlights. Anyone who can view your child's stories can screenshot them.





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# Resources

For more tools and resources to help you navigate healthy social media habits with your child, visit

- [Parents.Instagram.com](https://Parents.Instagram.com)
- [about.Instagram.com/community/parents](https://about.Instagram.com/community/parents)
- [about.Instagram.com/community/safety](https://about.Instagram.com/community/safety)
- [help.Instagram.com](https://help.Instagram.com)

Kishor Alo:

[www.kishoralo.com](https://www.kishoralo.com)