

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

• 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 online bullying and launched our new Restrict feature.

• December 2019

Started asking people for their birthday when they sign up for Instagram to apply age-appropriate experiences.

• December 2019

Introduced 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.

• May 2020

Announced our new 'Guides' feature in partnership with experts like the American Foundation for Suicide Prevention and the Child Mind Institute.

• October 2020

Expanded our comment warning feature to include an additional, stricter warning when people repeatedly try to post potentially offensive comments.

• February 2021

Launched expert-backed eating disorder resources and a dedicated reporting option for related content.

• March 2021

Released our updated Parents Guide, created in collaboration with ConnectSafely and The Child Mind Institute.

• March 2021

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

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- **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**

Released the ability to hide public like counts so people can decide what works best for them as they use Instagram.

- **July 2021**

Made 'private' the default account setting for teens when they first sign up for Instagram.

- **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 filter out abusive DMs and comments from others they might now know.

- **December 2021**

Committed to raising the standard for protecting teens and supporting parents online with new teen defaults, time management tools and parental supervision features.

- **March 2022**

Rolled out Family Center and Parental Supervision Tools on Instagram to help parents and guardians manage their teens' experience across Meta.

- **June 2022**

Shared updates to Supervision Tools announced for Quest headsets in VR, and launched new nudges to prevent passive scrolling on content that might not feel meaningful.

- **June 2022**

Introduced new ways to verify peoples' age on Instagram, including privacy-preserving selfie videos.

- **August 2022**

Began turning on the 'Less' setting in Sensitive Content Control for new teens on Instagram to make it more difficult for them to come across potentially sensitive content in places like Search, Explore, and Reels.

- **October 2022**

Updated anti-bullying features and a dedicated reporting option for related content.

- **November 2022**

Introduced new ways we're limiting unwanted interactions between teens and adults, and new defaults to more private settings for teens on Facebook.