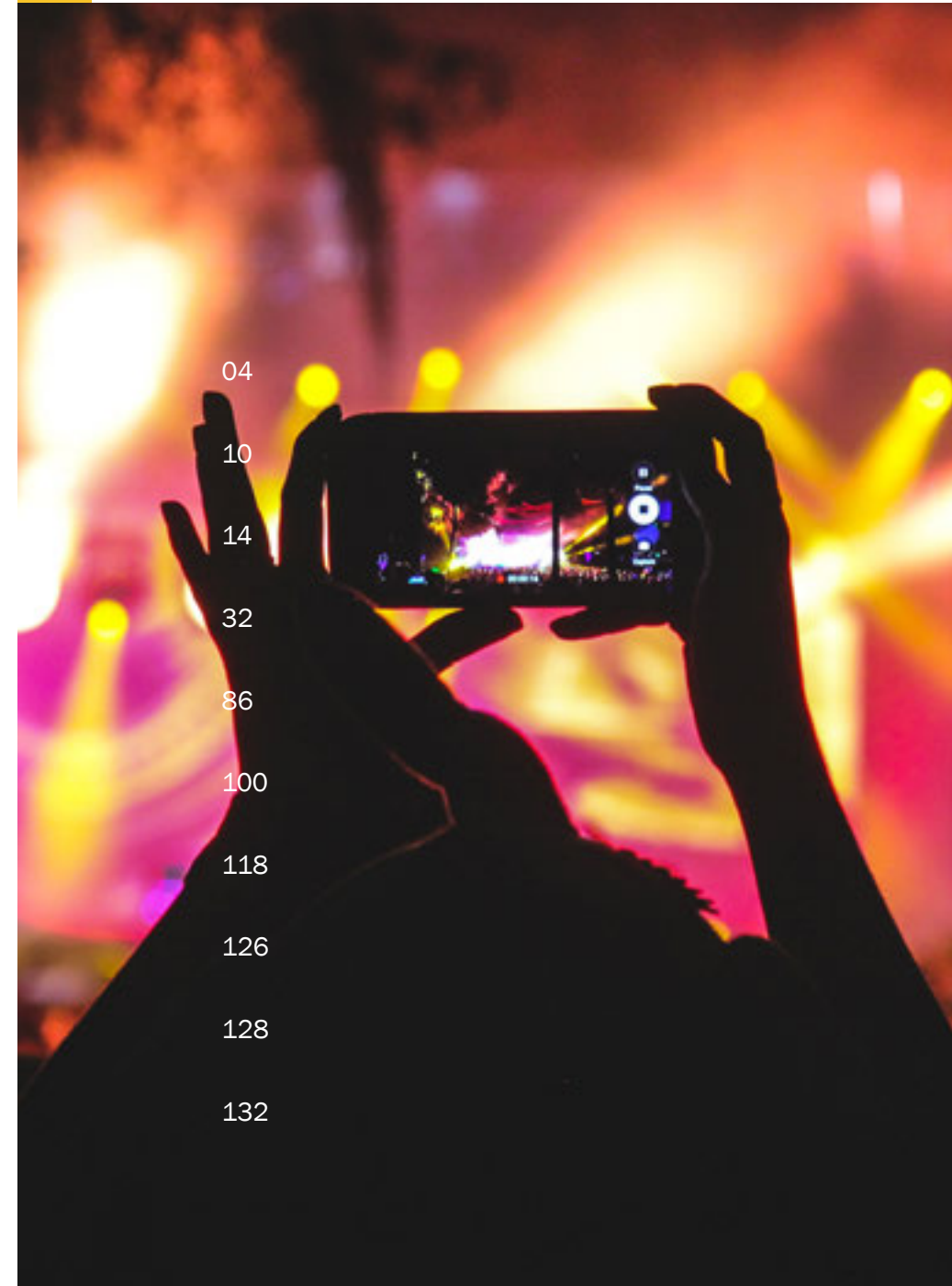




# A Parent's Guide to Instagram

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# Introductory note

## An Introduction To Supporting Your Teen On Instagram

We are the new generation of parents raising our children in the age of social media marvels and the task is pretty daunting.

Social media has become an integral part of our children's life. It is an extension of their face-to-face interaction. Teenagers use social media to make and maintain friendships, share interests and develop relationships with family and friends. It is an outlet for them to gather information and have fun.

In this digital age, no parent can go without considering their children's screen time and online safety. We understand that it can feel overwhelming to keep up with what our children are accessing and how much time they are spending online.

The good news is, there are things you and your child can do to stay safe and enjoy participating in the online world. MIASA is happy to partner with Instagram on this initiative and hope this Parents Guide will help you to understand Instagram and provide practical tips and tools on how to start a conversation with your teens about managing their privacy, comments and time online.

“Only through seeking and implementing knowledge will change begin.”

- The MIASA Malaysia team



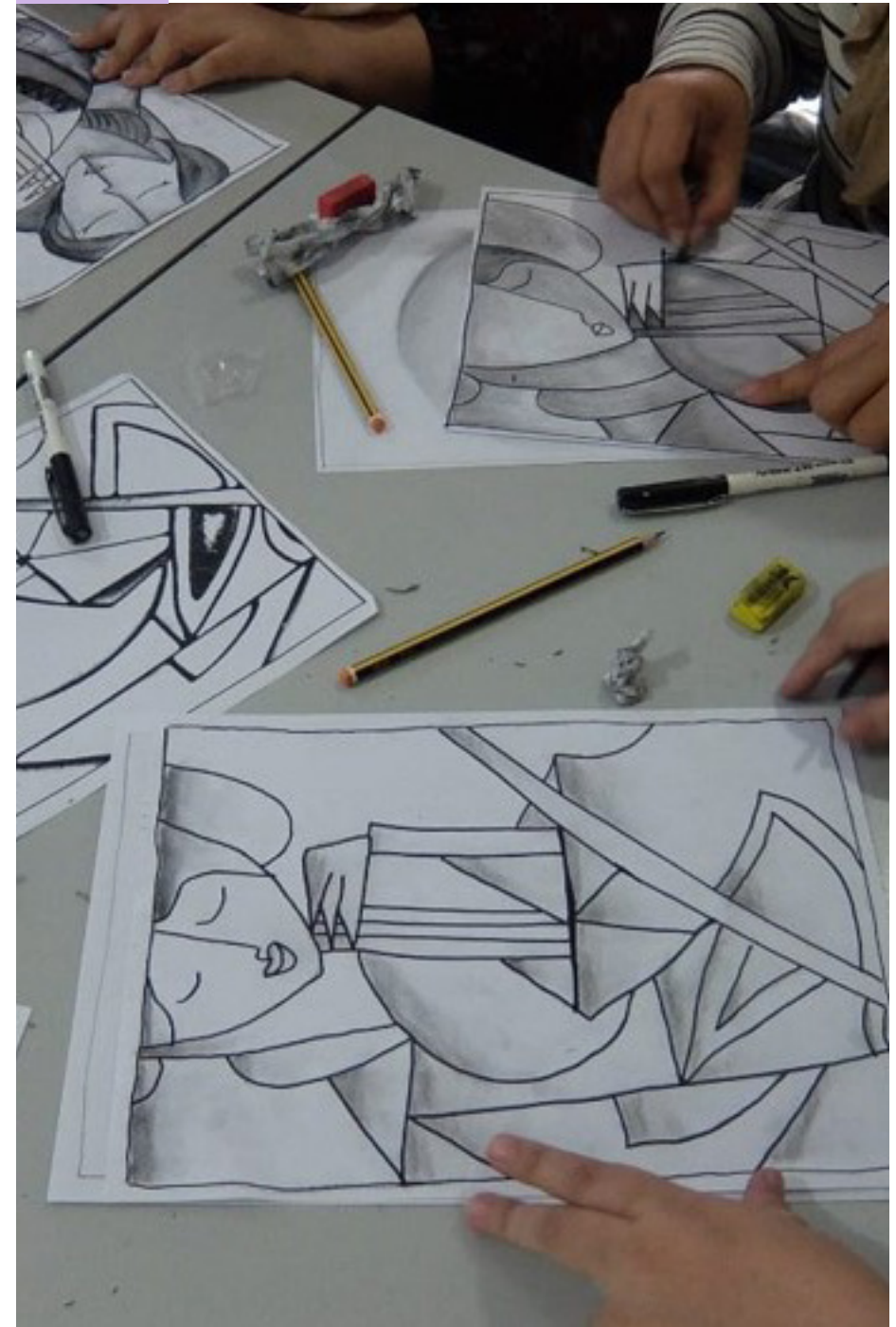
## About MIASA

Mental Illness Awareness & Support Association (MIASA), or Persatuan Kesedaran Dan Sokongan Penyakit Mental – is a Mental Health Advocacy and Peer Support NGO based in Selangor, founded in September 2017.

The objective of MIASA is to promote awareness on the importance of mental health, to address and clarify misconceptions on mental health issues and conditions while simultaneously providing support for peers and caregivers through various programmes and support initiatives.

Being peer-initiated, MIASA has a strong foundation and purpose. It offers a holistic solution, from the medical perspective, and with spirituality being a key component, highlighting the critical importance of the recovery model focusing on empowerment, autonomy and right-based approach.

For more information, head on to MIASA's website: [miasa.org.my](http://miasa.org.my)





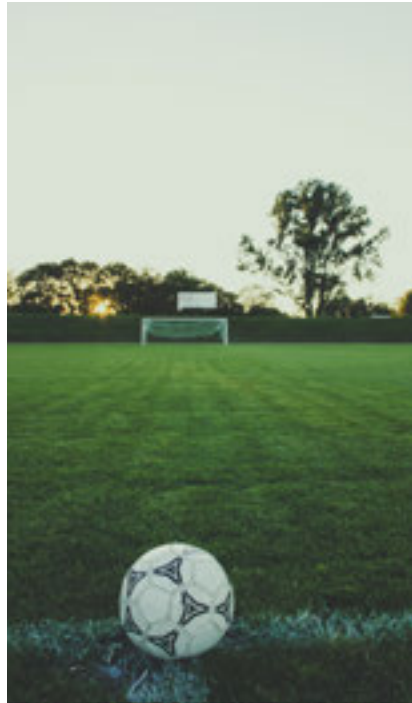
02 /

# What is Instagram



Instagram is a photo, video, and message sharing app with a community of people that use it to connect to each other through their passions and interests. Instagram is especially popular among young people who use it to capture special moments, connect to one another, and carry conversations in a fun way - using photos, videos, filters, comments, captions, emoji, 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. For people 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**



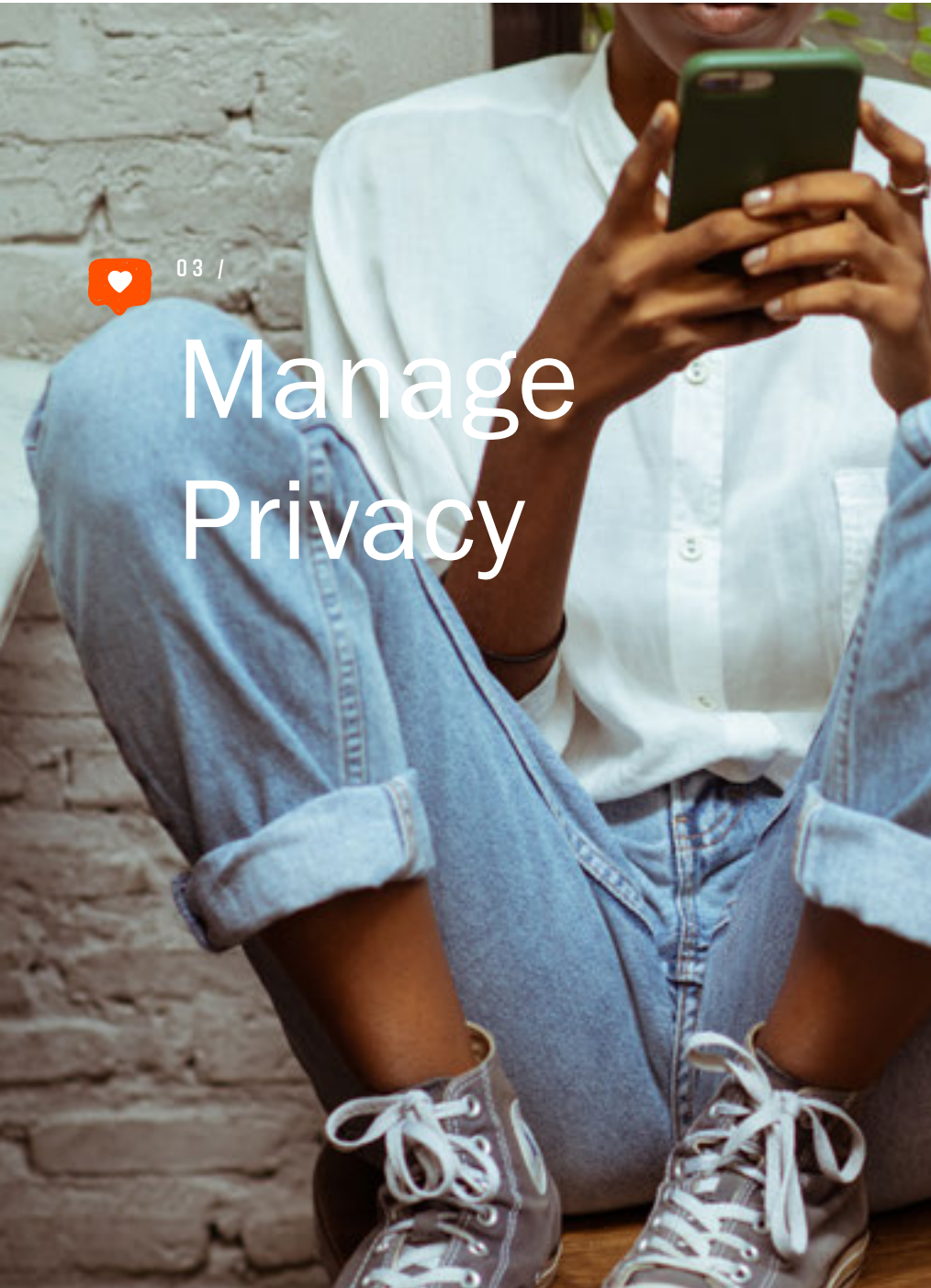
**BRING  
PEOPLE  
CLOSER**



**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.



“Imagine a stranger looking through your photos without your permission. Read that again.

One should use social media responsibly and reap benefits from it. Having presence on social media isn't about gaining likes nor popularity, rather it is to stay connected with loved ones.”



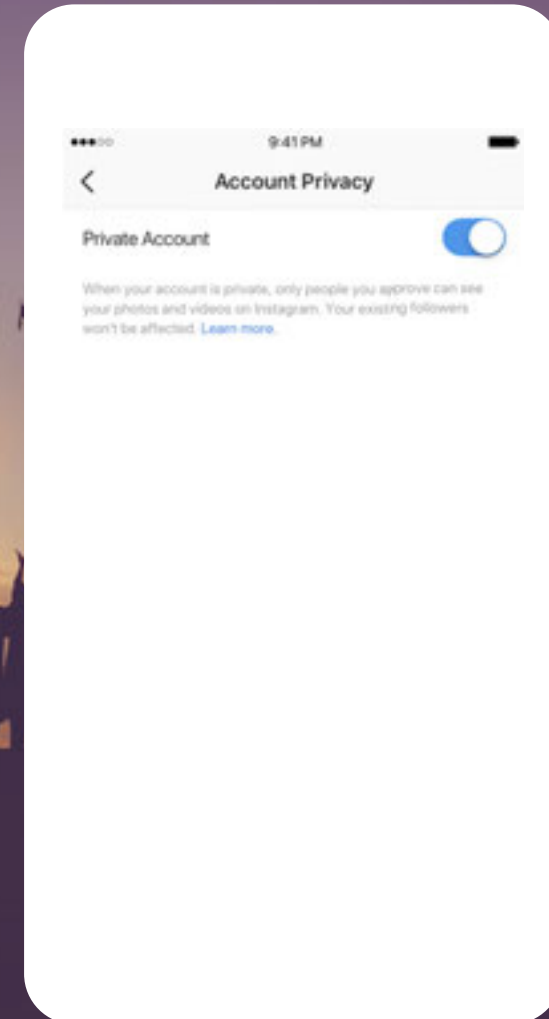
# Account Privacy



## 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.

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.

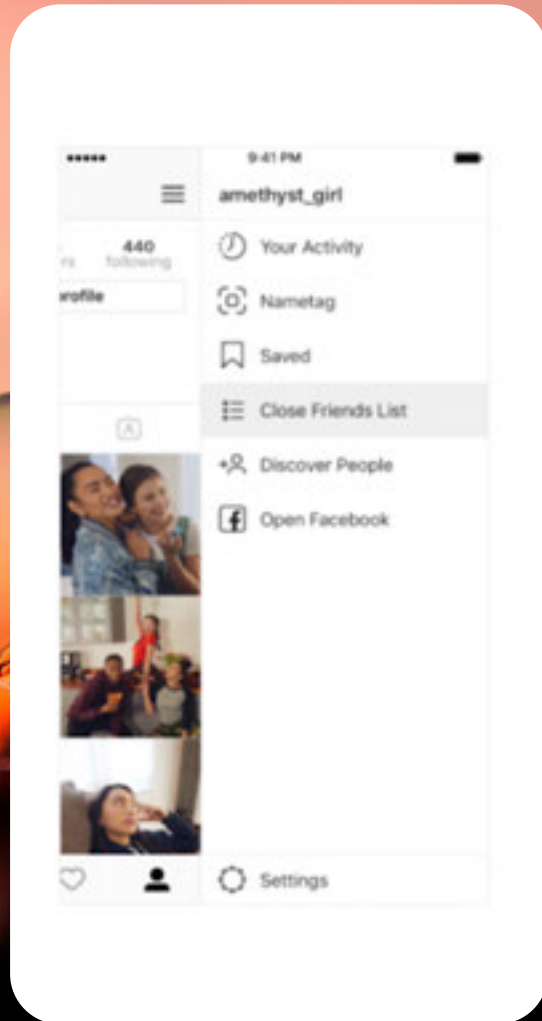


## ➔ Share stories with close friends

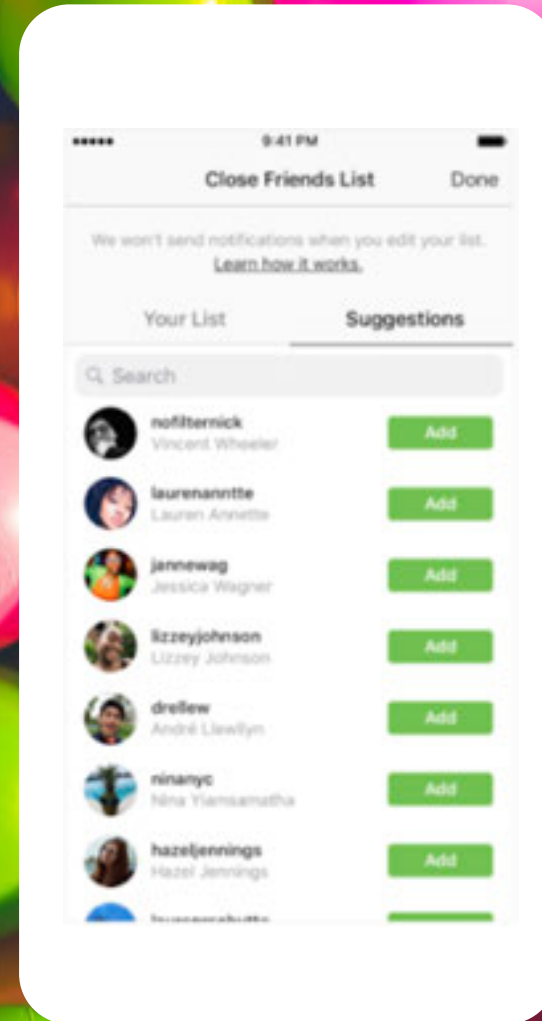
Your child can create a Close Friends list and share their story with only the people on that list. They can add and remove people from it, at any time, and people won't be notified when their added or removed them from their list.



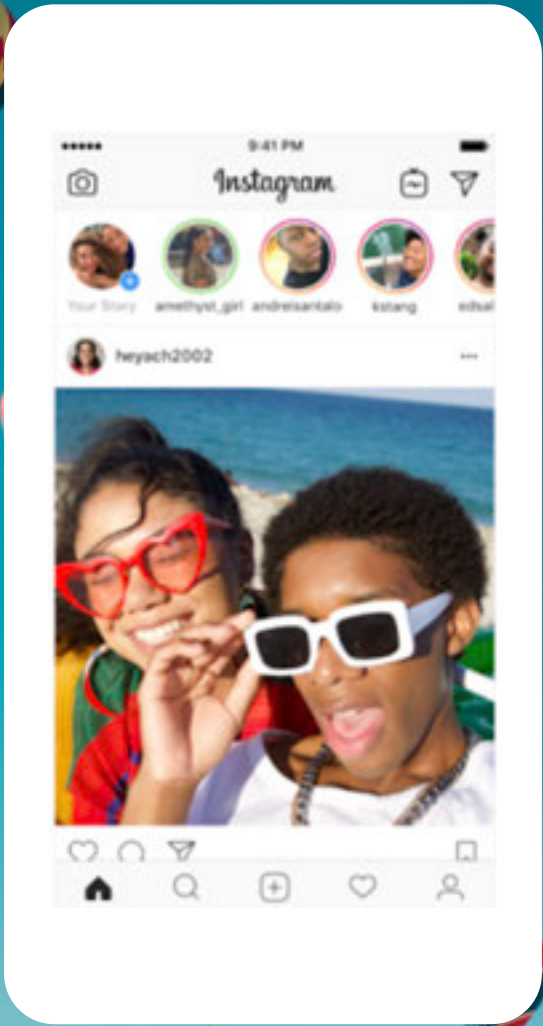
SETTINGS → CLOSE FRIENDS LIST



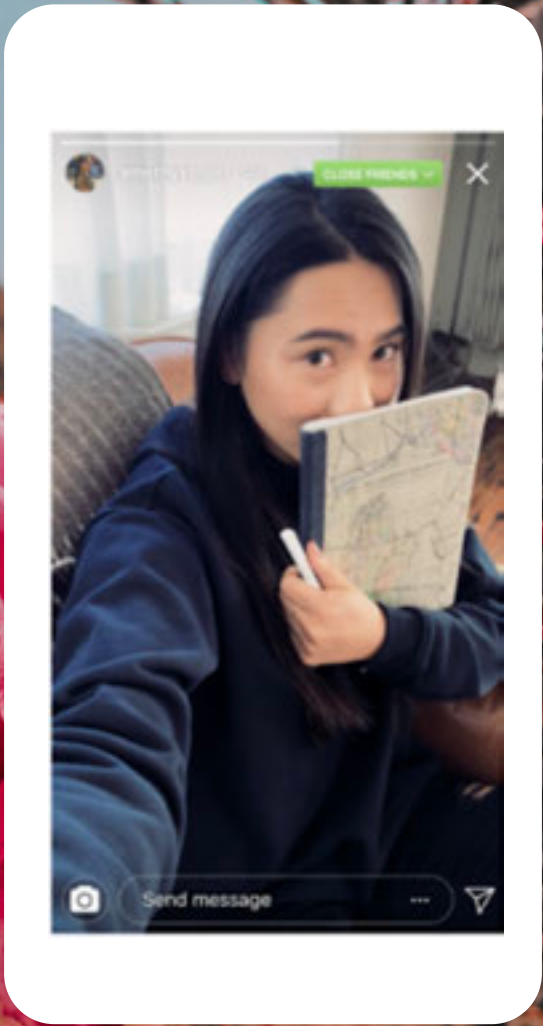
SETTINGS → CLOSE FRIENDS LIST



ADD AND REMOVE PEOPLE FROM YOUR FOLLOWER LIST



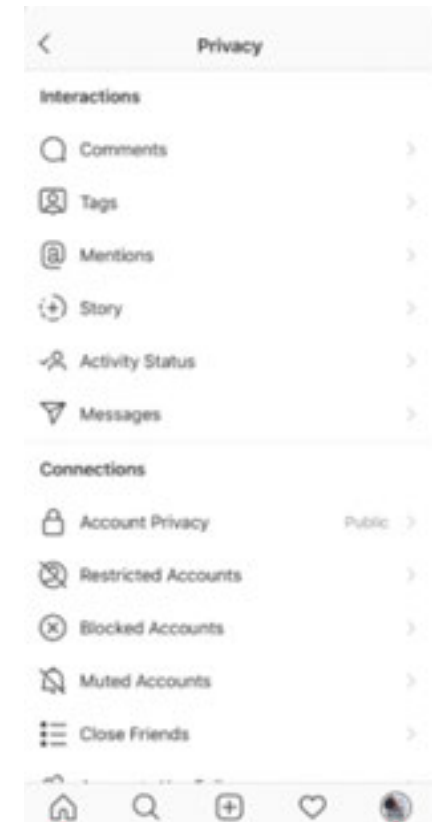
STORIES SHARED WITH CLOSE FRIENDS WILL HAVE A GREEN RING



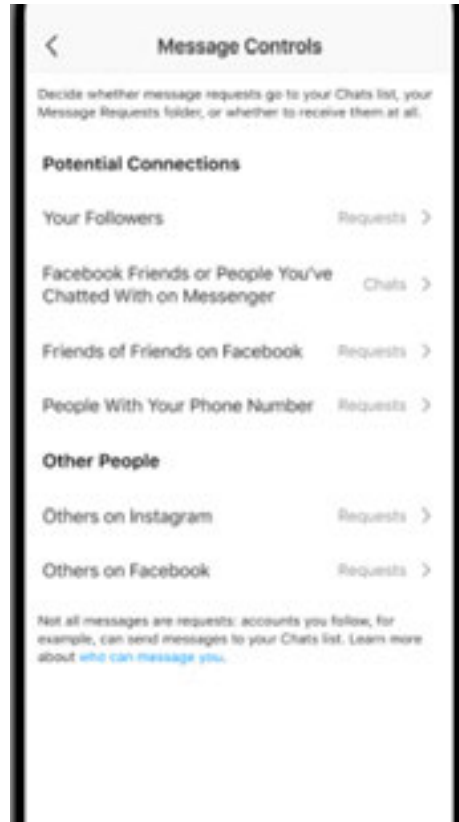
# Message Controls

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.

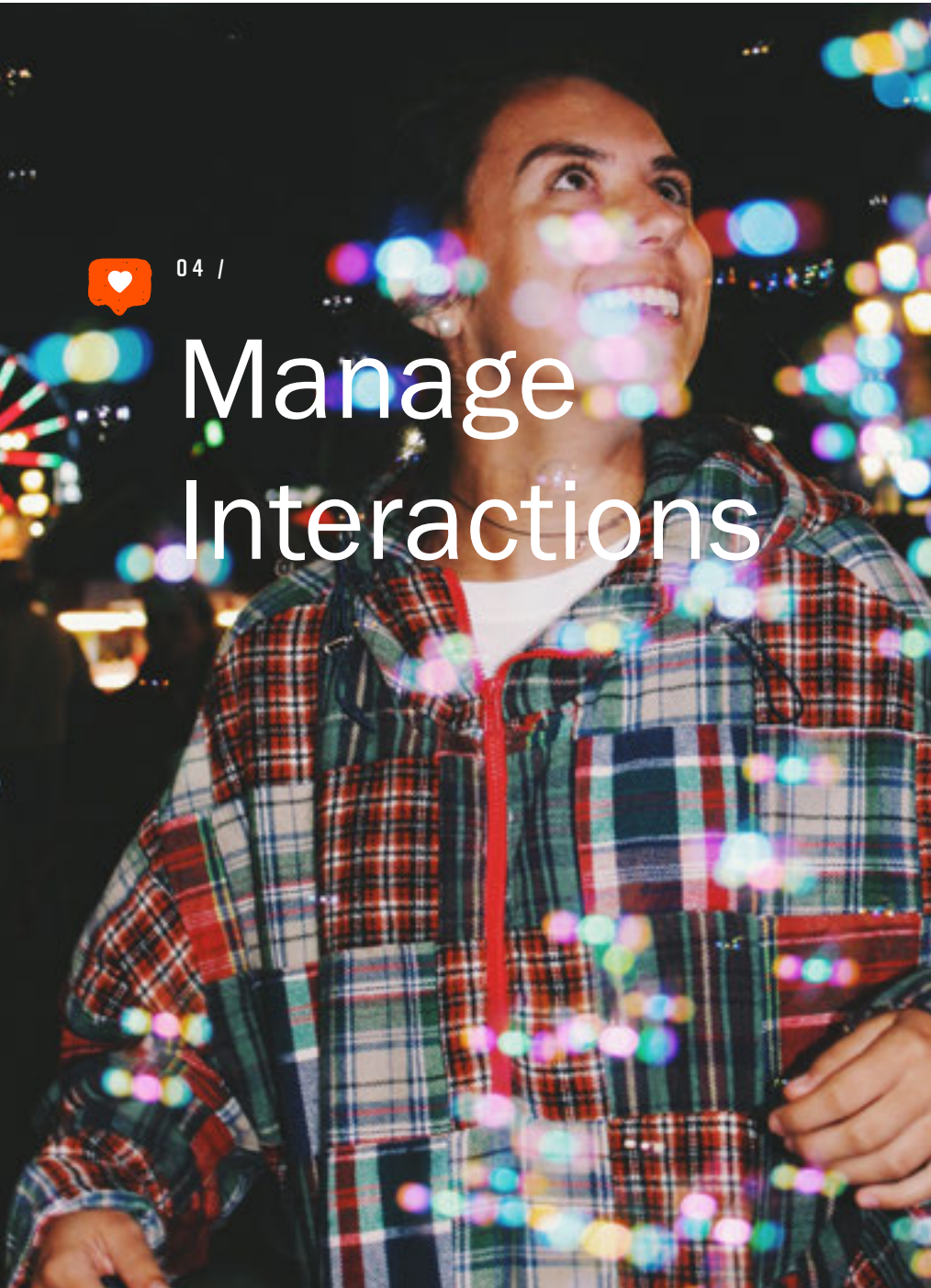
## DM REACHABILITY CONTROLS



## DM REACHABILITY CONTROLS







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.

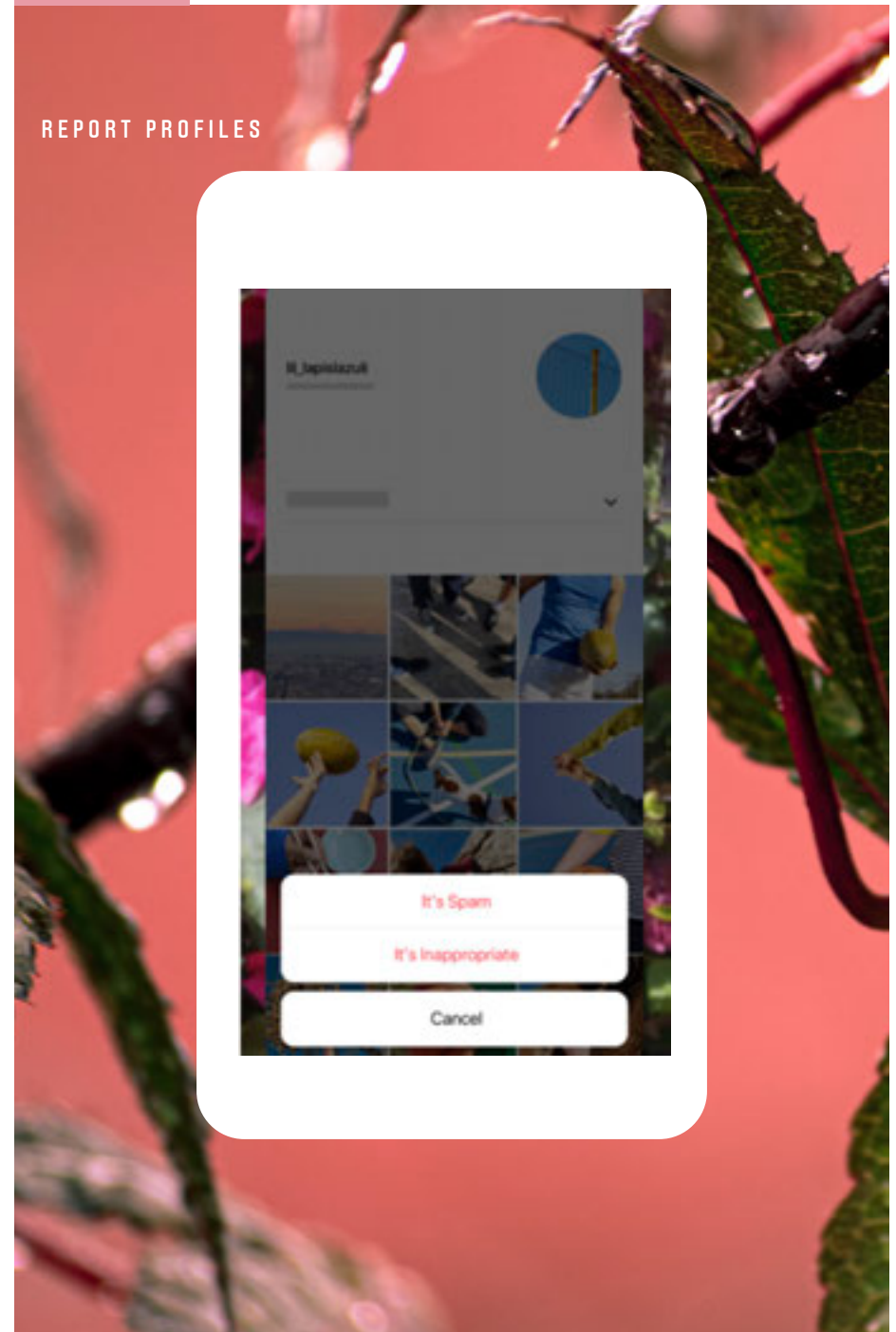
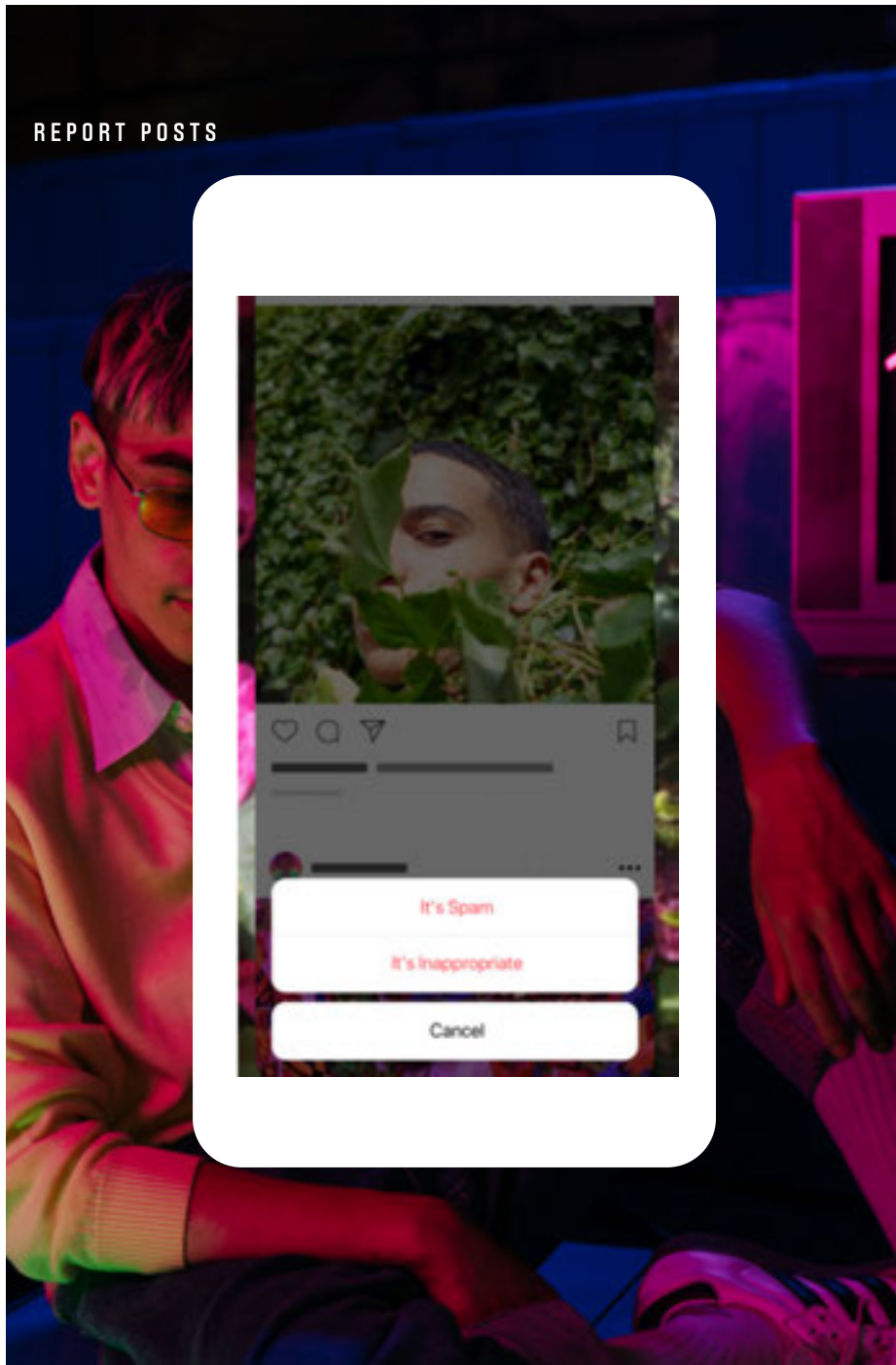
“If you wouldn't engage in a conversation with a stranger at a bus stop or a shopping mall, don't do it through social media messaging, either. Anyone can be 'Justin Bieber' on social media. Treat your online life like your offline life.”



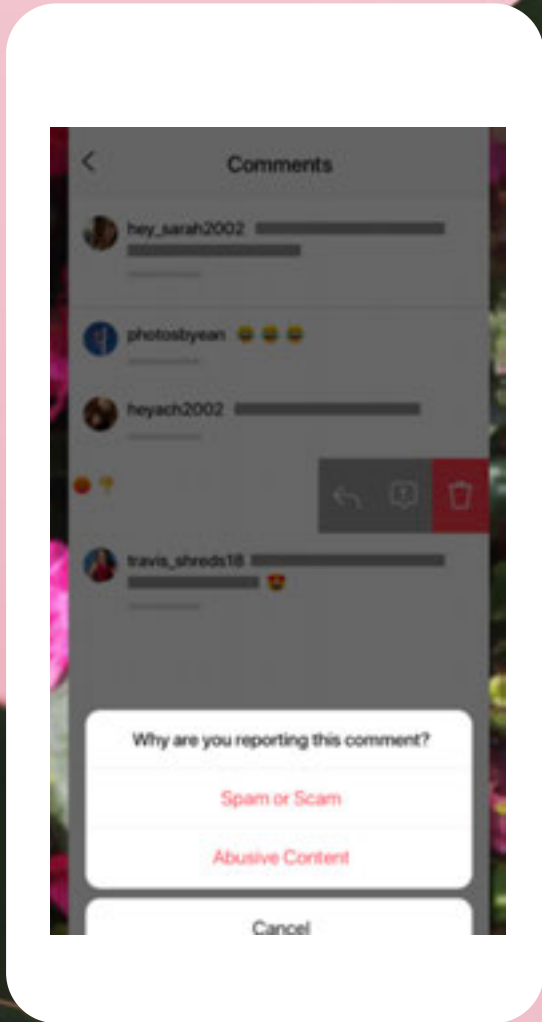
# Report

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

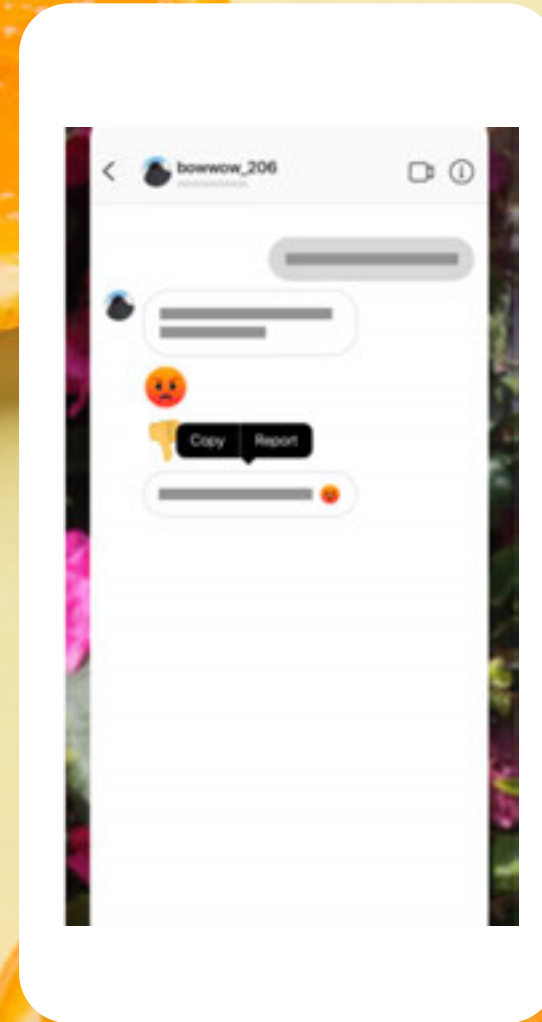


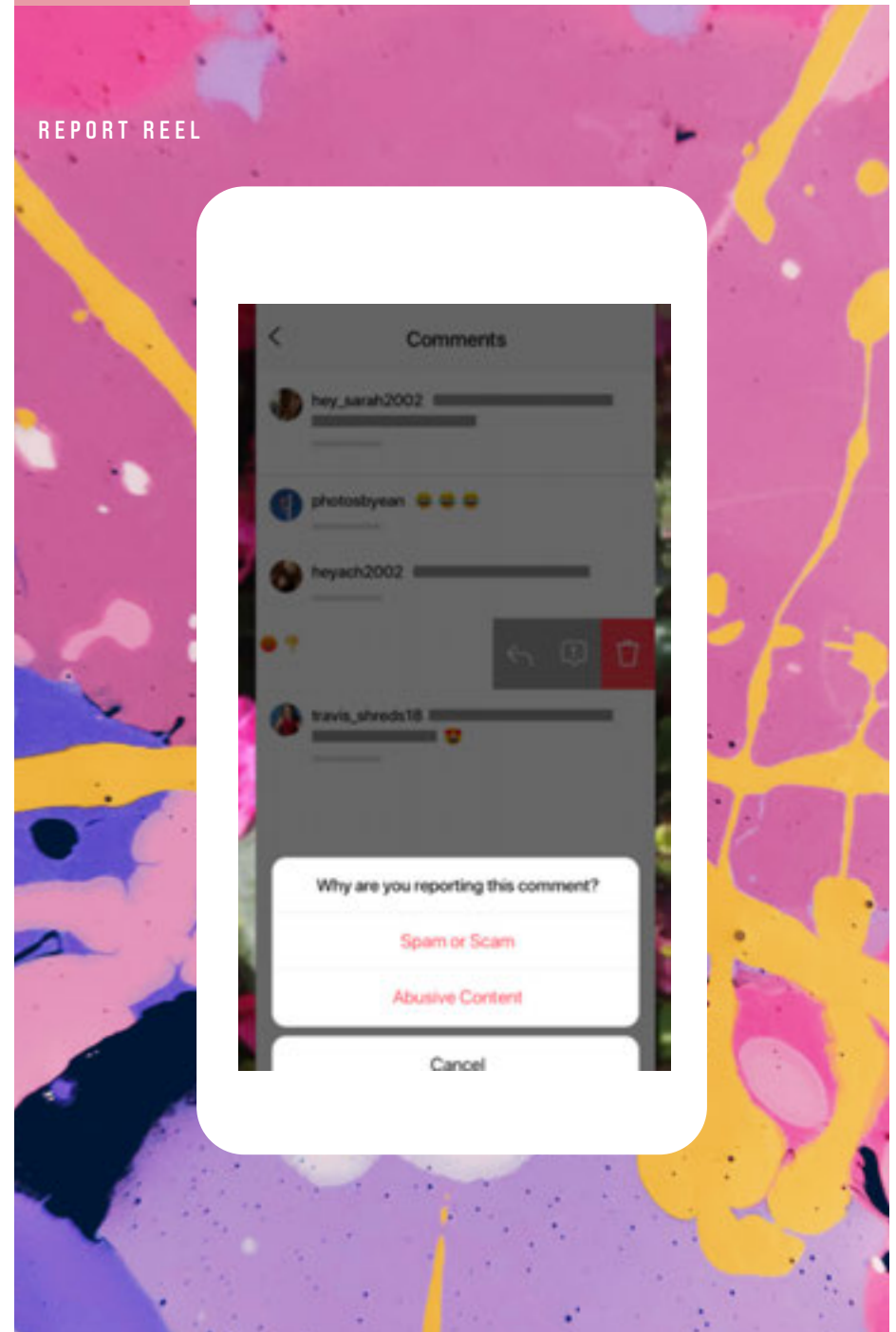
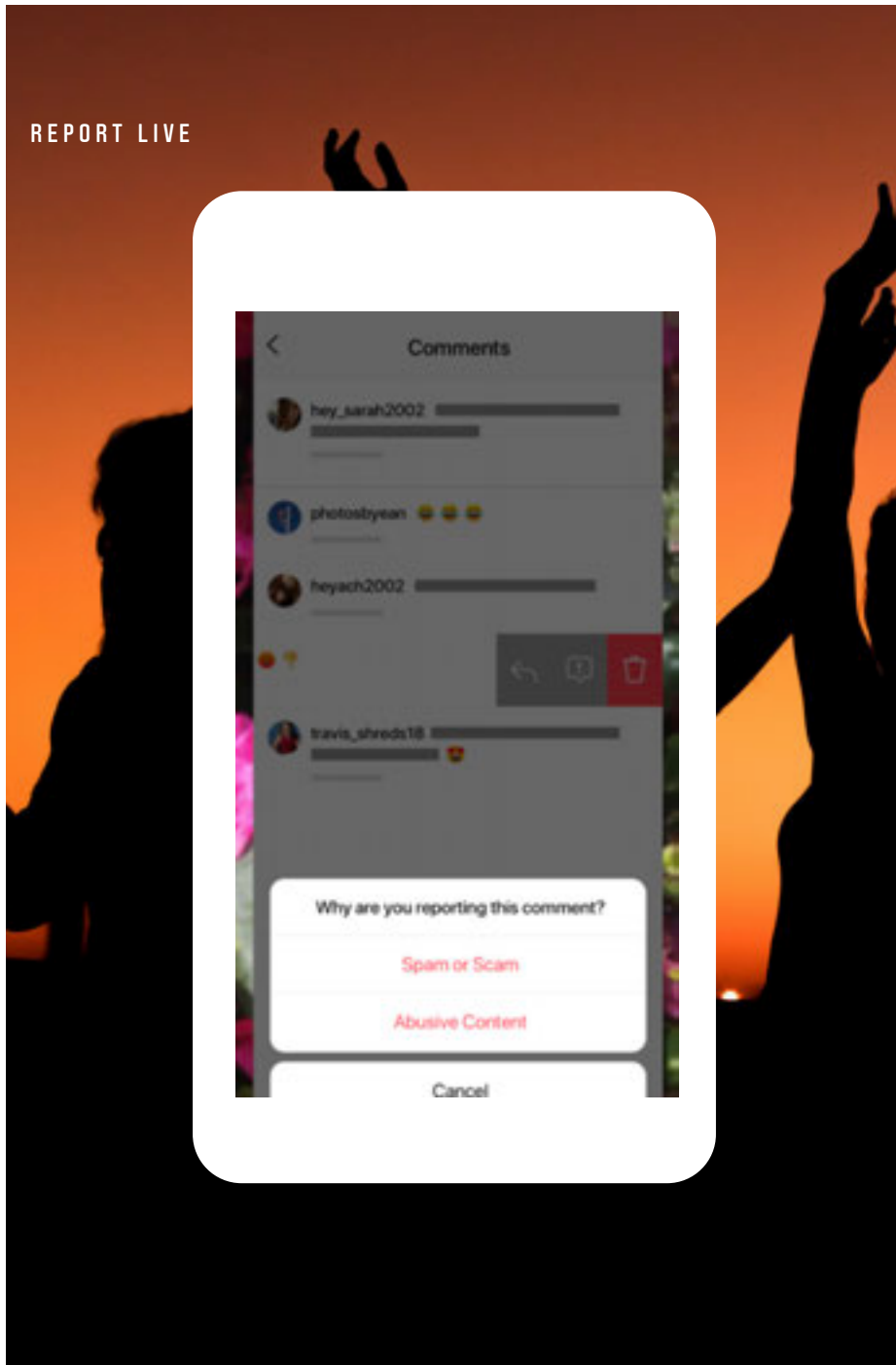


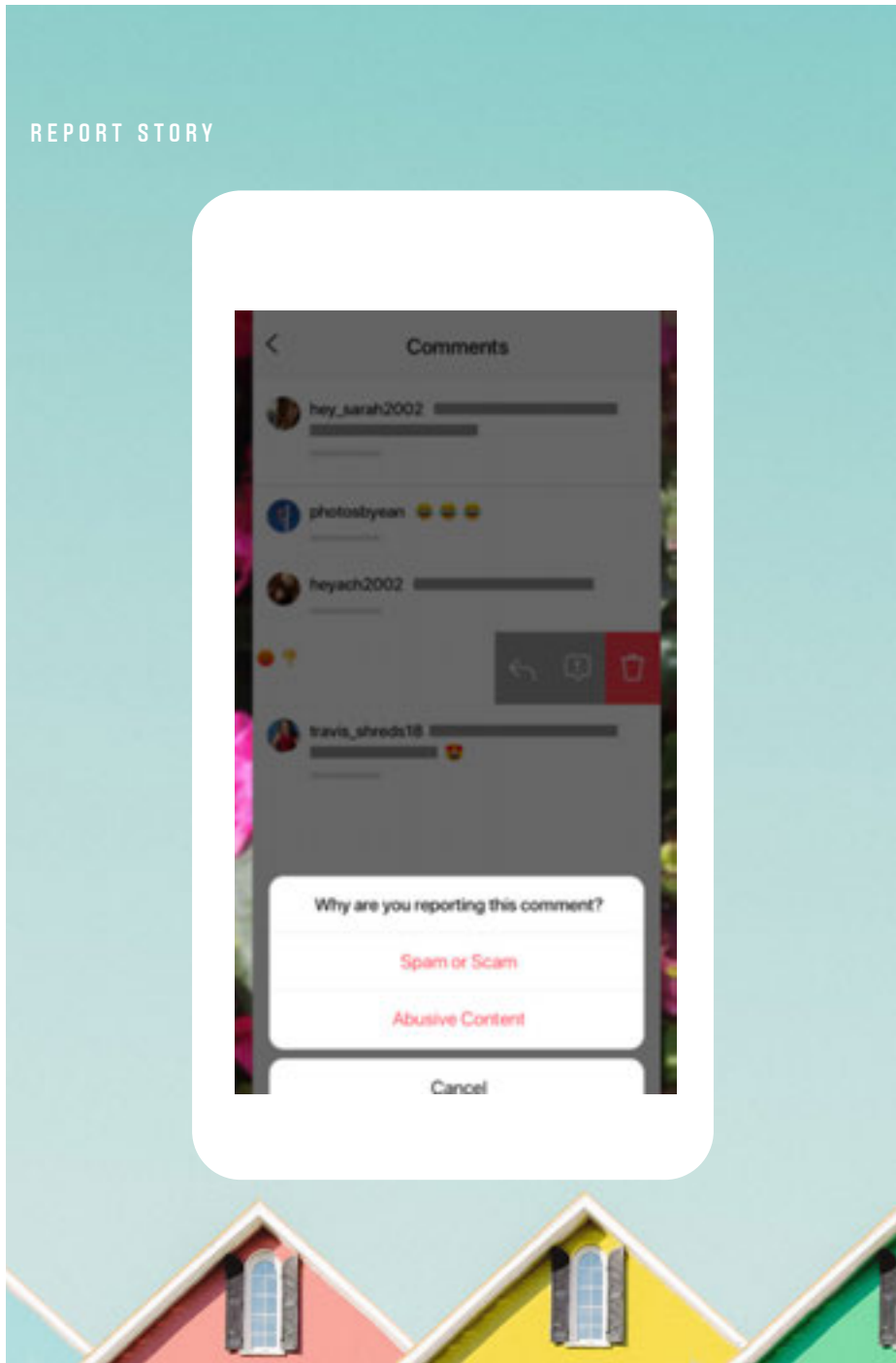
## REPORT COMMENTS



## REPORT DMS



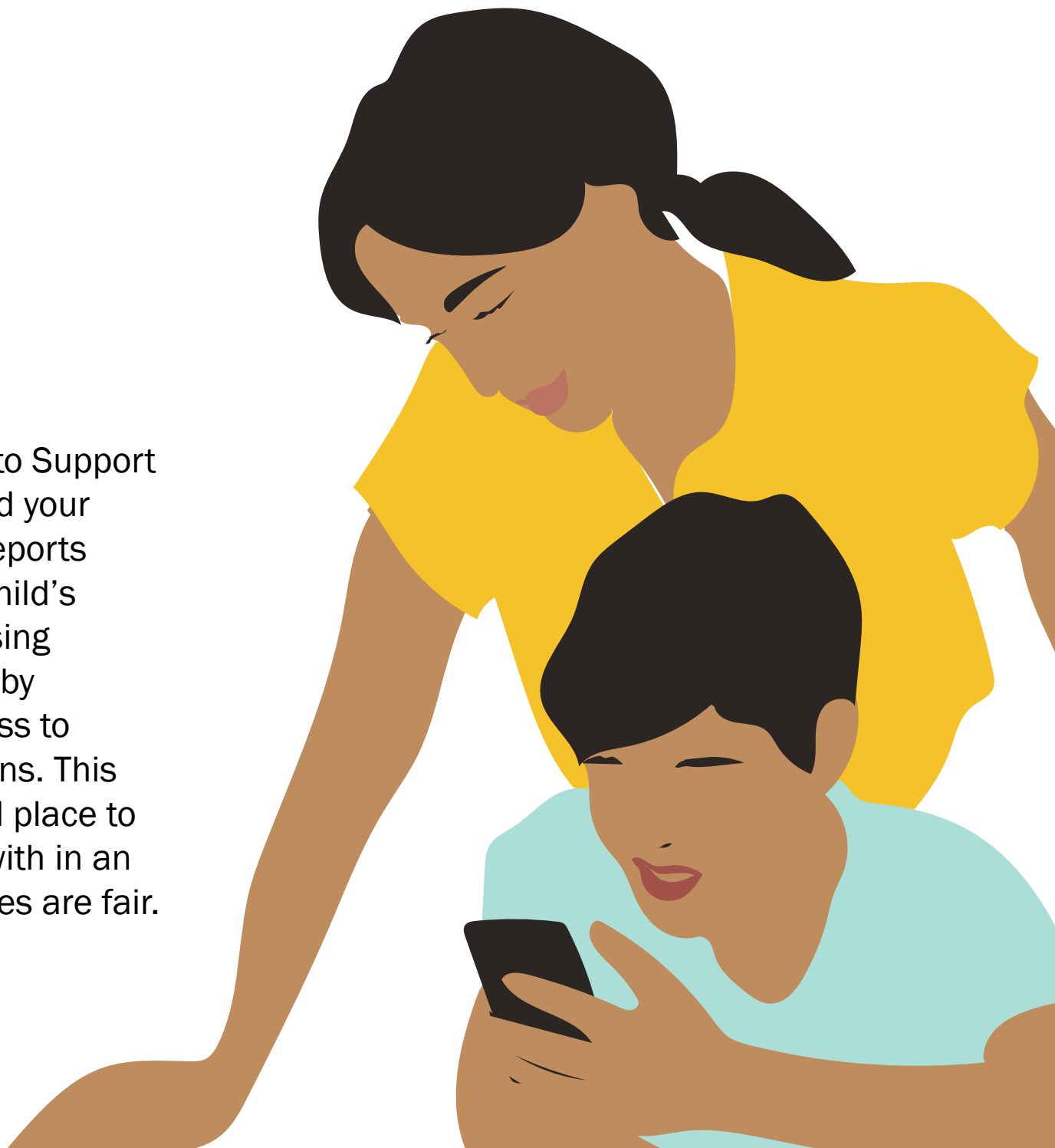




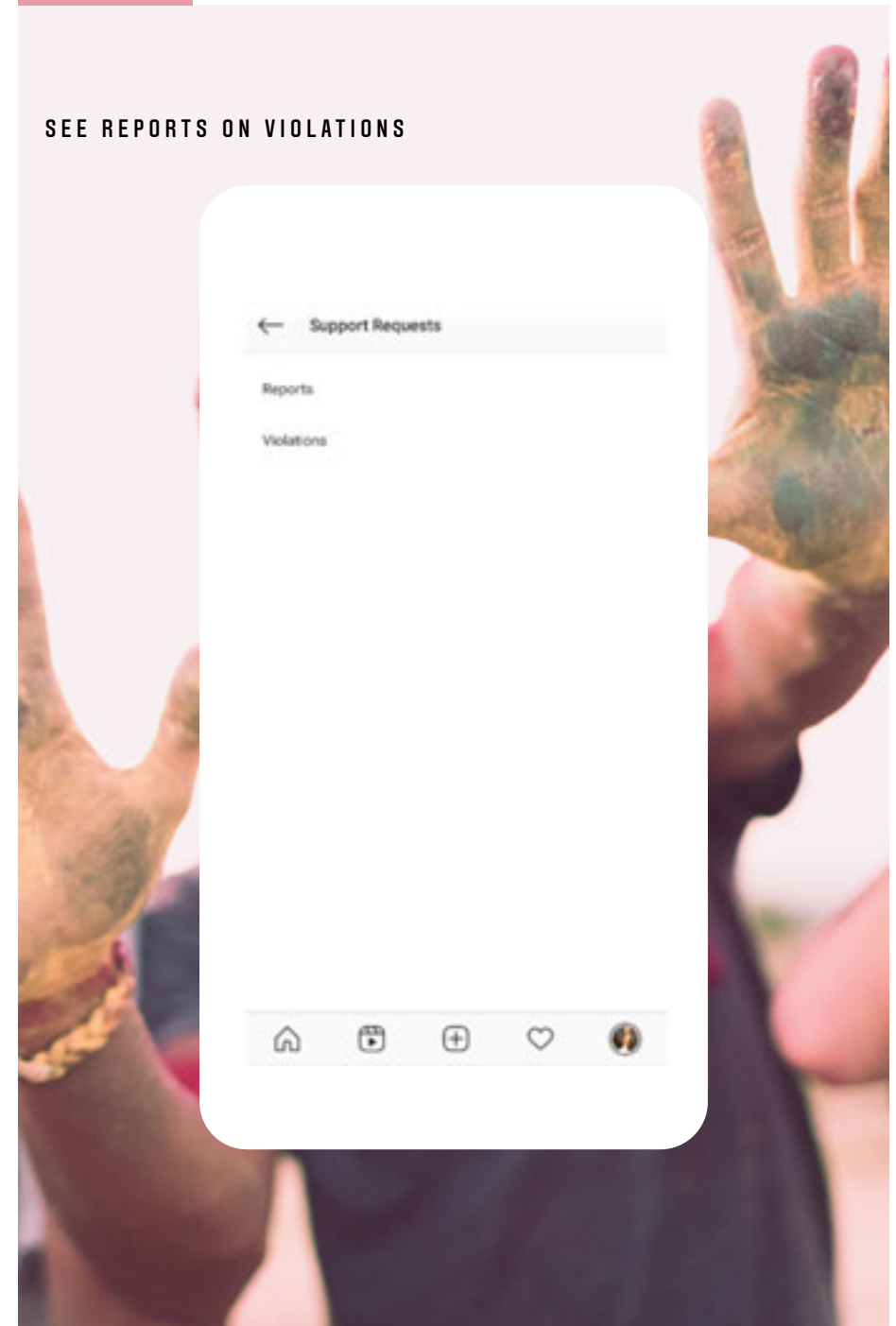
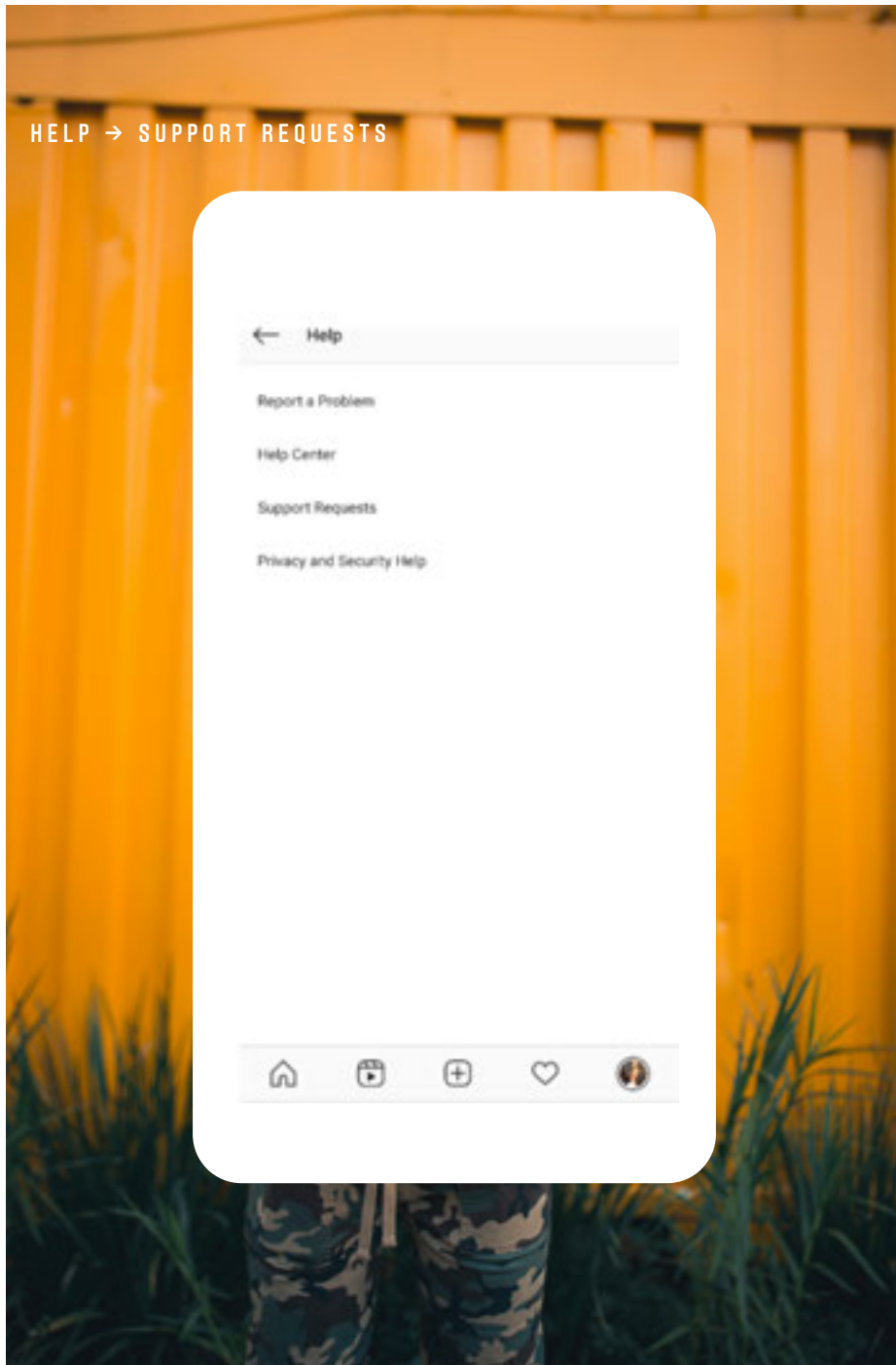
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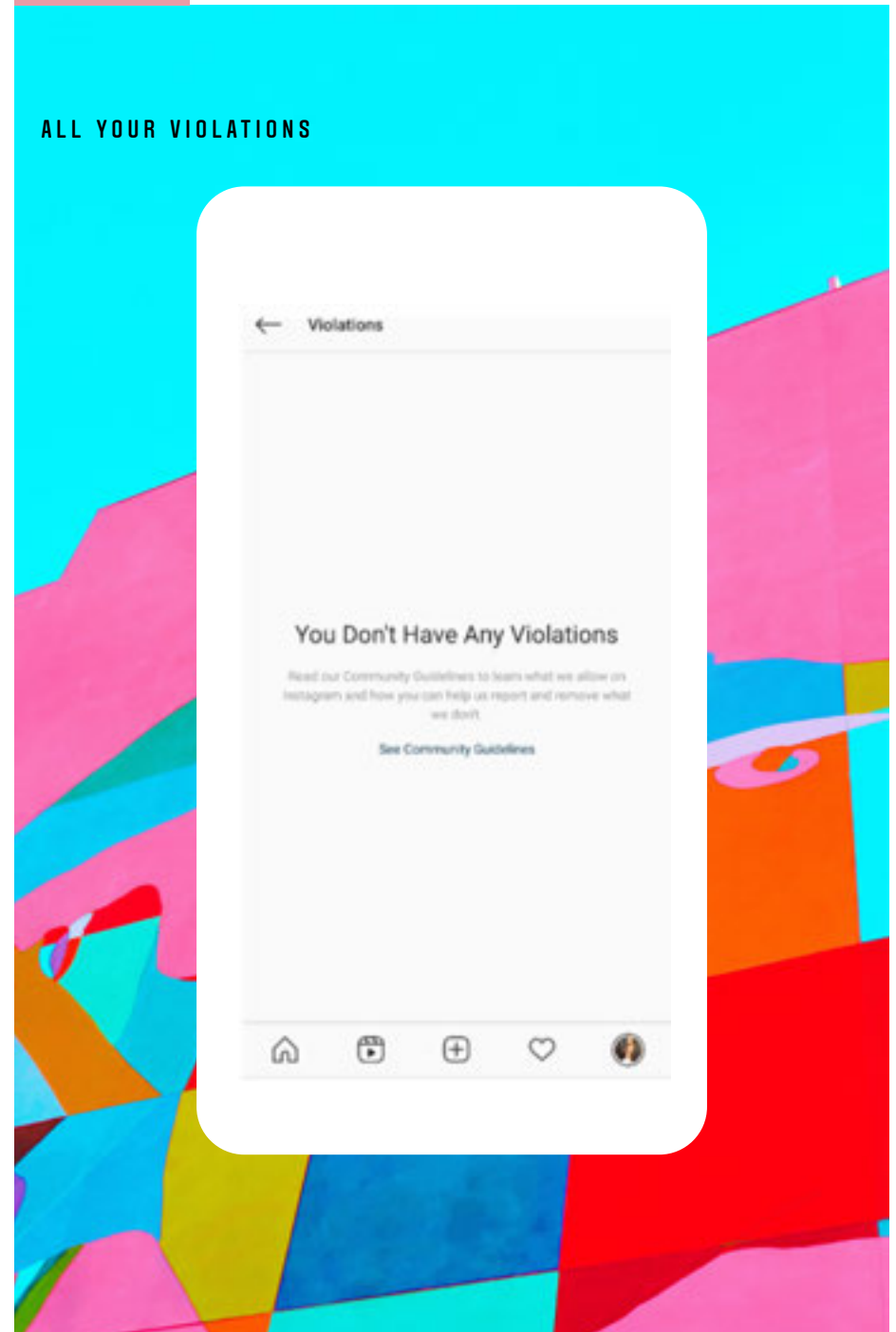
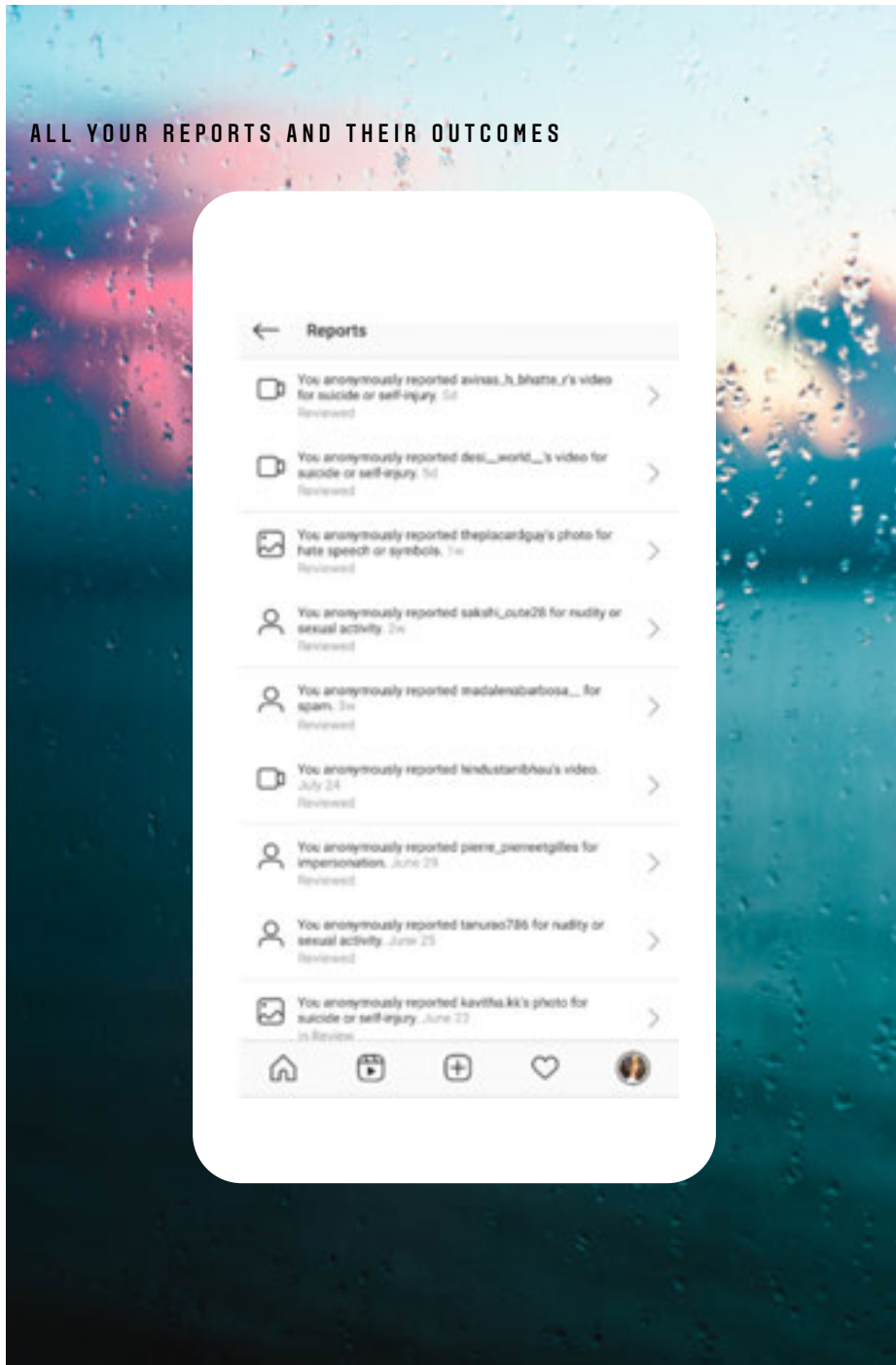
## Support Requests

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.



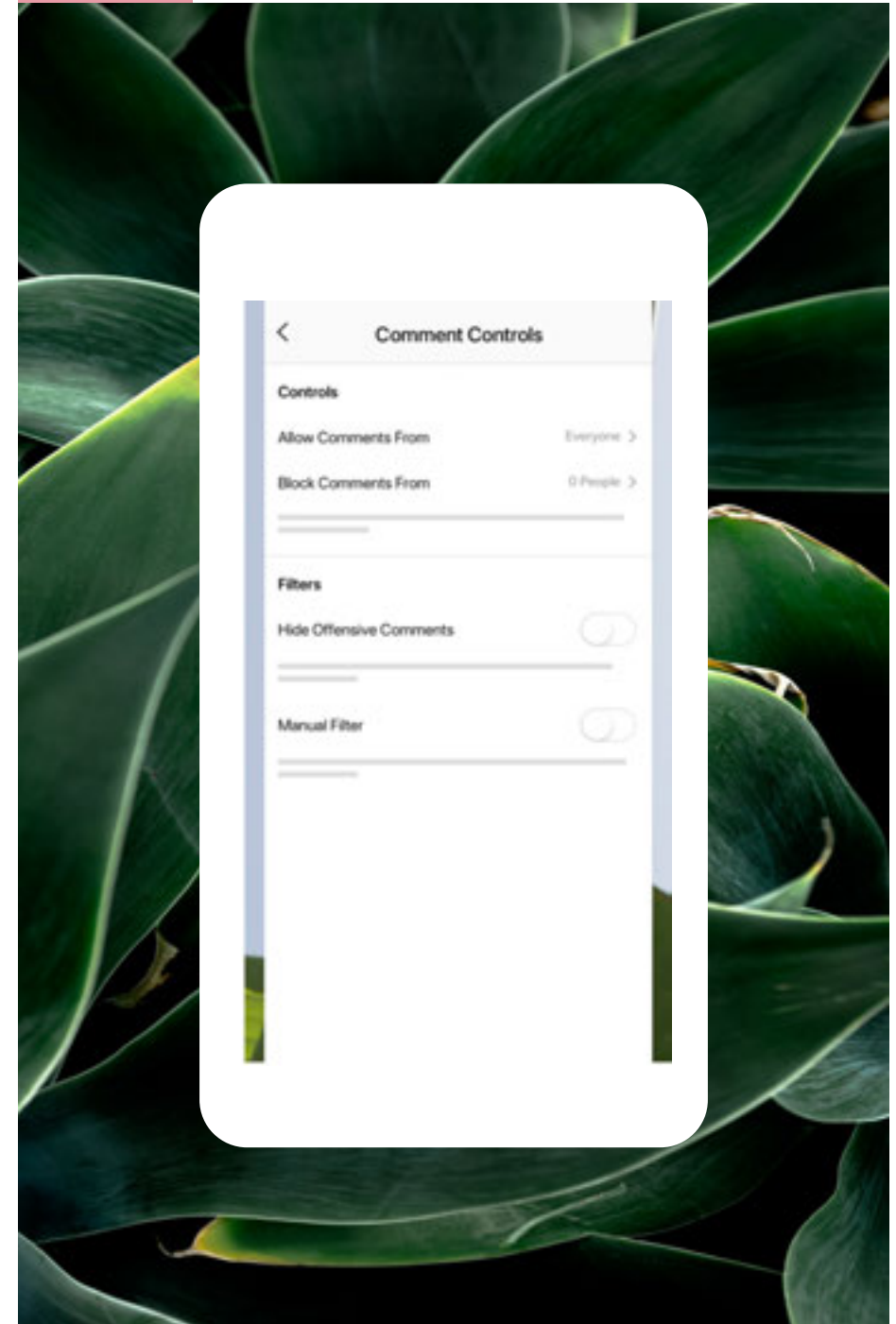






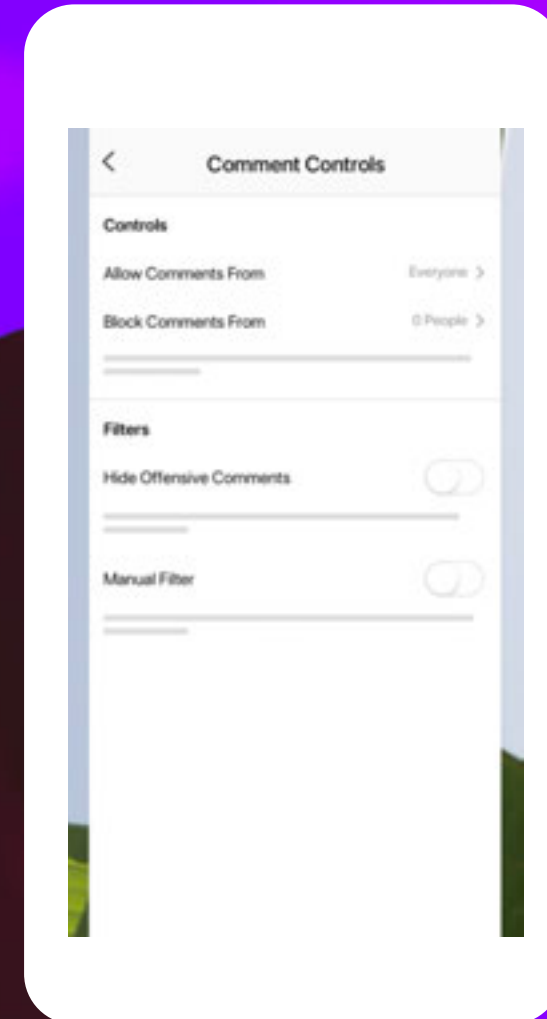
# Manage Comments

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.



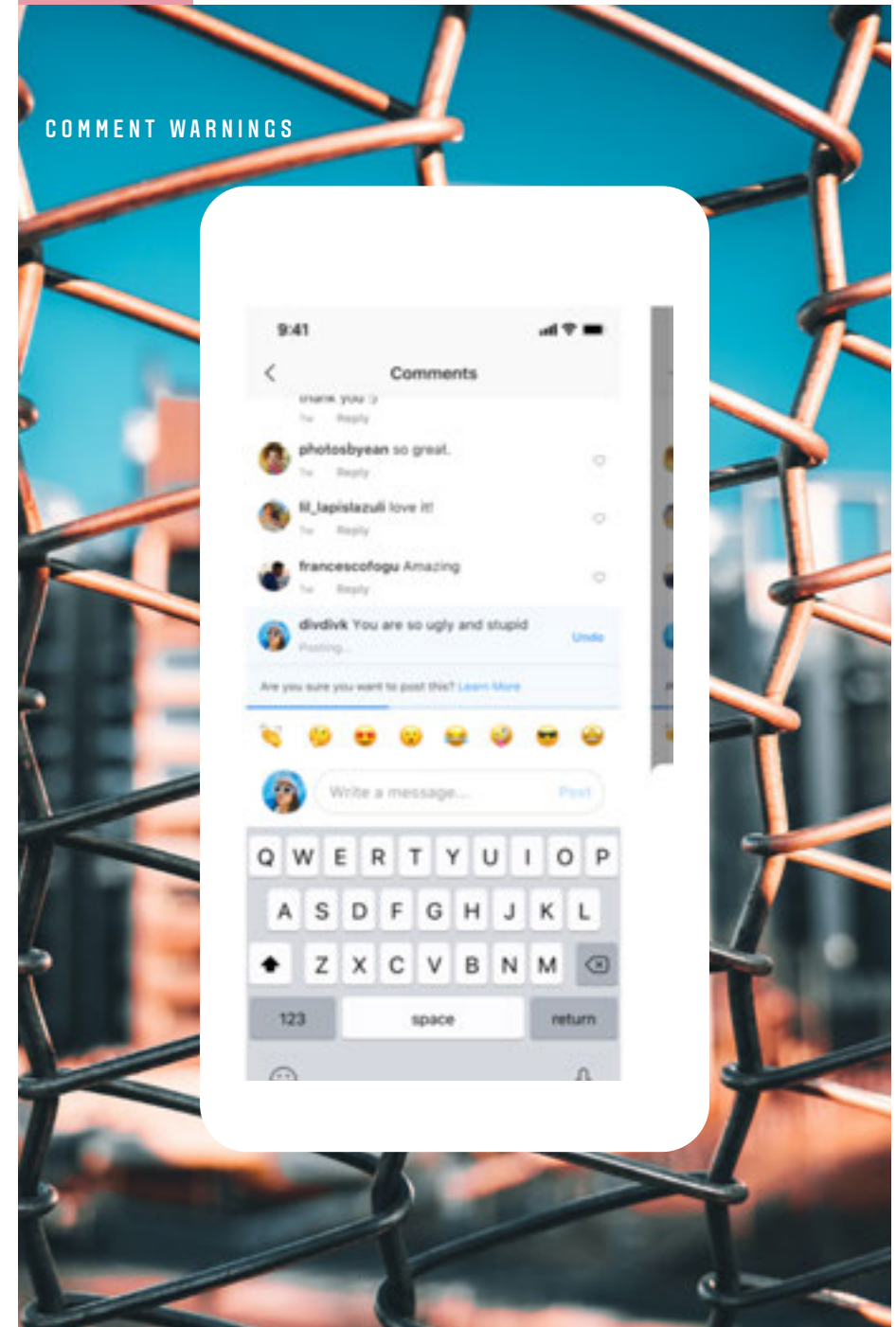
# Filter out Comments

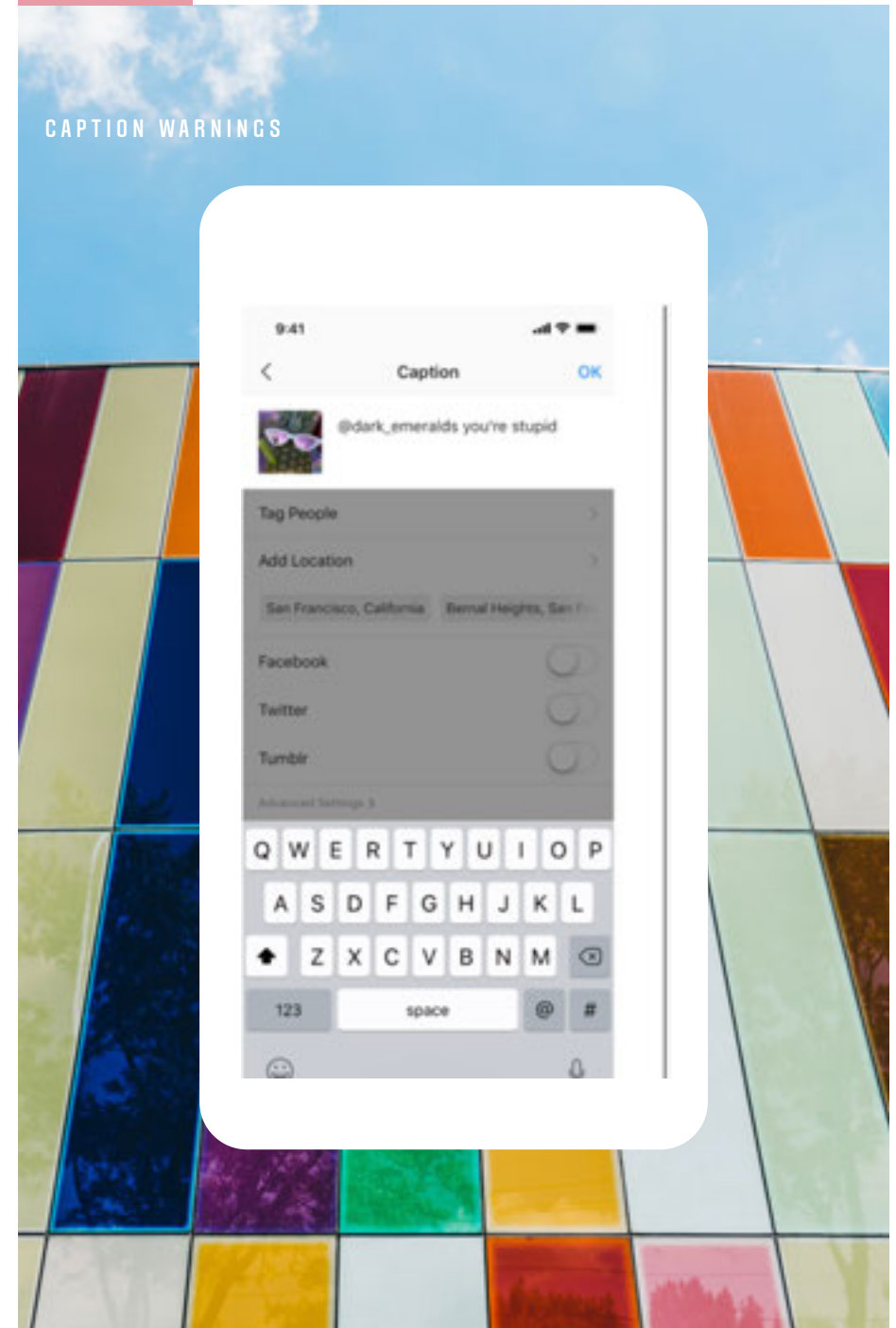
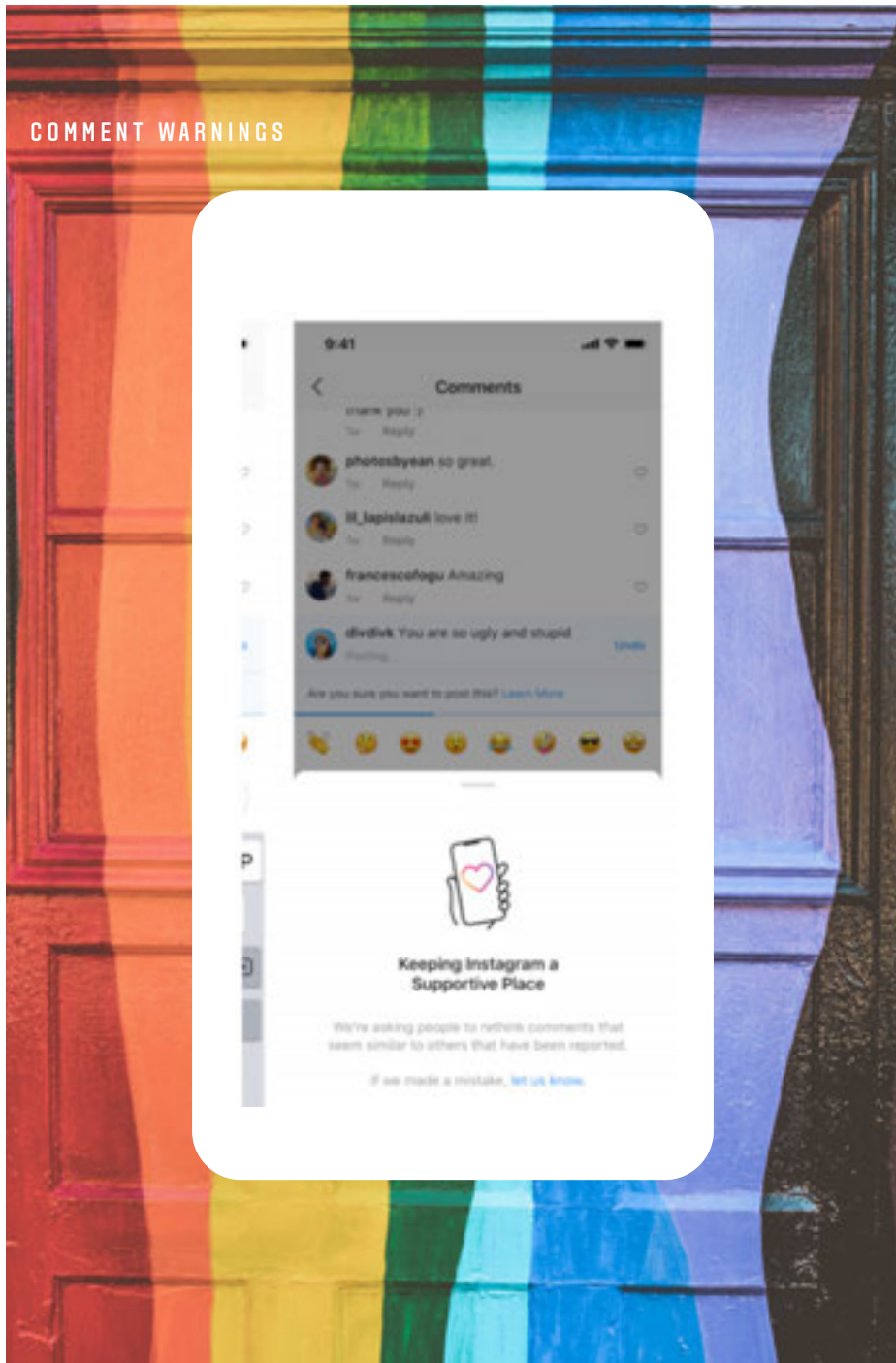
We have controls that help you manage the content you see and determine when comments are offensive or intended to bully or harass. We've built filters that automatically remove offensive words and phrases and bullying comments. Your child can also create their own list of words or emojis they don't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

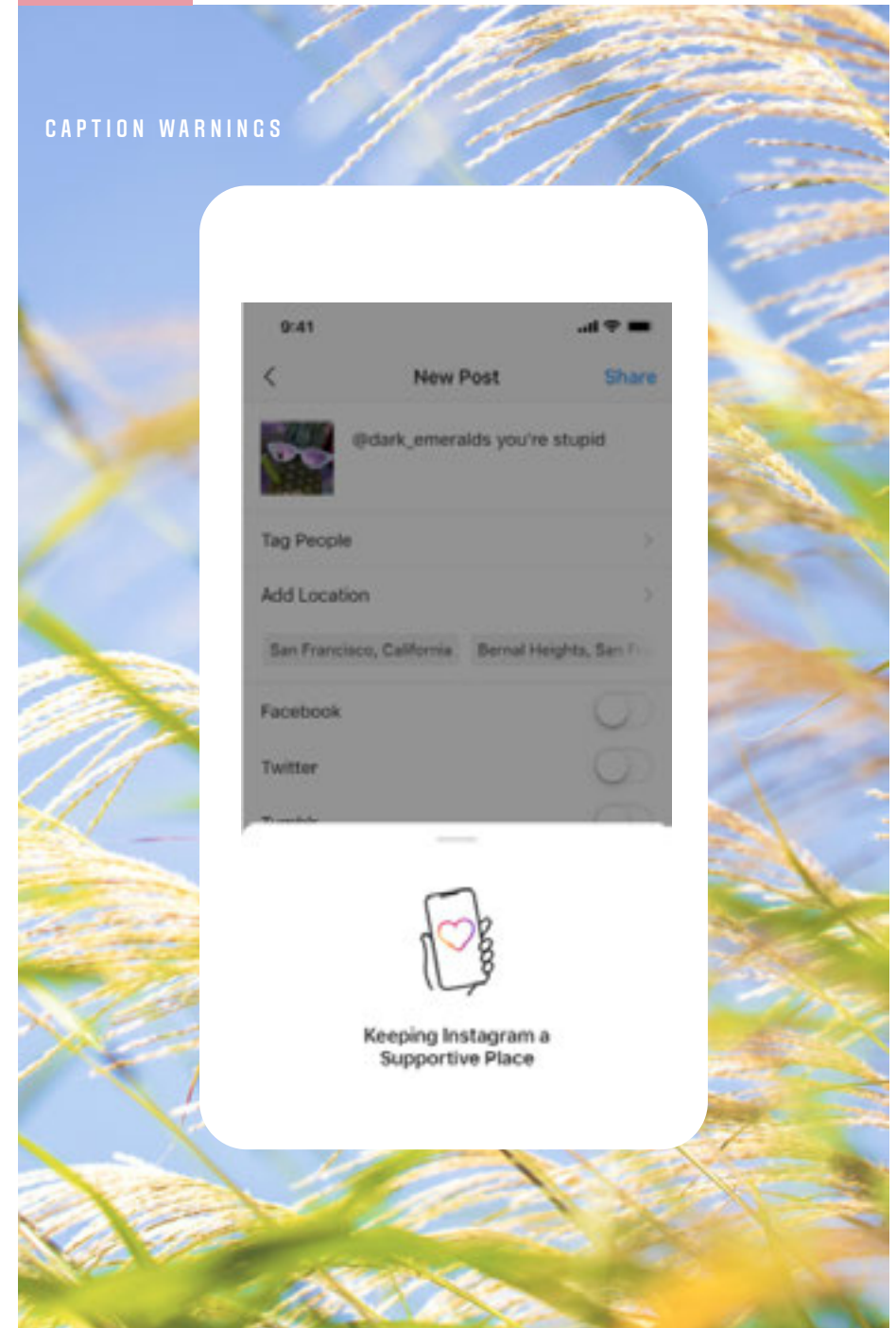
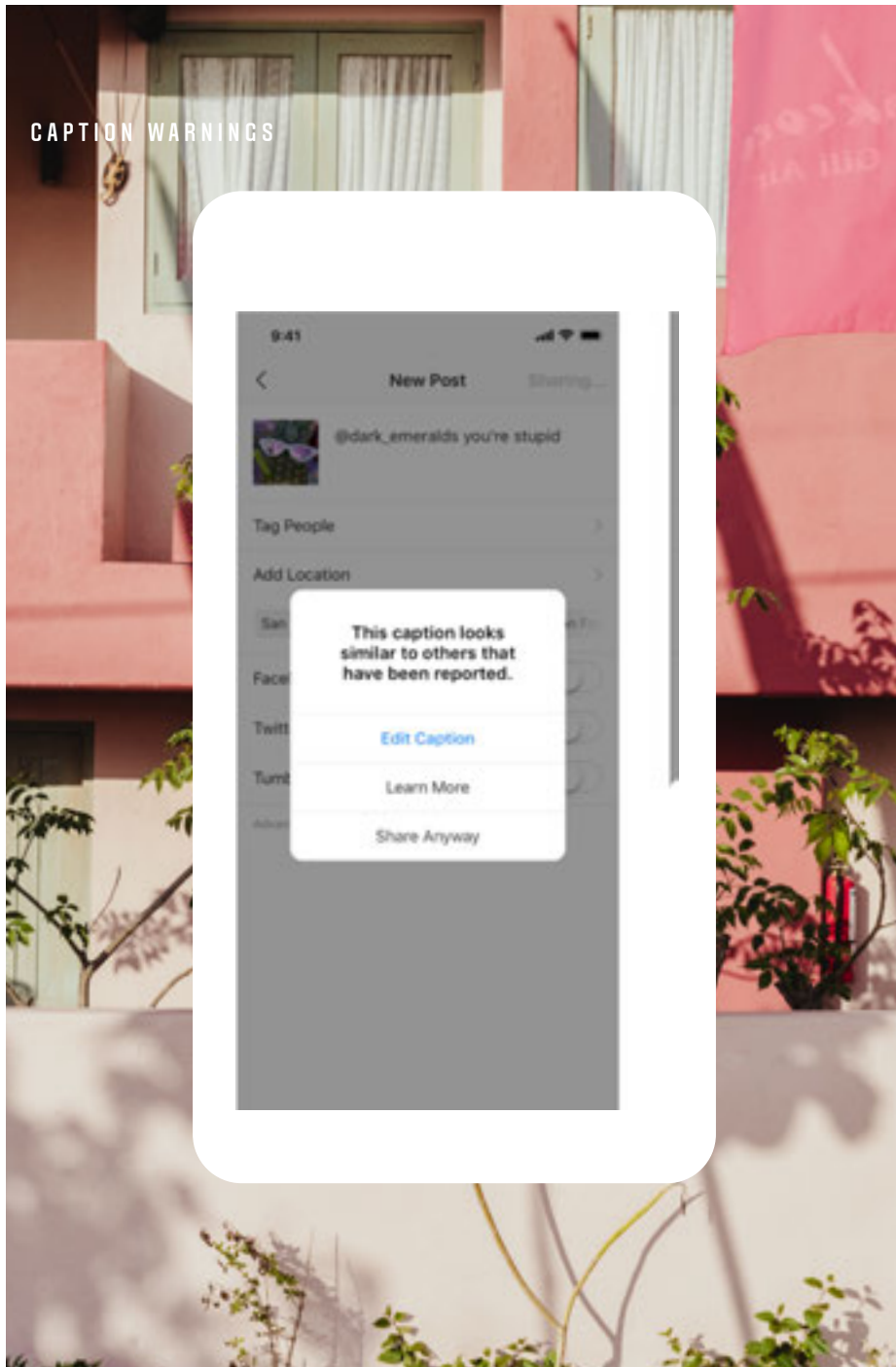


# Comment and caption warnings

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.





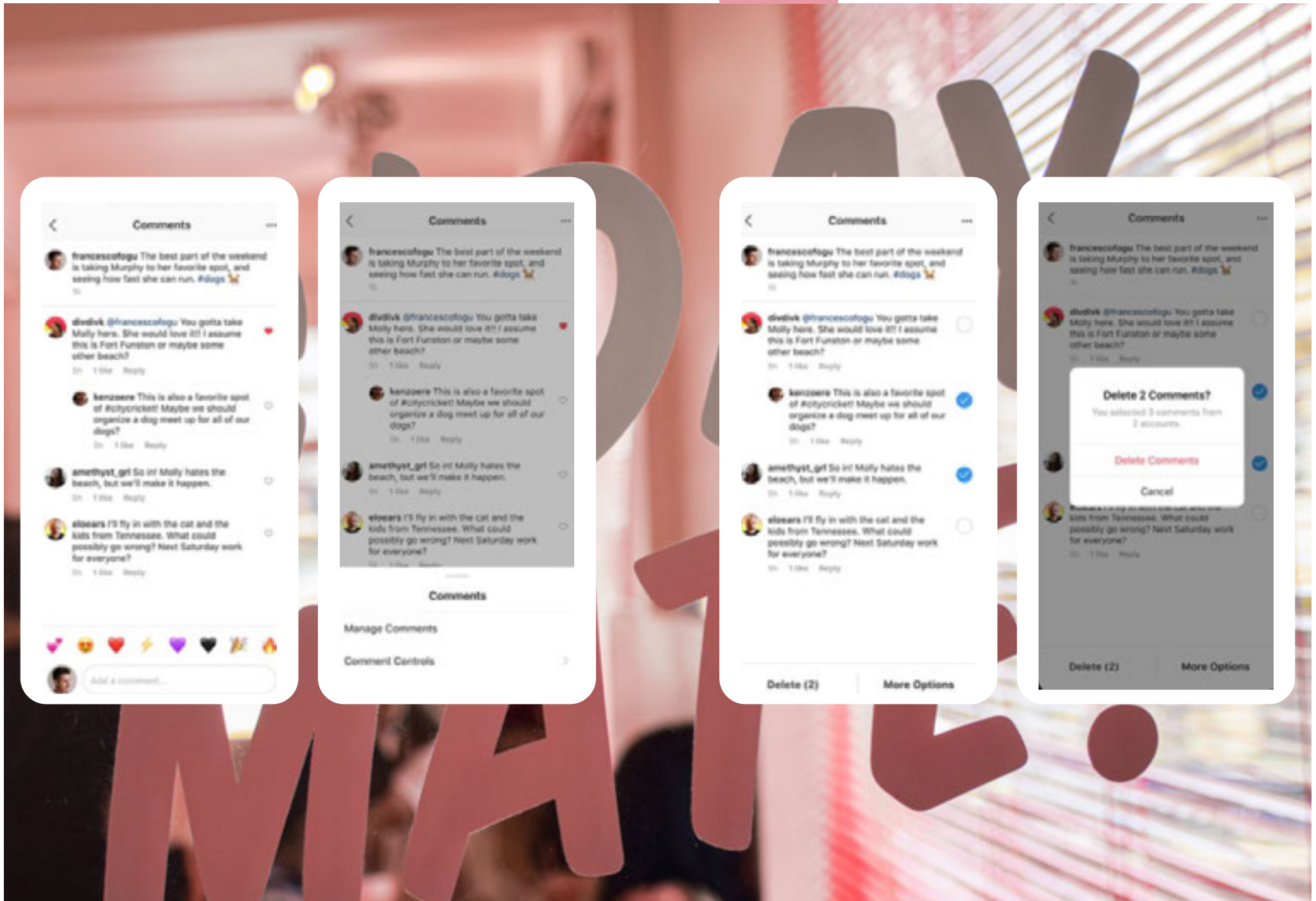


# Bulk comment management

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.

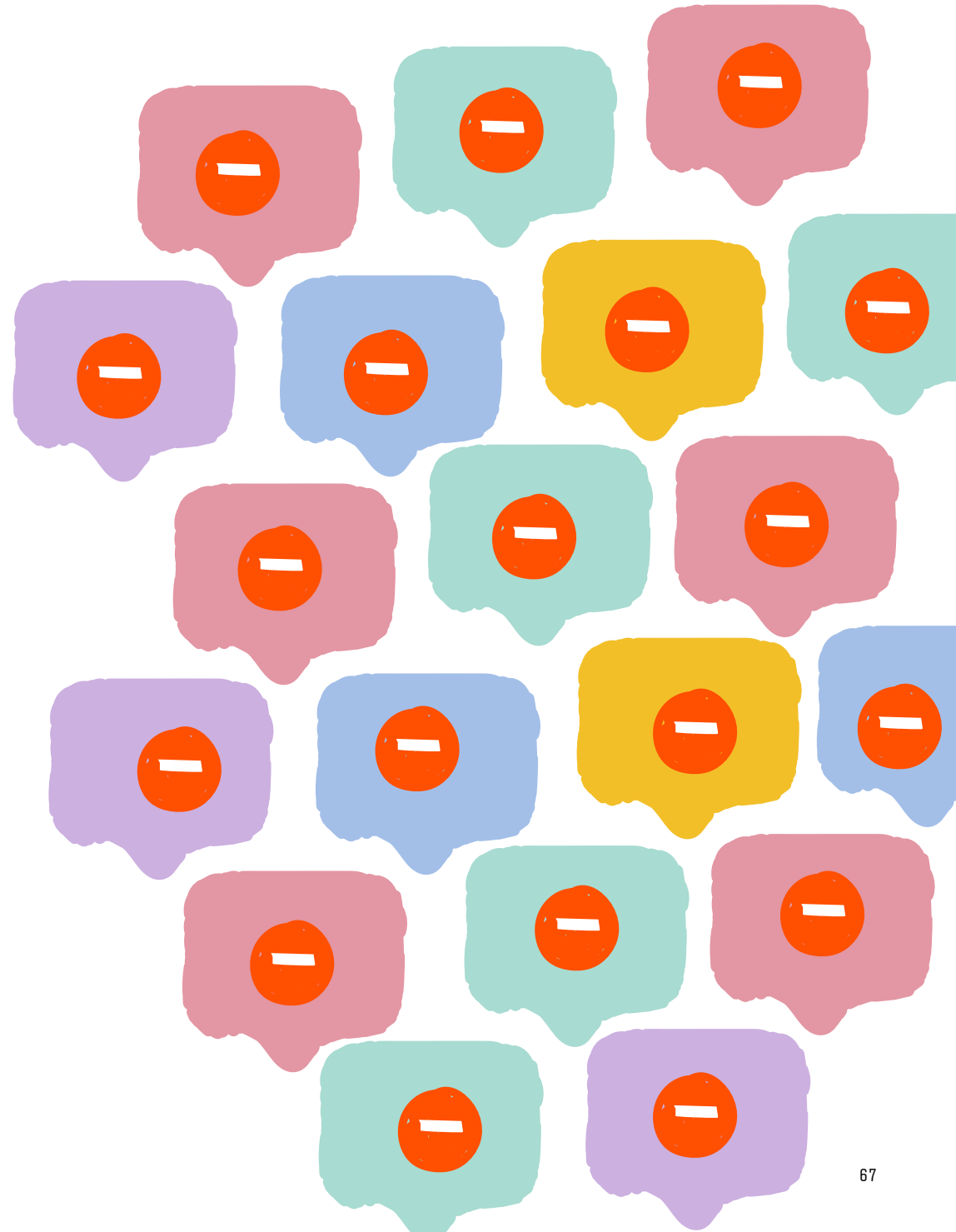


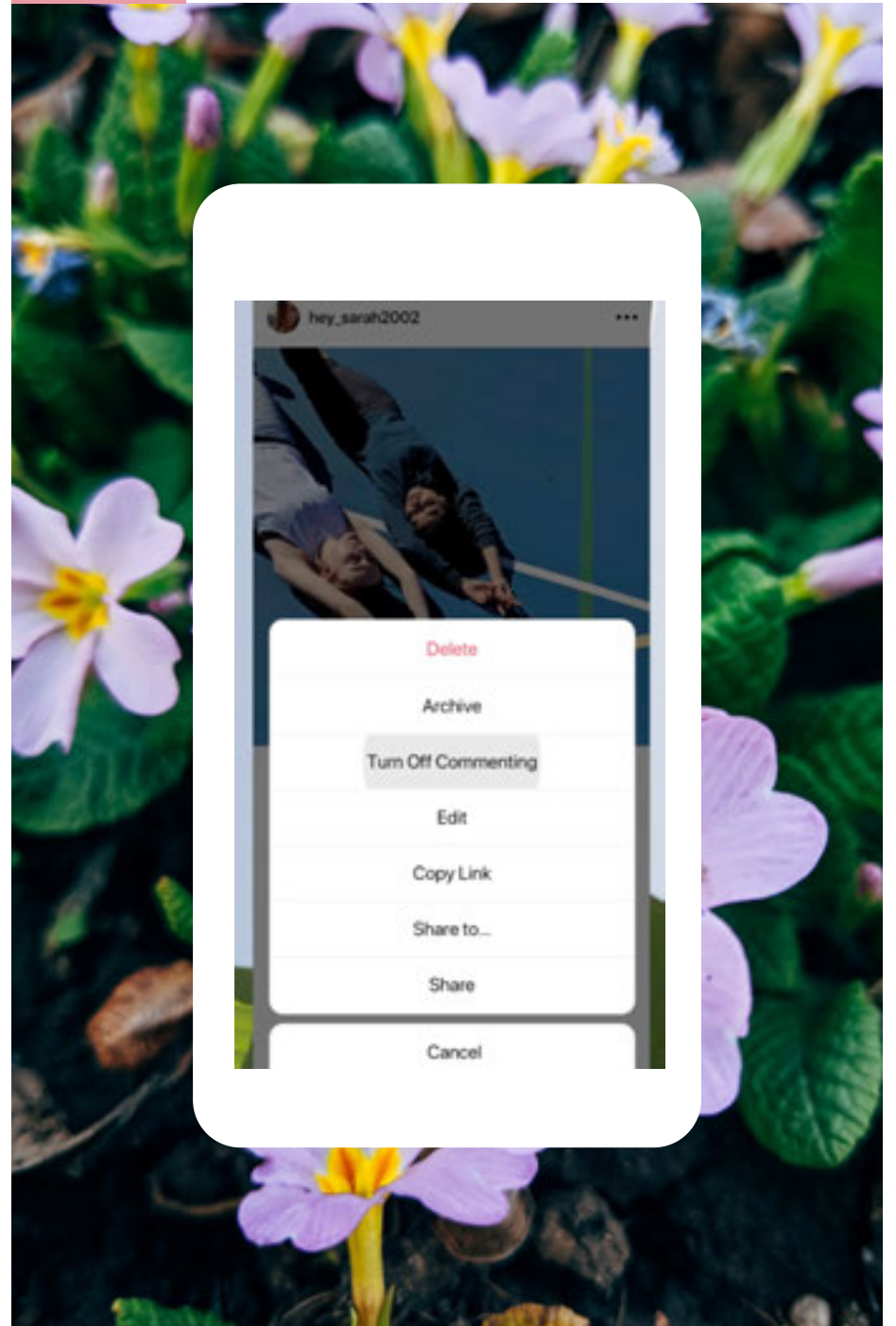
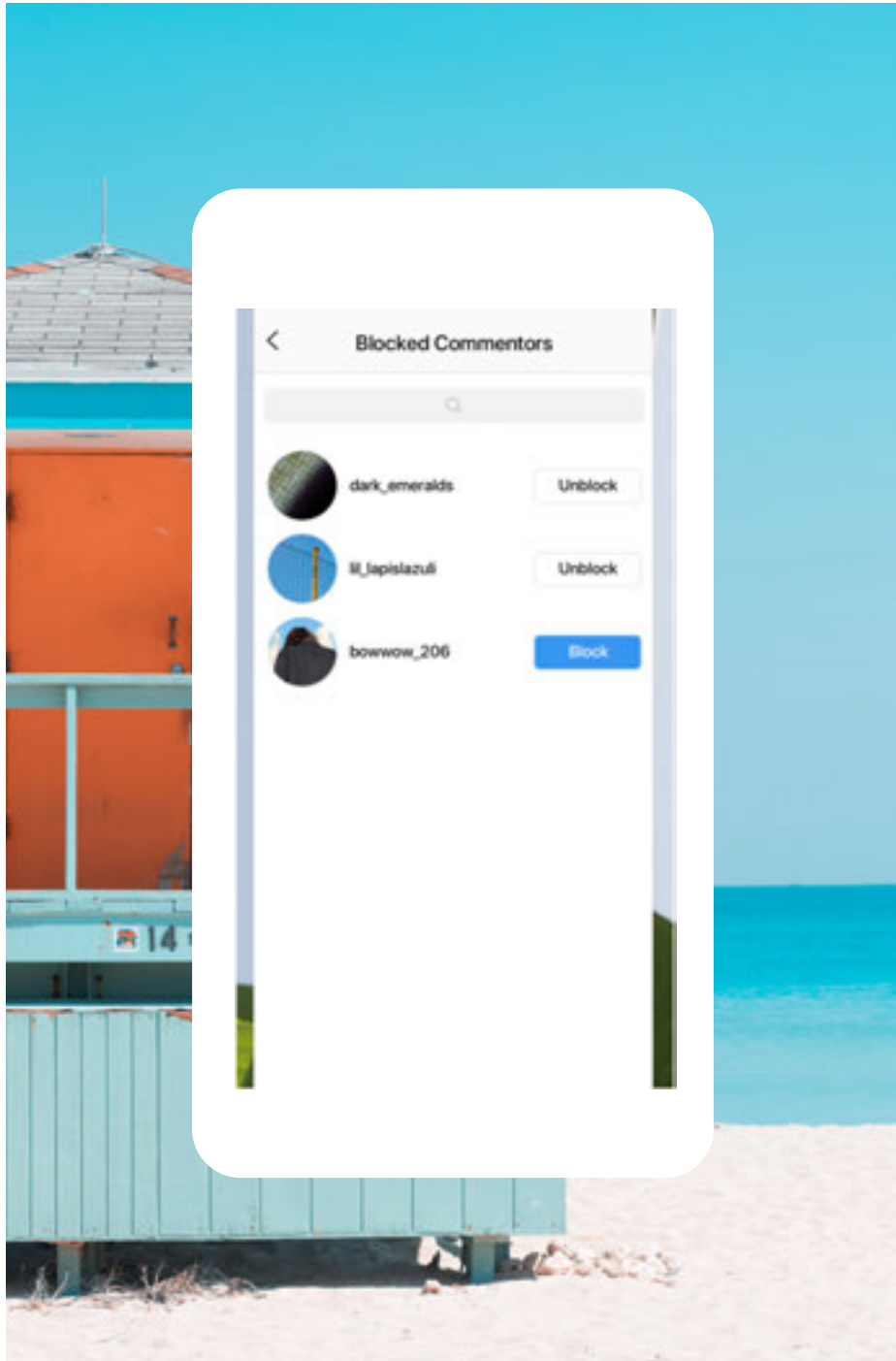




# Block comments

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.

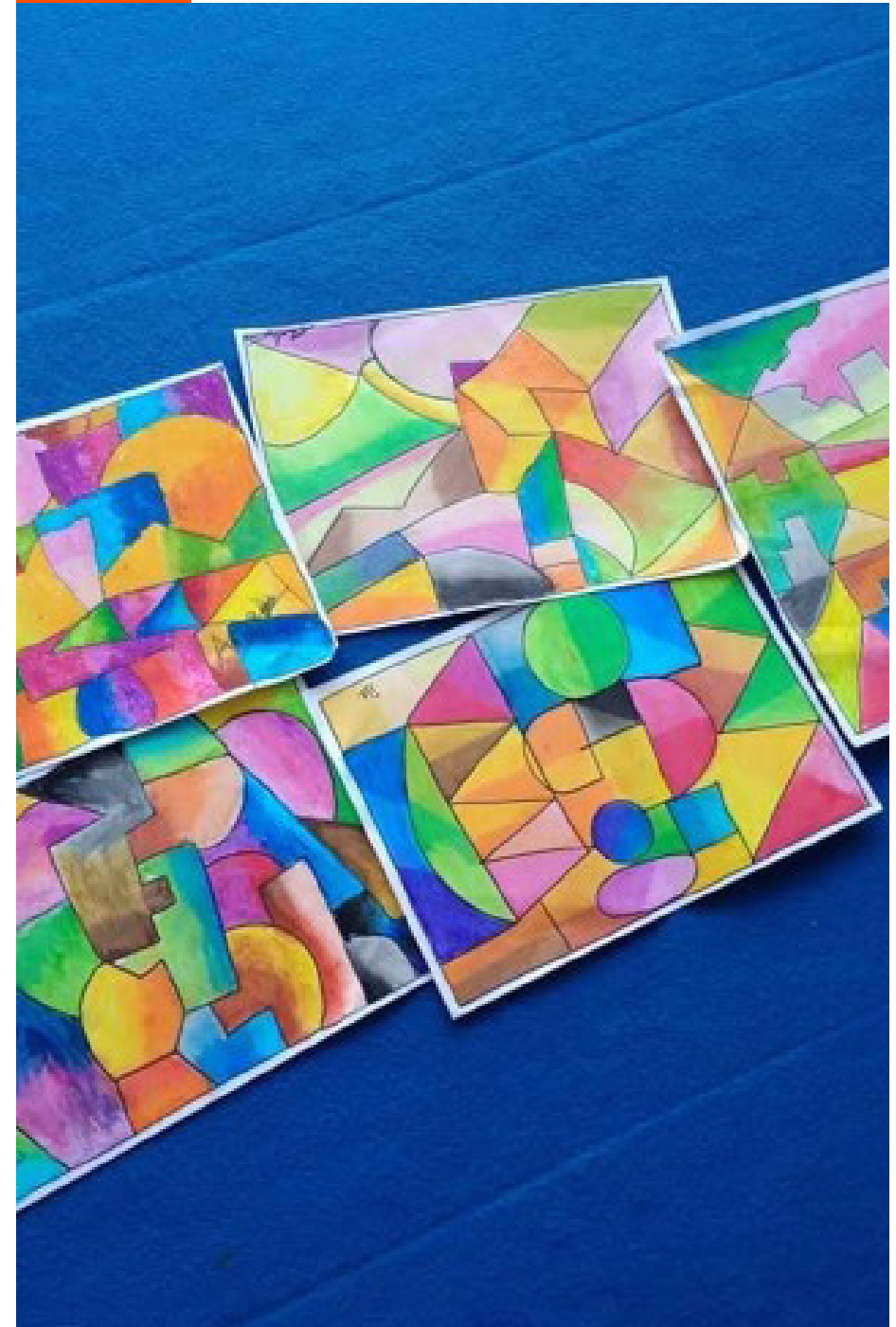




“Raise your words, not voice. It is rain that grows flowers, not thunder.” – Rumi

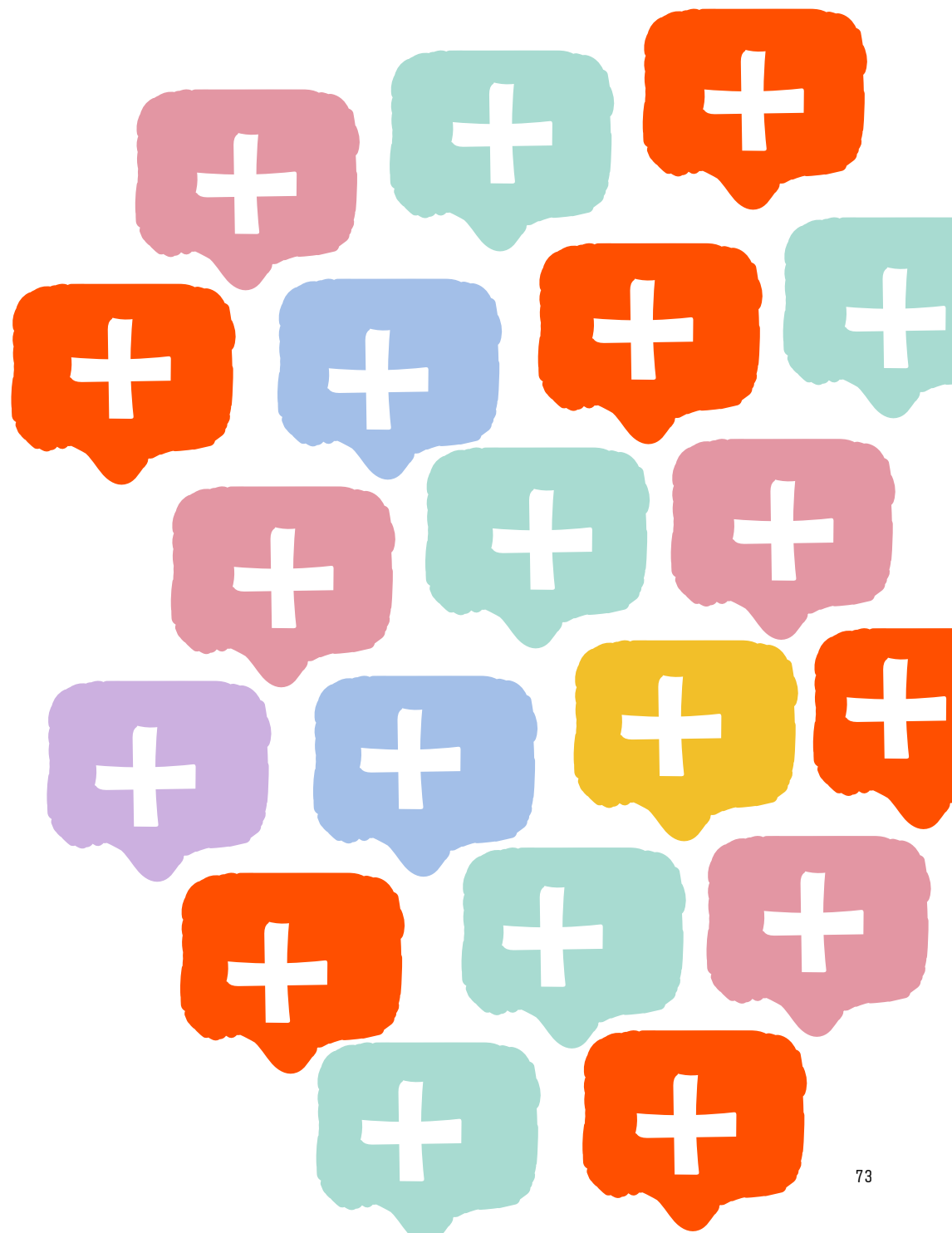
“Before you speak, let your words pass through three gates. At the first gate, ask yourself “Is it True?”. At the second gate ask “Is it necessary?”. At the third gate ask “Is it Kind?” – Rumi

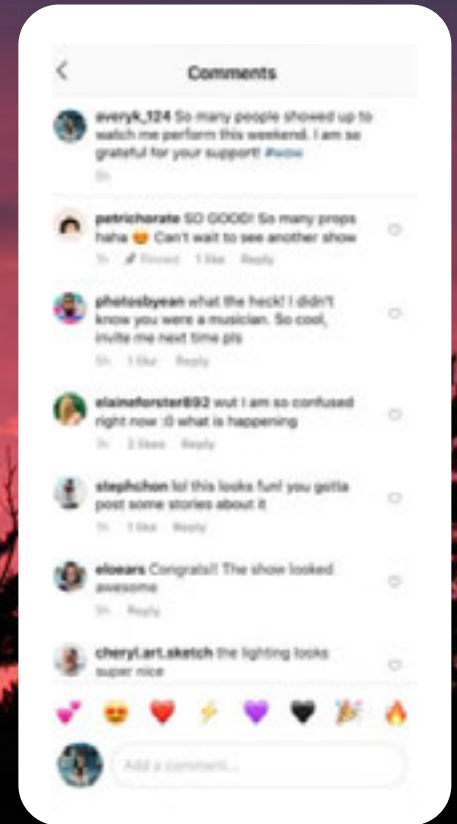
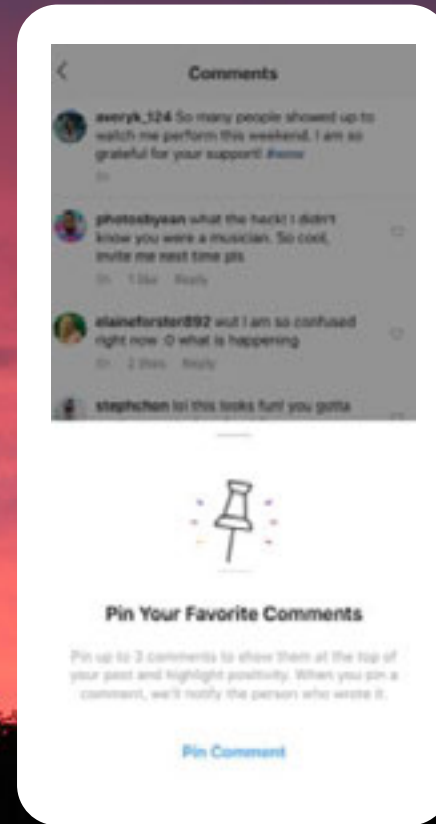
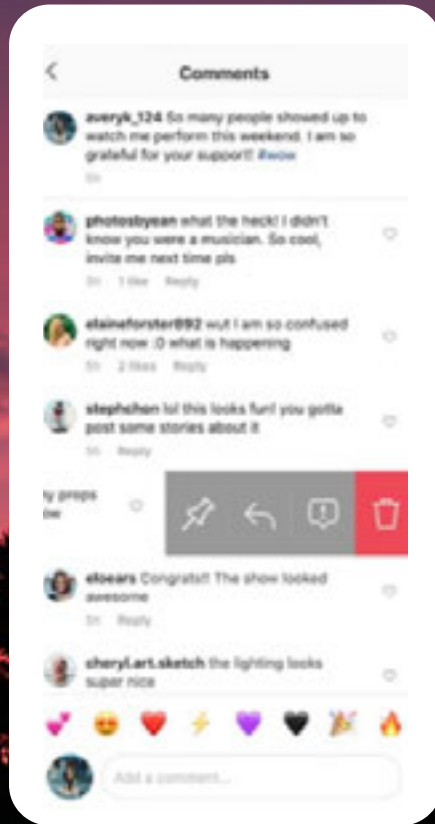
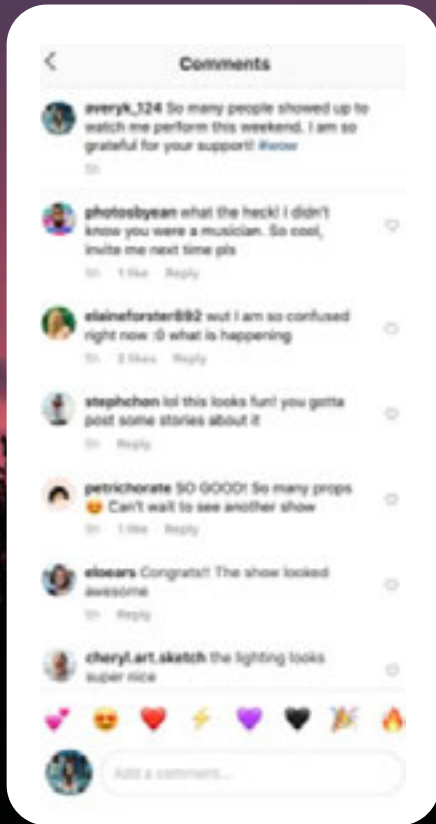
“Never doubt a random act of Kindness. Always be mindful when you speak and pause before responding. We tend to be very reactive. Learn to pause, take a deep breath and then speak. We are at the most connected era in human history, let us use these technologies wisely - to empower and be kind to one another.”



## 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.

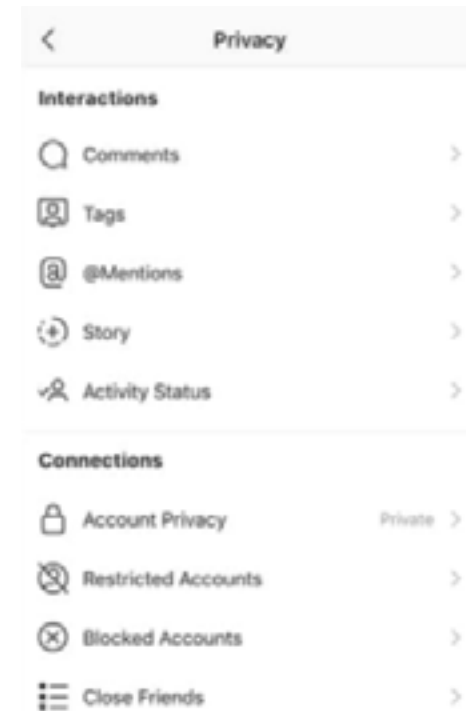


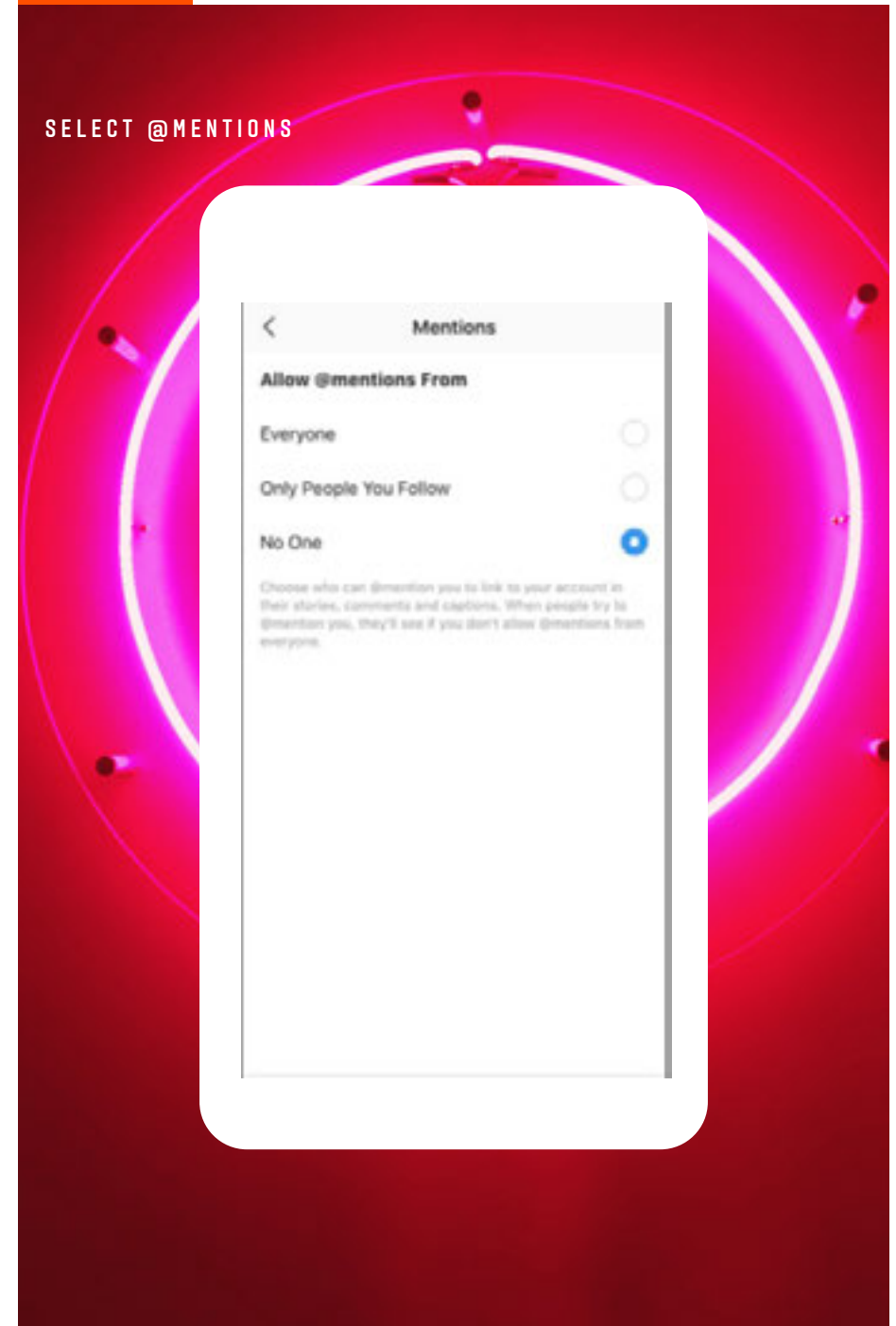
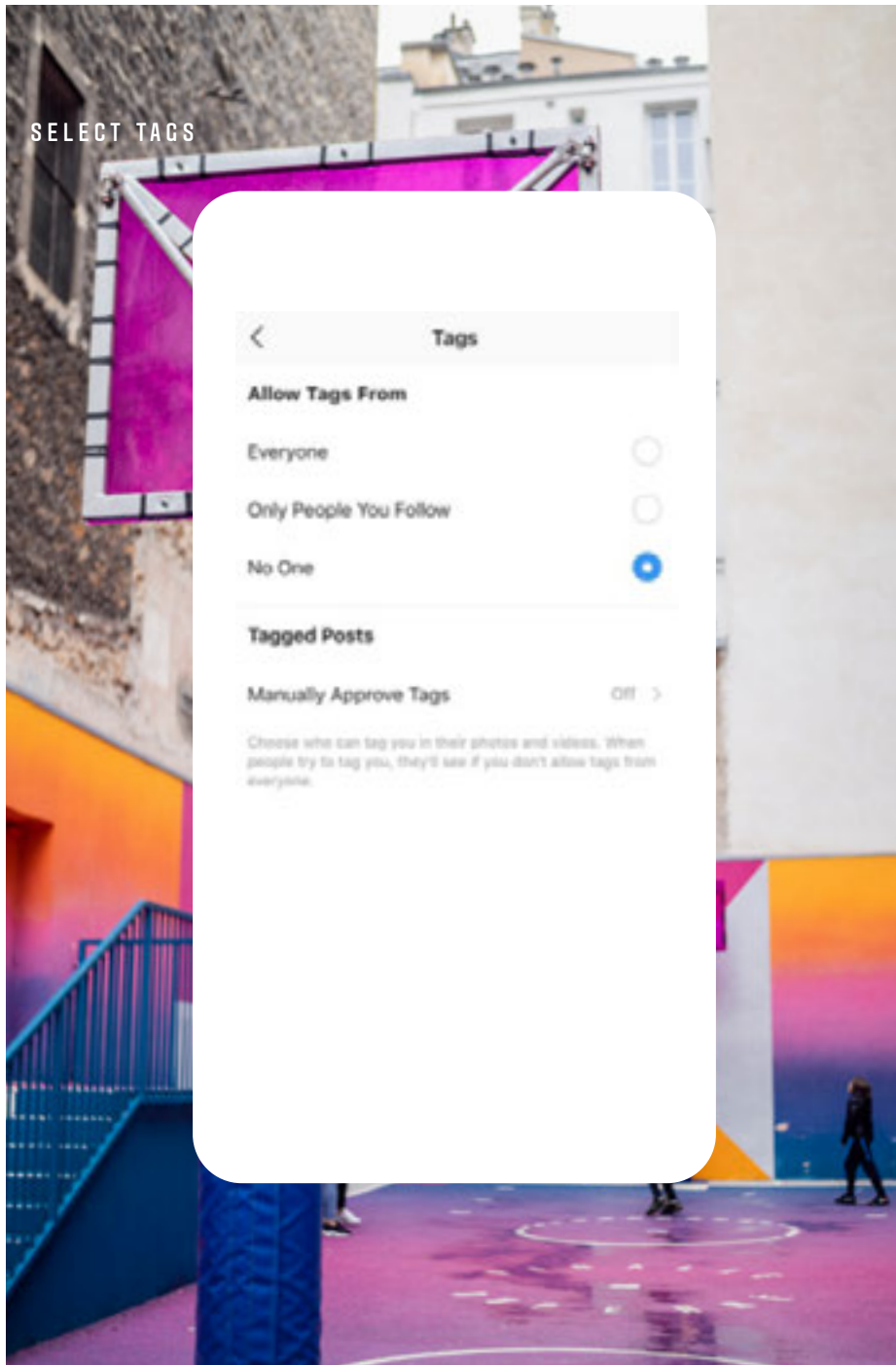


# Control tags and mentions

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.

SETTINGS -&gt; PRIVACY

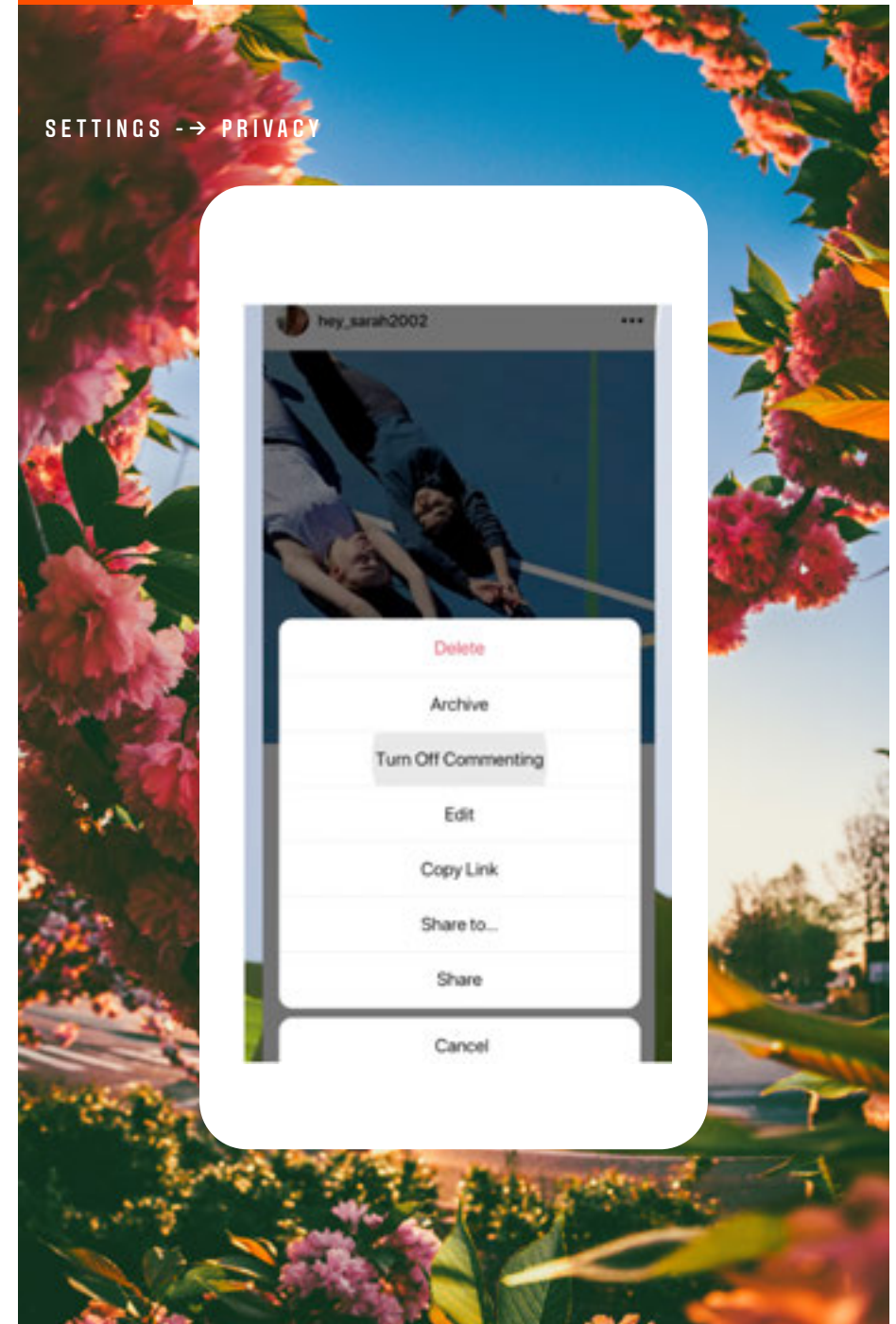






# Mute an account

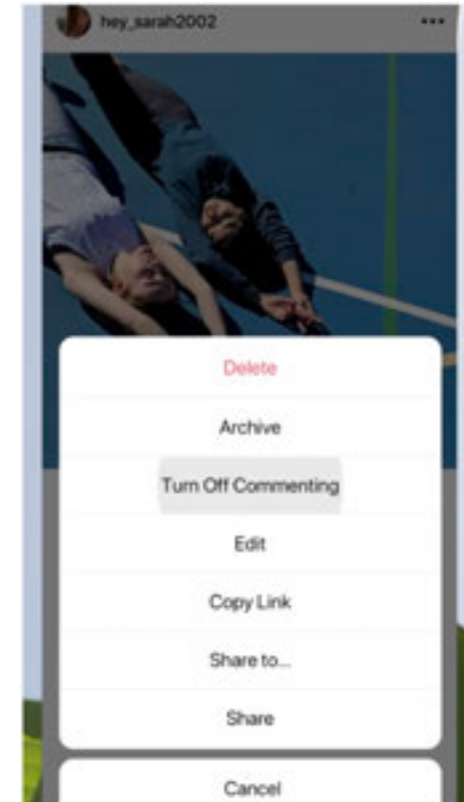
There may be accounts that your child isn't interested in interacting with but is hesitant to unfollow. Muting will keep posts or Stories from those accounts from showing up in your child's feed. The other person will not know they've been muted, and your child can unmute at any time.



# Restrict

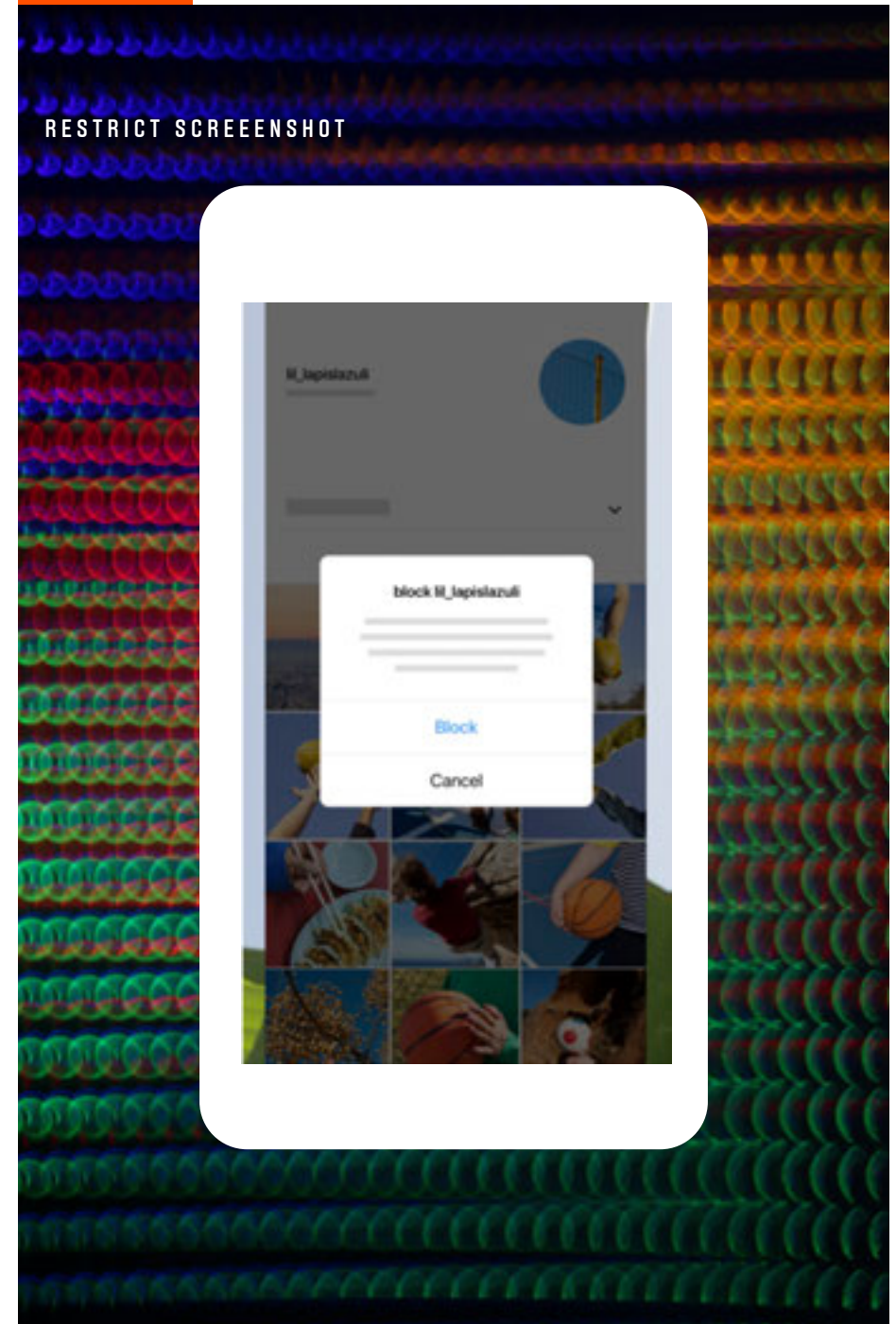
Sometimes young people aren't comfortable blocking or unfollowing someone because they feel it could lead to uncomfortable or escalated situations. To help, we developed Restrict mode, which allows your child to protect their account from unwanted interactions without making the bully aware. Once they 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.

## RESTRICT SCREENSHOT



## ➤ 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.

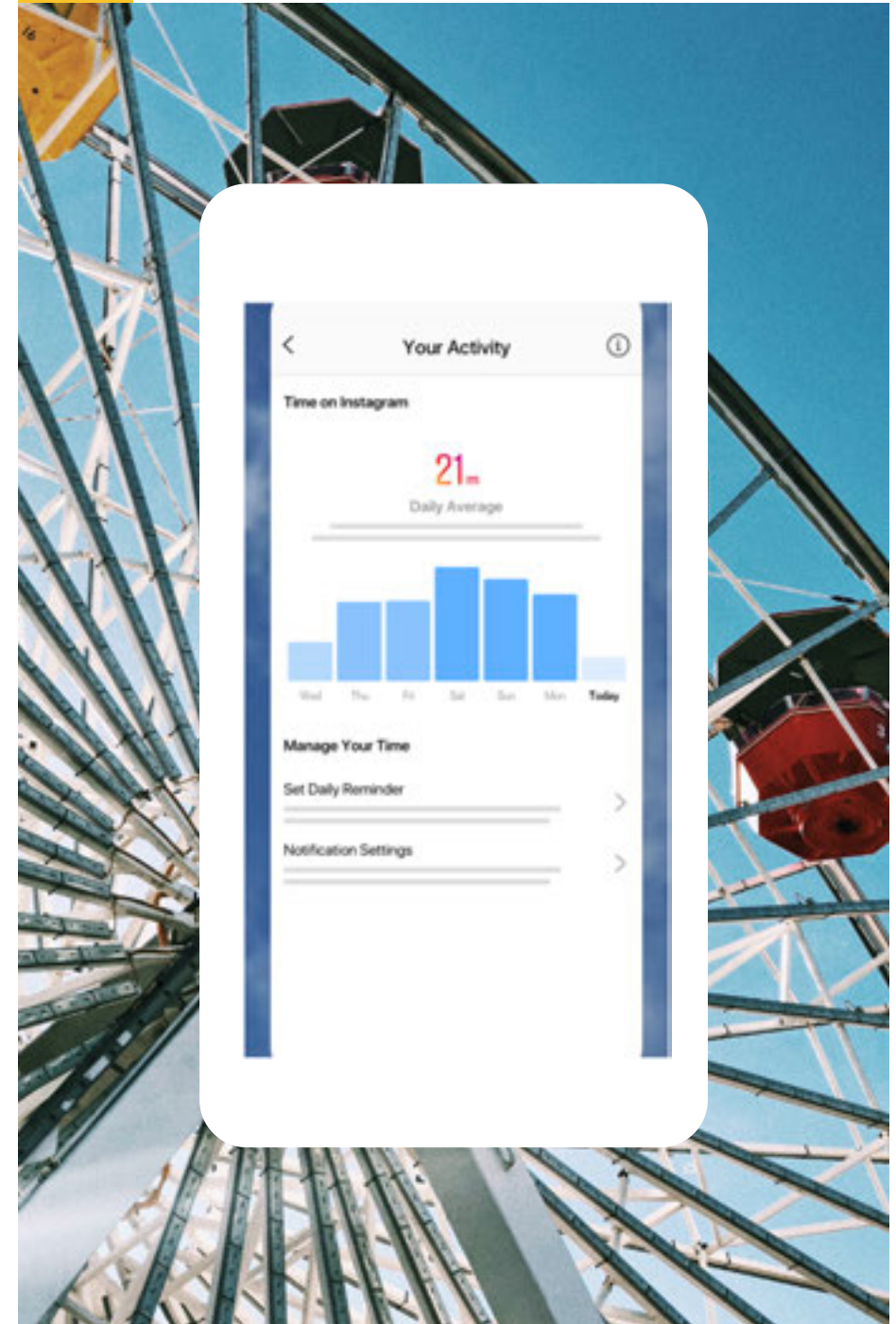
“Knowing your limits and boundaries is key. Having a routine, especially during this COVID-19 pandemic, helps to ease your mental health clutter and reduces anxiety and anxiousness. One doesn't need to be rigid in following a fixed schedule. Always take some time-out for some mindfulness.”





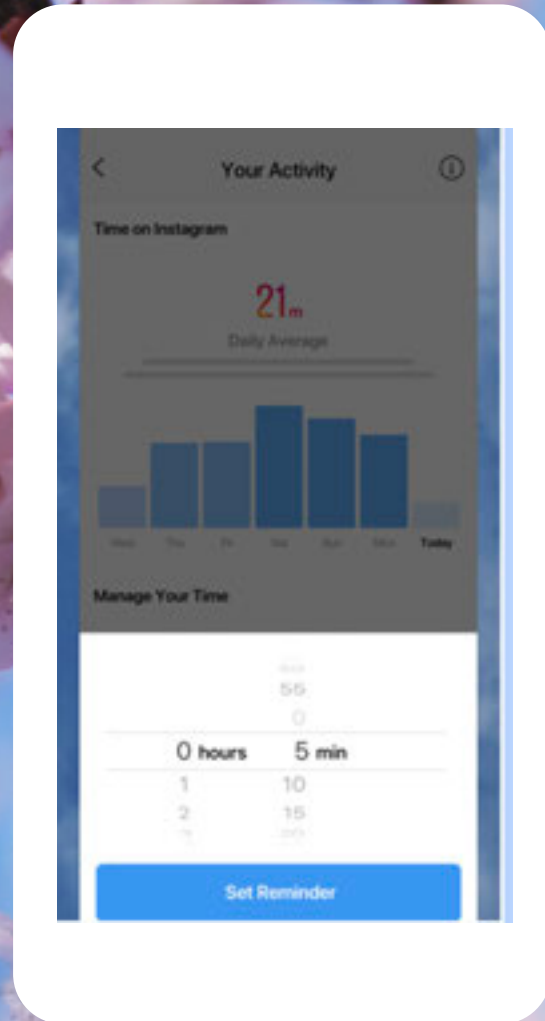
# View your activity

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

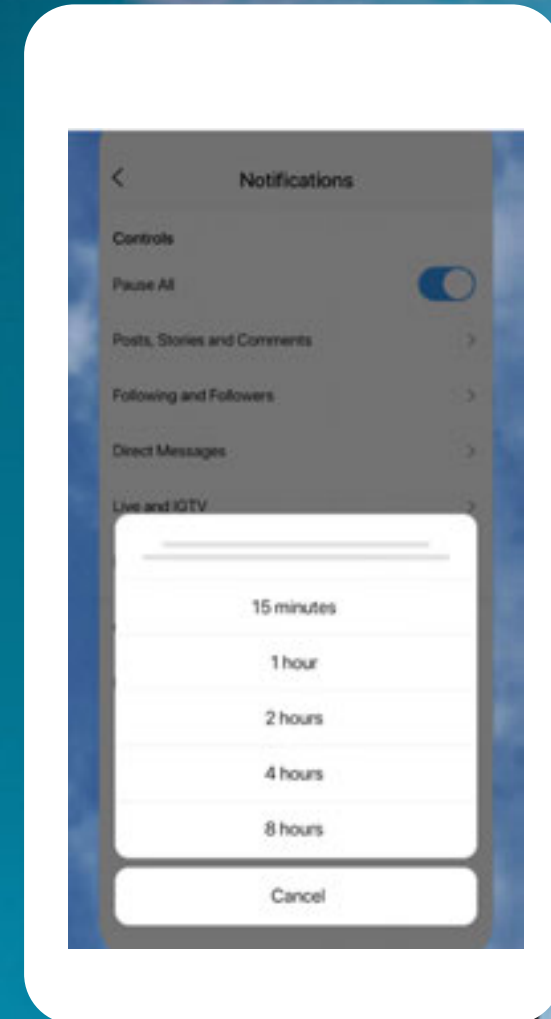
Your child can use the daily reminder to set a limit on how much time they want to spend on Instagram. Talk with your child about how they feel while using the app. Is there a point when they don't get as much out of it? Setting the daily reminder together can be a good way to talk to your child about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





# Mute push notifications

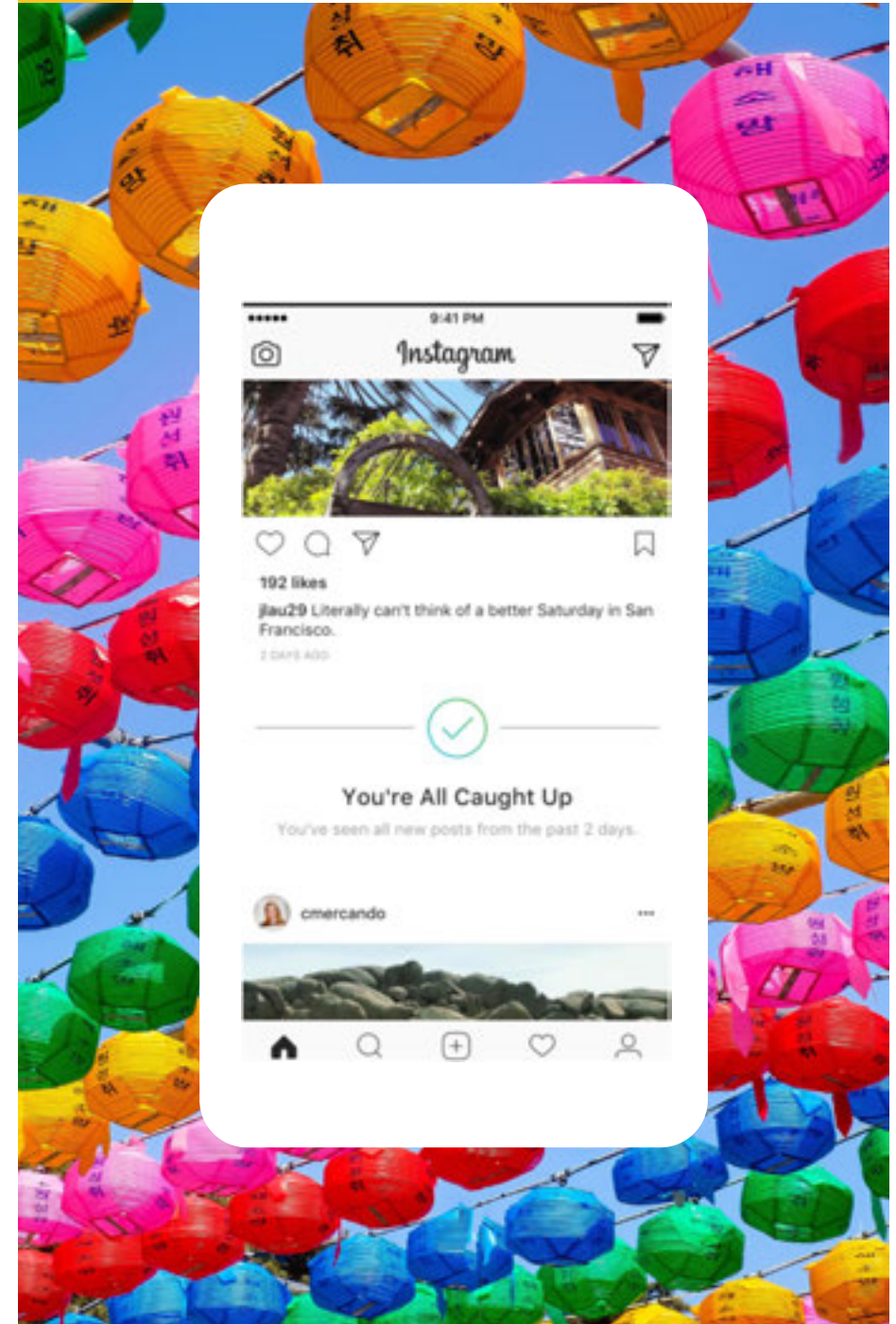
Your child can use the “Mute Push Notifications” feature to silence Instagram notifications for a period of time. When the preset time is up, notifications will return to their normal settings without having to reset them.



# 👋 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".

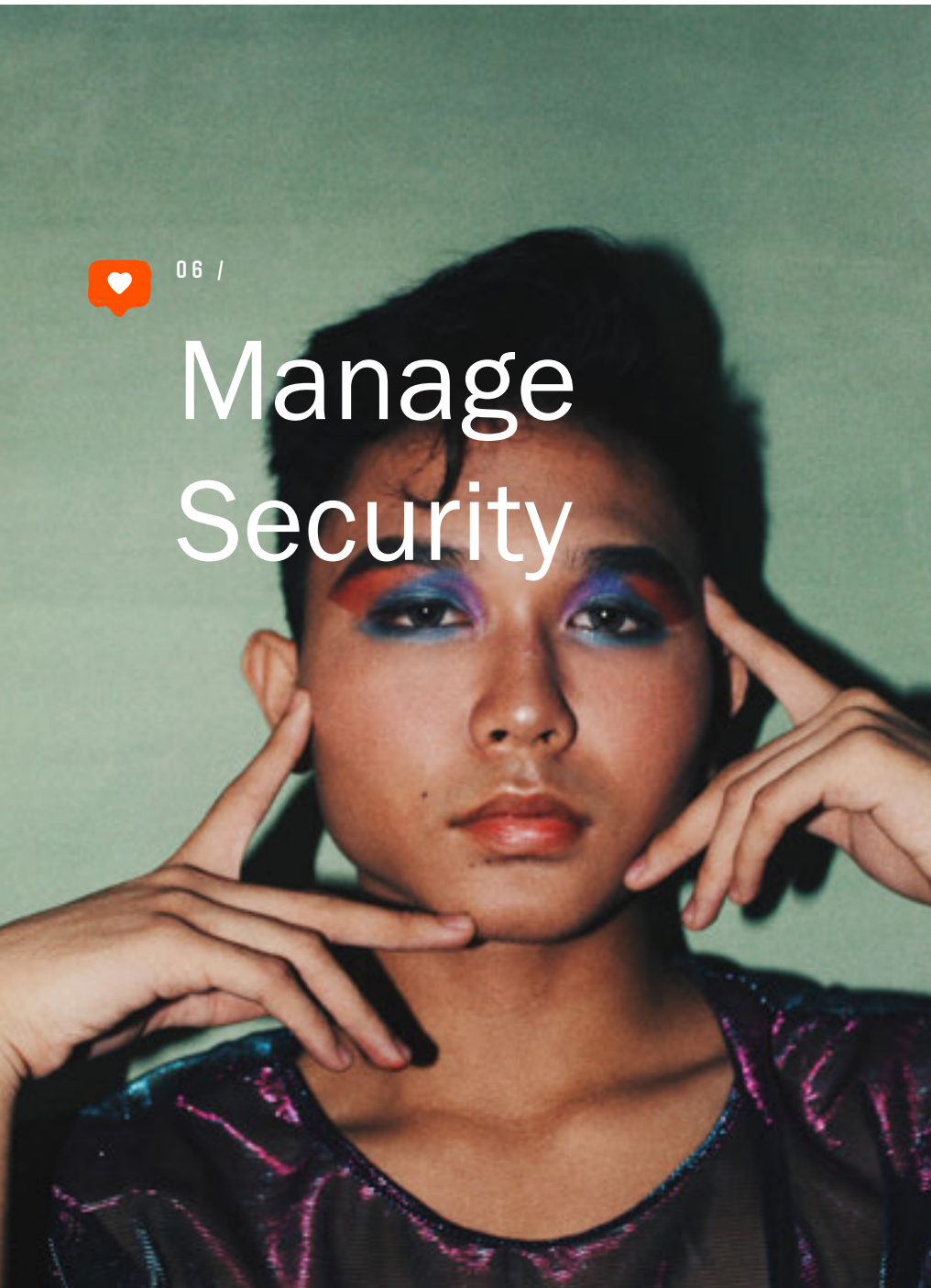
This way, they'll know that they're up to date on everything their friends and communities are up to.





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# Manage Security



Many parents are concerned about their teen's online safety on the internet.

Instagram cares deeply about the safety and well-being of our community. We want to make sure that people build a positive experience, and to connect and engage meaningfully on our platform.

We have several features on Instagram that can help you and your children stay safe.

“Remember, not everyone is who they say they are online. It’s too easy to pretend you’re someone else. For that reason, shy away from befriending any strangers online, and never make plans to meet with someone you don’t know. Always have a strong password, and never give it or any other personal information (like your address or location) away.”



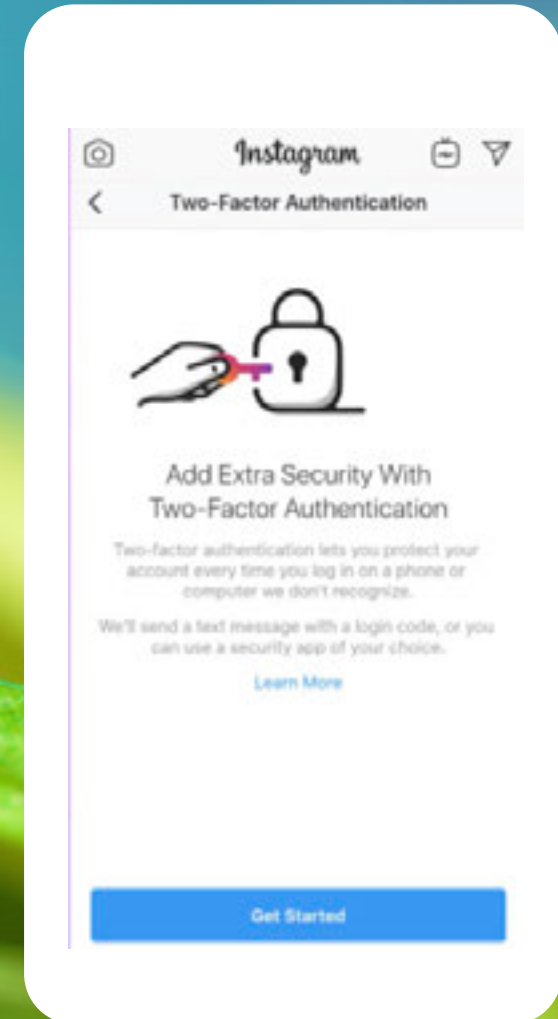
# Two factor authentication

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.



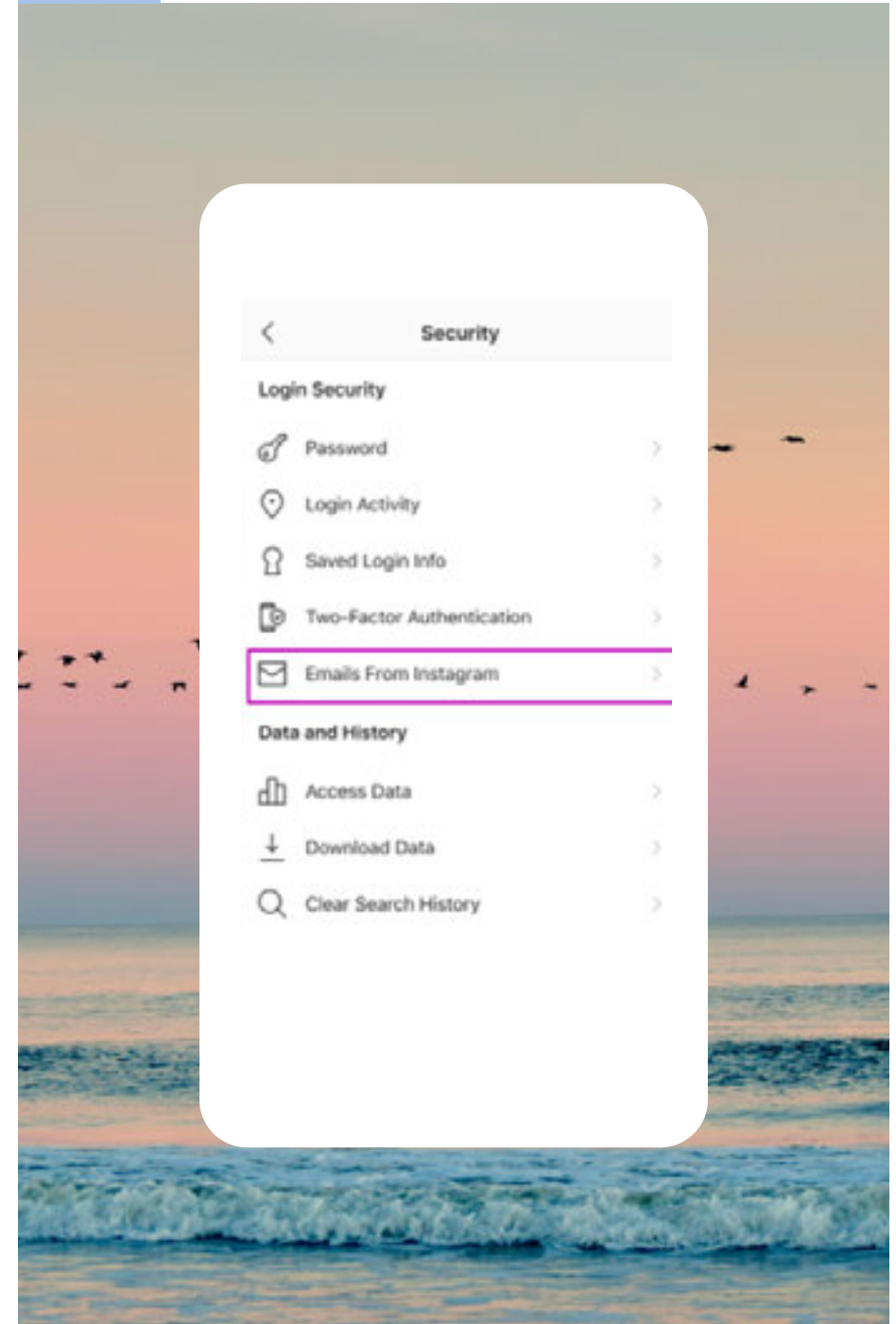
## Emails from Instagram

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

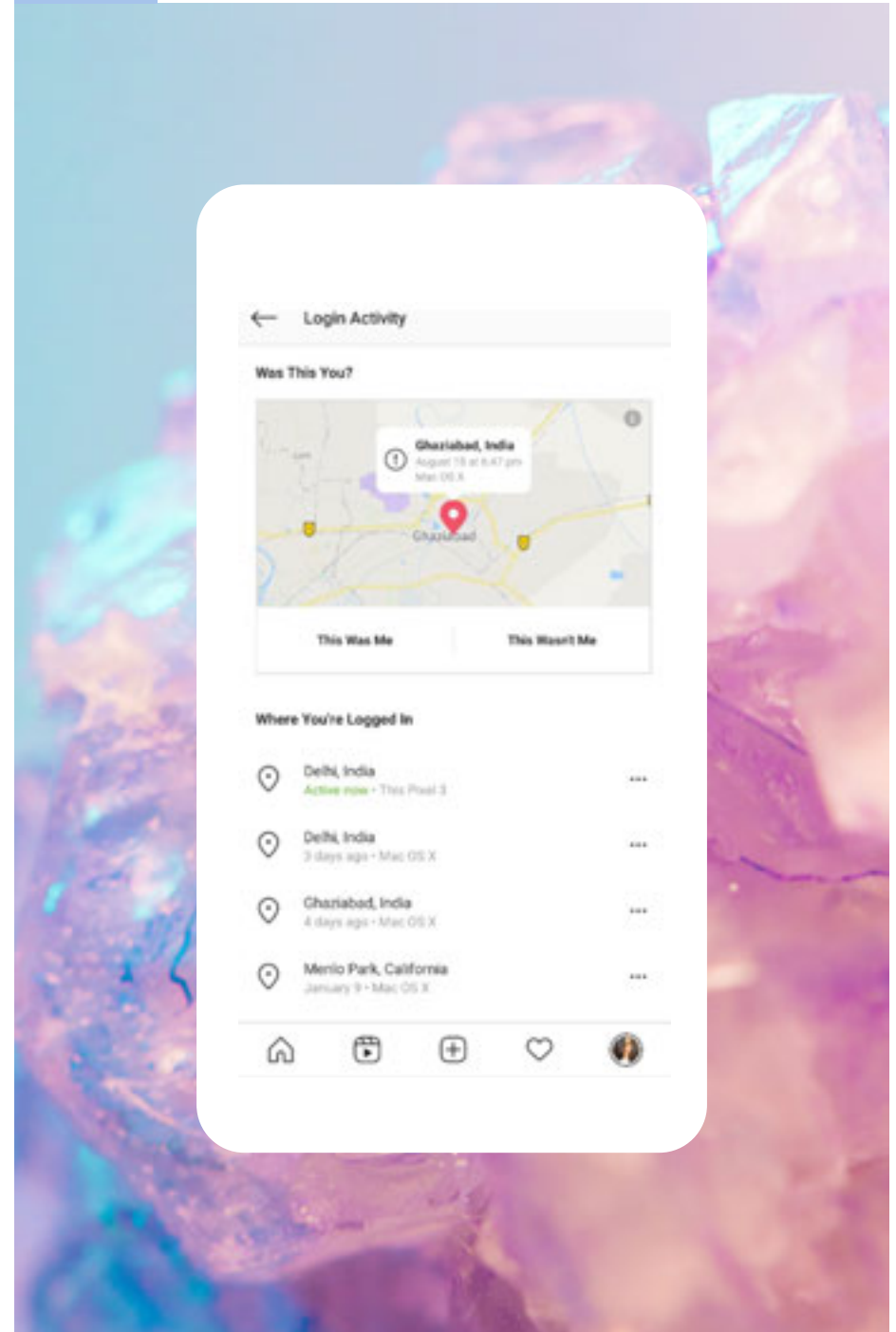
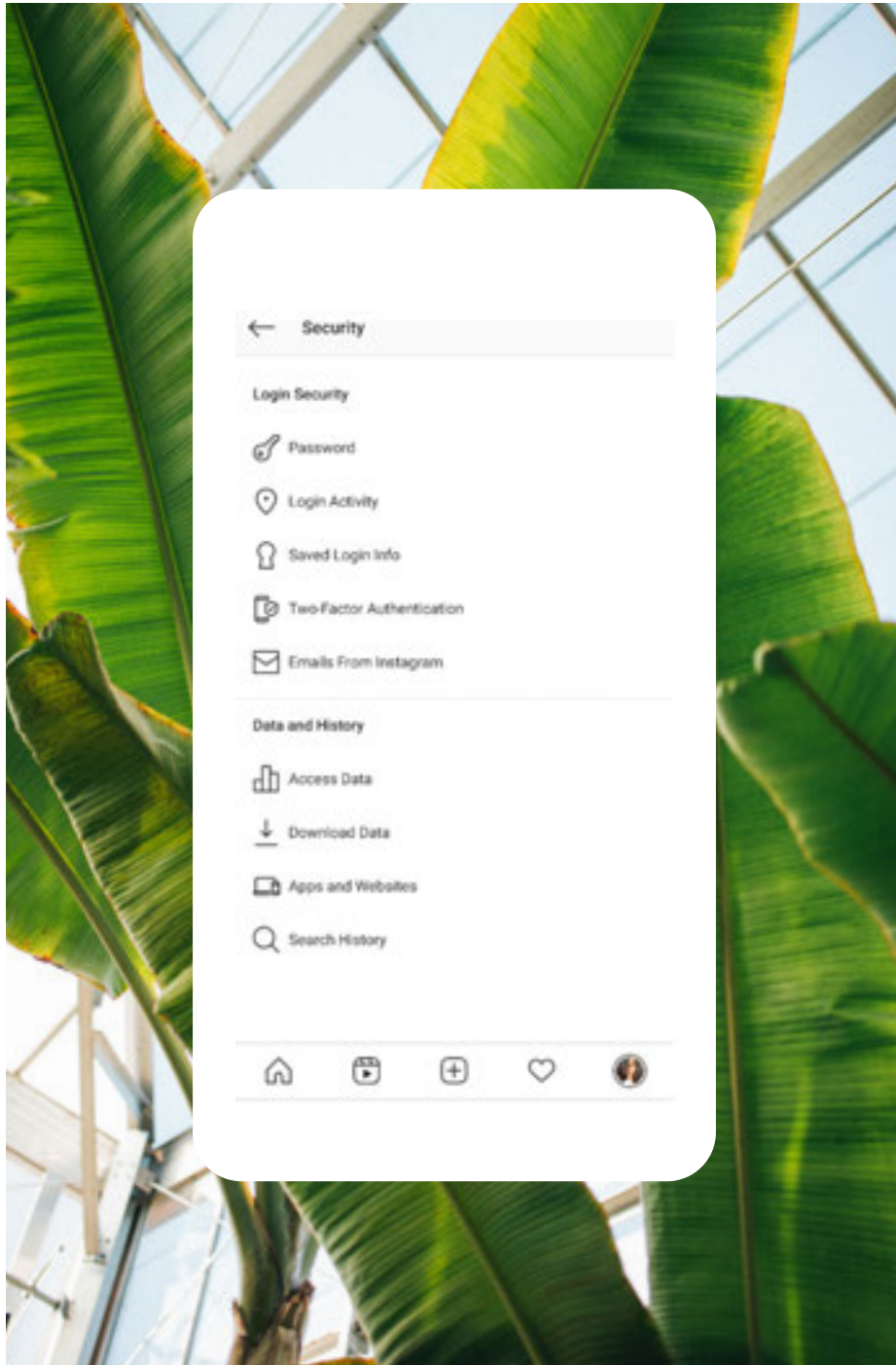




## ➔ Login activity

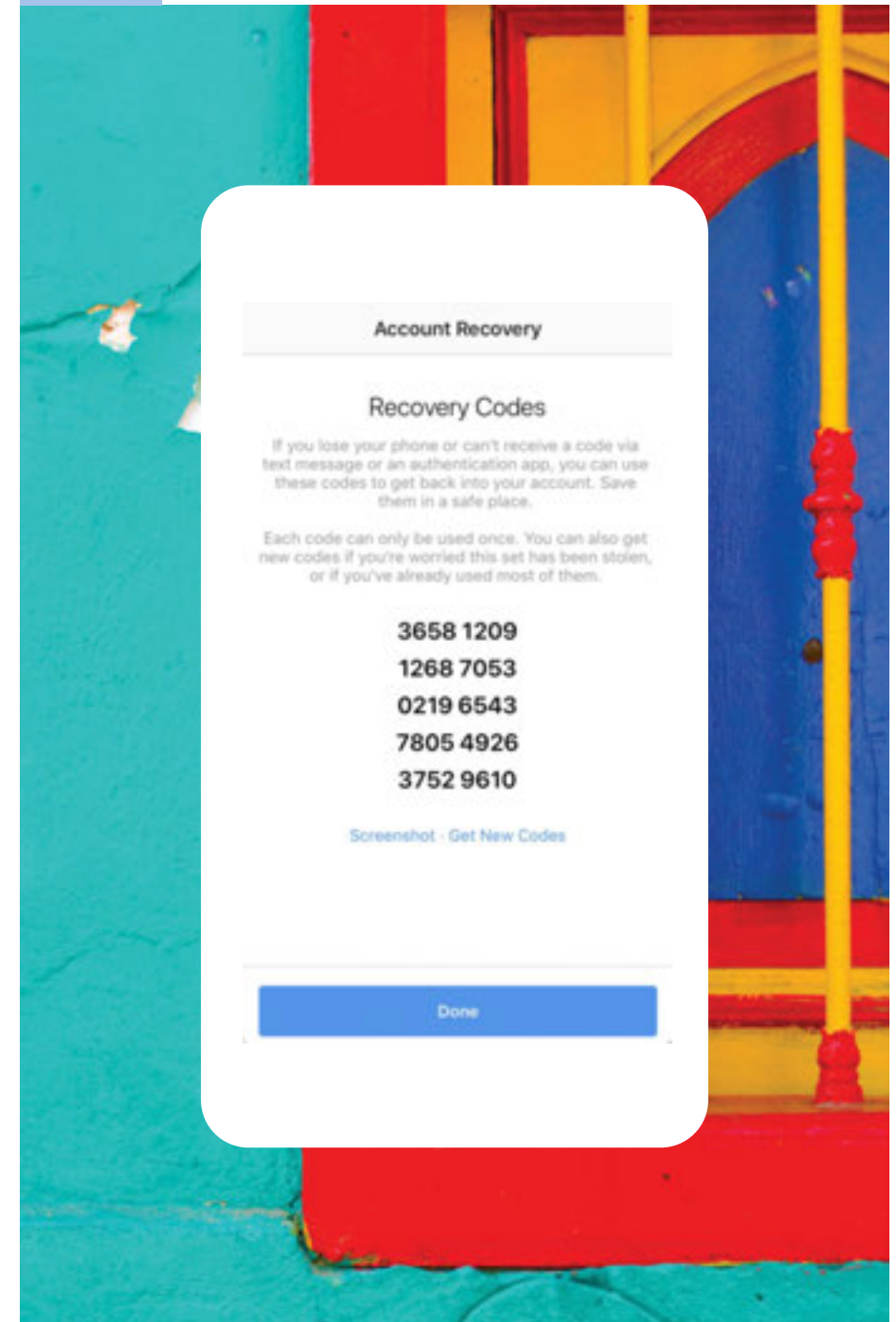
You can only be logged into a single Instagram account at a time, but your device can store login information for multiple Instagram accounts. You can add or remove login information from your Instagram app settings.





# Manage Security

Once Two-Factor Authentication is set up, you will have access to Recovery Codes, which enables you to log in if you are not able to receive your Two-Factor Authentication code via an authenticator app or via text message.





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# Support for other people



It may never happen, but it's 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

Be kind. Everyone struggles in different ways.

Believe in the person, as you might be the only one that does.

Behind every smile, there is hidden pain. Please reach out. You might save a life.



**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.

“Always take the step forward and report when you see or receive inappropriate content, behavior, bullying or harassment. We have lost when we remain silent about things that matter.”





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# Tips and tricks



**HELP CHILDREN BUILD STRONG, CARING RELATIONSHIPS.**  
Spend quality time together, and let them know that they can turn to you when they need help.

**BE UNDERSTANDING, OPEN AND RESPECT THEIR FEELINGS.**  
Keep communicating with your children and have open conversations. Encourage them to share how they feel.

**BUILD THEIR SELF-ESTEEM.**  
Praise your children when they do well. Recognise their efforts, show love and acceptance, and help show them the path to achieve their goals.

**BE PRESENT.**  
Always listen with empathy and compassion.

**CREATE A SAFE AND POSITIVE HOME ENVIRONMENT.**  
Children growing up in a warm and loving home will positively affect them.





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# Glossary of Instagram terms

## **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.



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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) and [miasa.org.my/resources.html](https://miasa.org.my/resources.html)