



A Parent and Carer's Guide to Instagram



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01 /

A MESSAGE FROM DR. ELIZABETH MILOVIDOV



“ Social media platforms can provide ways for teenagers to connect, network, play, and share experiences through images, videos, dance challenges, and other trendy content. During the past few years, we have witnessed a rapid explosion of technological growth and an increase in the popularity of social media that may have overwhelmed some parents. We have also witnessed an increase in the importance of parental involvement and engagement in this new sphere of parenting in the digital age.

I'm Elizabeth Milovidov, digital parenting expert and digital safety consultant to many of the European organisations focusing on providing solutions and strategies to digital families. I have supported the Council of Europe, COFACE Families Europe, EU KidsOnline, BetterInternetforKids, European Schoolnet and other European associations as they created guides, tutorials, research projects and tools for parents and families.

I'm also a mother to a pre-teen and a teen and I completely understand the challenges that parents face today. As a parent in today's digital world, we know that we can not always restrict our teenagers, but we can find ways to support and guide them in their online experiences. I'm happy to say that this guide was updated and revised by Instagram to include the latest tools and features Instagram has developed so that your teenager can have a safer experience on the platform.

This Instagram Guide is a parent-friendly overview of what Instagram is and has to offer. It's specifically designed to provide parents and caregivers with a good understanding of how Instagram works, as well as the key safety features that can help keep your teen safe when using the app. It's detailed, explanatory, and uses images to demonstrate the features step by step—so you feel empowered to help your teen make the most of them.

I would also invite every parent and carer to sit down with their teen and really talk to them about how they use Instagram, why they enjoy using it, what are their favorite accounts to follow and so forth. Engaging in conversation is one of the best ways that families can develop their own guidelines about how social media, including Instagram, will fit into their family life.

Conversations—an open dialogue and interaction between parents and their teenagers—offer parents an opportunity to provide guidance and support, and even throw in a story or two about how they would have handled a situation in the good ole days before the Internet. Our teens need parental support—without being too judgmental or restrictive—more than ever with the rapidly-changing digital landscape. But the good news is that with awareness on the issues, better understanding of the apps teens are using, and how to make the most of the safety features, parents really can be supportive, positive digital parents.

Coupled with the new Parent's Guide, I'd encourage families to check out the Instagram Safety Center and establish ground rules for your family on what safe social media usage looks like for you.

Digital parents, you've got this. ”

Elizabeth Milovidov

Digital Parenting Expert

www.digitalem.org



02 /

WHAT IS INSTAGRAM?



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 teens: they use it to capture special moments, relate to one another, and carry conversations in a fun way—using photos, 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.

We require everyone to be at least 13 to use Instagram and have asked new users to provide their age when they sign up for an account. While many people are honest about their age, we know that young people can lie about their date of birth. We want to do more to stop this from happening, but verifying a person's age online is complex and something many in our industry are grappling with. To address this challenge, we're developing new artificial intelligence and machine learning technology to help us keep teens safer and apply new age-appropriate features, like those described in this guide.

Whether it's through Feed, DMs, Stories, Reels, Live, or IGTV, our mission is to bring people closer to the people and things they love. We have Community Guidelines on Instagram, which are our rules. We ask everyone to adhere to the Community Guidelines and we may take action on content and accounts that break them. We know that for everyone in our community to express themselves freely, it's essential to make Instagram a safe and supportive place.

To learn more about safety on Instagram, please visit:

<https://www.instagram.com/creators/guide/tools-for-a-safe-positive-experience/17876204894093335/>



**COMMUNITY
OF PEOPLE
CONNECT TO
EACH OTHER**



**CAPTURE
AND SHARE
SPECIAL
MOMENTS**



**BRING
PEOPLE
CLOSER**



**PUSH
CULTURE
FORWARD**



**SAFE AND
SUPPORTIVE
PLACE**

03 /

MANAGE PRIVACY



Privacy is important. There are a number of tools you can share with your teen 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, which is why anyone under 18 who signs up to Instagram will have the option to choose between a public or private account, with private selected by default.

Understanding that they have control over who sees and interacts with the things they post online will empower teens to be themselves on Instagram, while helping them to stay safe online.

ACCOUNT PRIVACY

We want to strike the right balance of giving young people all the things they love about Instagram, while also keeping them safe. We don't want young people to be contacted by adults they don't know or don't want to hear from, and we believe having a private account is the best way to prevent that from happening.

Having a private account will let your teen control who sees or responds to their content. If you have a private account, people have to follow you to see your posts, Stories, and Reels, and all follow requests need to be accepted by you first. People you haven't accepted also can't comment on your content in those places, and they won't see your content at all in places like Explore or hashtags.

That's why, anyone who signs up to Instagram and is under 18 will have the option to choose between a public or private account, with private selected by default.

Account Privacy

Choose who can see what you share. You can change this anytime in Settings.

Private
Only accounts you approve can see your photos and videos.

Public
Anyone can see your photos and videos.

Next

DEFAULTED TO PRIVATE ACCOUNT
WHEN TEENS UNDER 18 SIGN UP

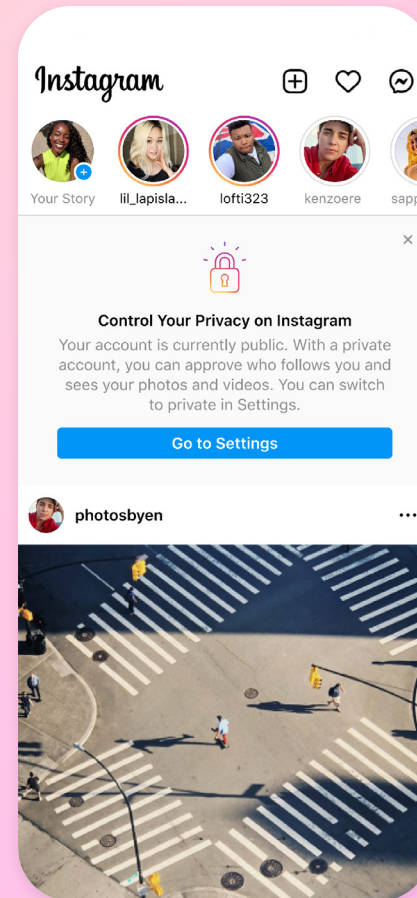
ACCOUNT PRIVACY

For young people who already have a public account on Instagram, we'll show them a notification reminding them that their account is public, and explain how they can switch to private.

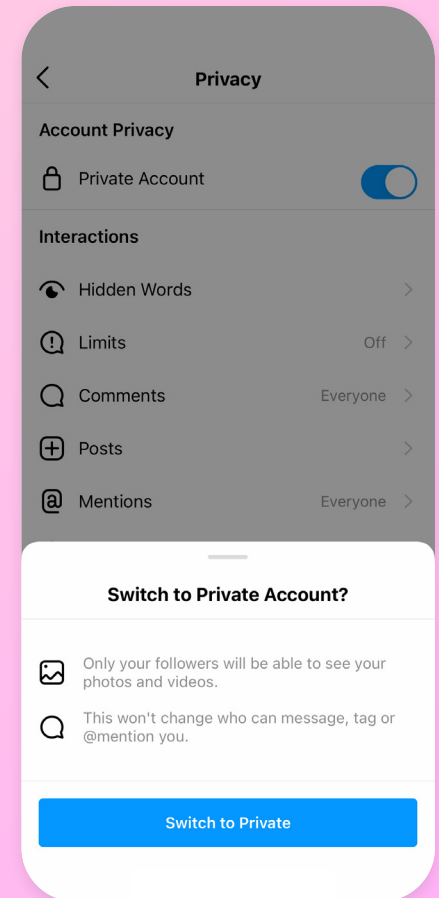
Even with a public account, your teen can remove followers, choose who can comment, and turn off the "Show Activity Status" so that their friends can't see when they are online.

If your teen's account is public, anyone on or off Instagram, with or without an Instagram account, can see the content your teen posts such as on Stories, Feed, or Live, and follow your teen without needing approval.

We know there will still be young people who prefer to have a public account—for example, young creators who are trying to build an audience—which is why we'll still give young people a choice, while doing what we can to highlight the benefits of a private account. If your teen already has a public account, they can switch to private at any time in their Privacy Settings.



NOTIFICATION TO SWITCH TO PRIVATE ACCOUNT



SETTINGS → PRIVACY → TOGGLE PRIVATE ACCOUNT

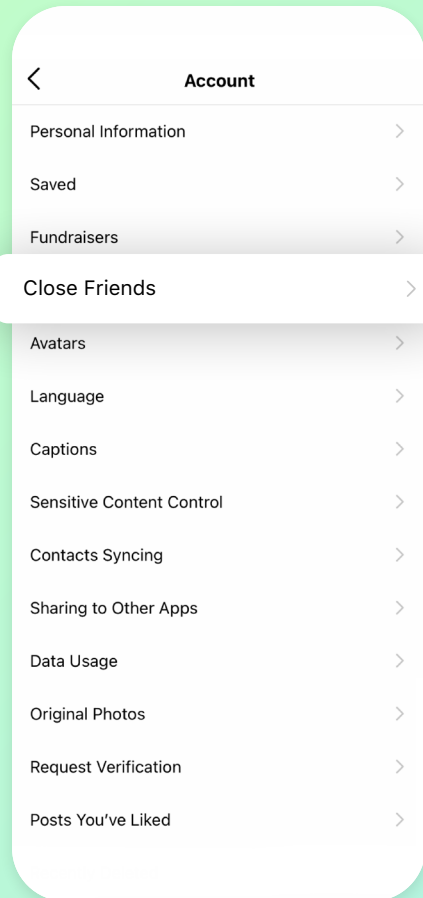


SHARE STORIES WITH CLOSE FRIENDS

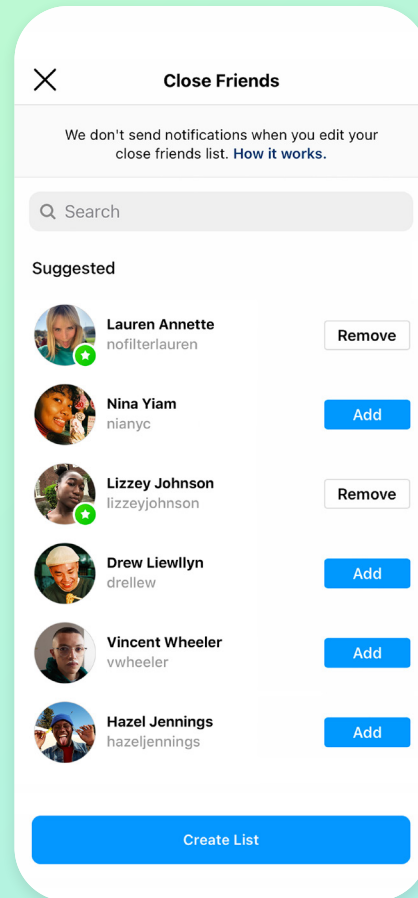
Your teen can create a Close Friends list and share their Stories with only the people on that list.

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.

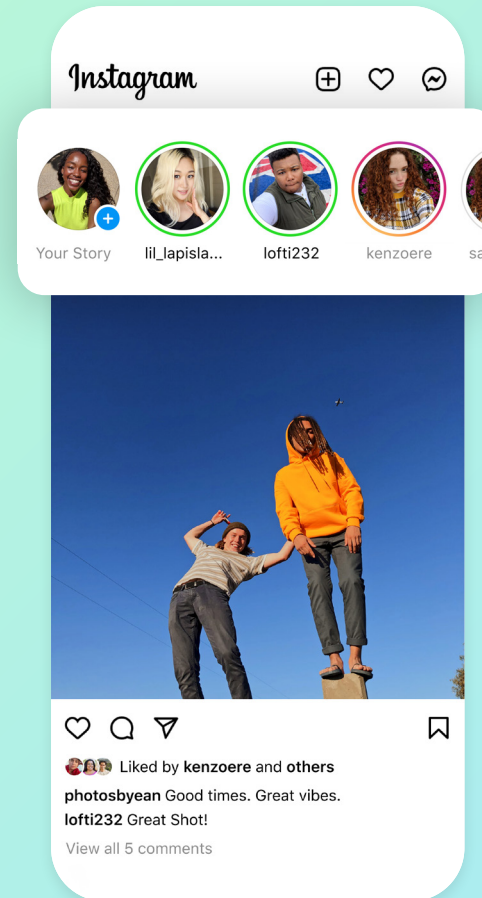
Share Stories with Close Friends



SETTINGS → ACCOUNT →
CLOSE FRIENDS LIST



ADD / REMOVE PEOPLE FROM
FOLLOWER LIST



STORIES SHARED WITH CLOSE
FRIENDS HAVE A GREEN RING



VIEWING STORIES SHARED WITH
CLOSE FRIENDS HAVE A GREEN TAG



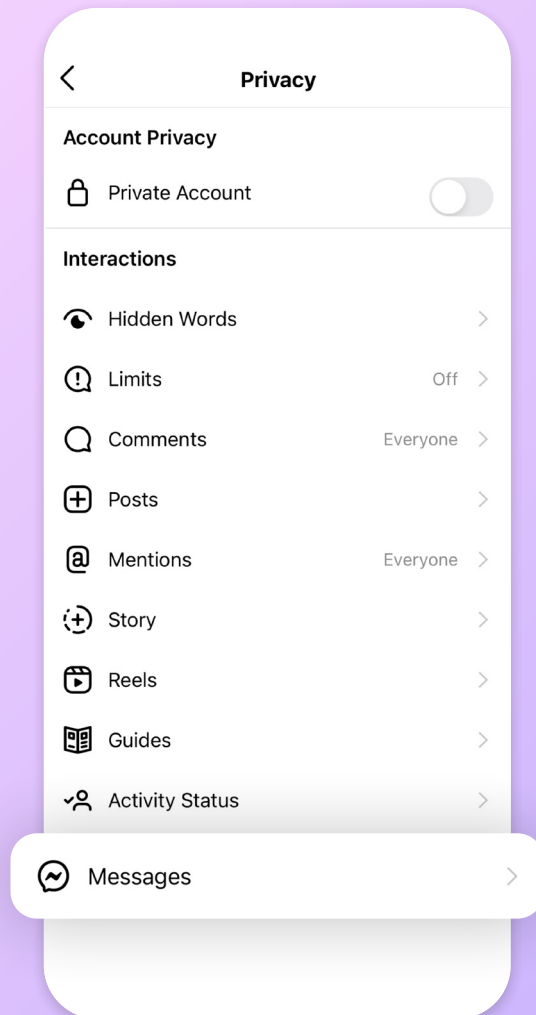
MESSAGE CONTROLS

We want everyone on Instagram—but particularly young people—to have control over who can message them, and we don't want young people to have to receive unwanted messages from people, especially adults, that they don't know.

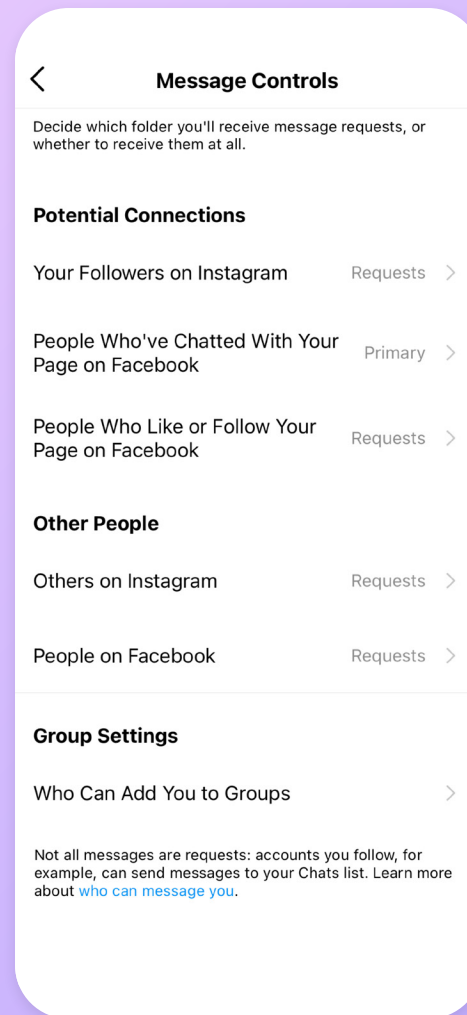
That's why we've launched a series of features to protect young people in their DMs (Direct Messages).

Everyone on Instagram can limit who can send them Direct Messages and who can add them to group chats. That means your teen can choose to only receive messages from people who follow them.

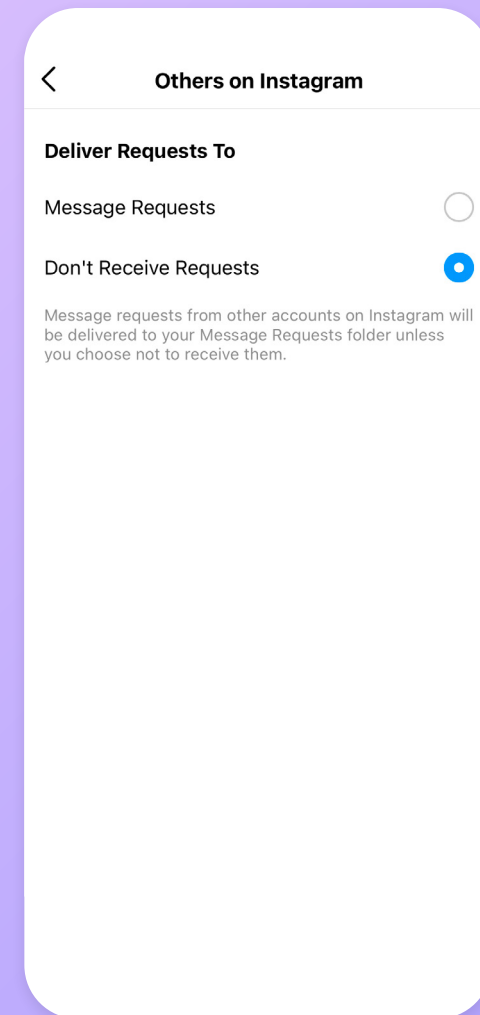
Message Controls



SETTINGS → PRIVACY → MESSAGES



MESSAGE CONTROLS

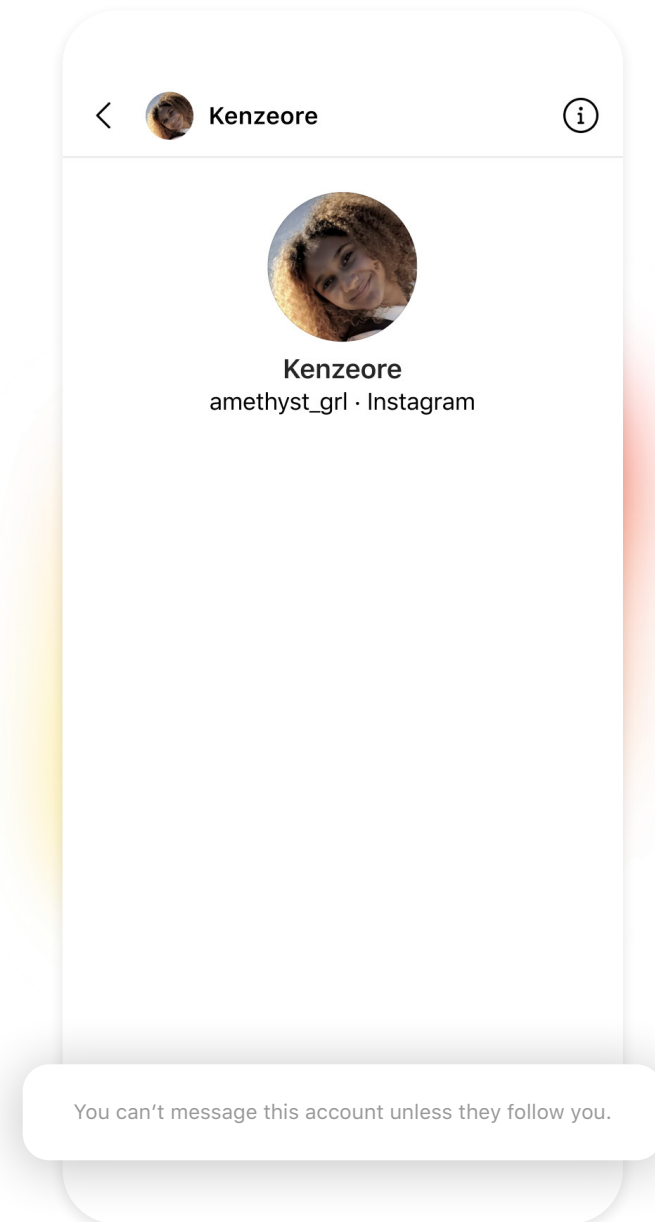


CUSTOMIZE DELIVERY OF MESSAGES

MESSAGE CONTROLS

We've also taken several steps to protect young people from unwanted messages from adults. This year, we introduced a new feature that prevents adults from sending messages to people under 18 who don't follow them.

That means, when an adult tries to message a teen who doesn't follow them, they receive a notification that DM'ing them isn't an option. This feature relies on the age people give us when they sign up, as well as our work to predict peoples' ages using machine learning technology.



PREVENTING ADULTS FROM MESSAGING TEENS
WHO DON'T FOLLOW THEM

MESSAGE CONTROLS

We've also developed new technology to help us find adult accounts that have shown potentially suspicious behaviour—for example, they may have been repeatedly blocked or reported by young people. Our new technology prevents those accounts from finding and interacting with young people's accounts.

Using this technology, [which has already rolled out in the UK/France], we won't show young people's accounts in Explore, Reels, or 'Accounts Suggested For You' to these adults. They also won't be able to see comments from young people on other people's posts, nor will they be able to leave comments on young people's posts. And finally, if a potentially suspicious adult account does find young people's accounts by searching for their username, they won't be able to follow them.

We'll continue to look for additional places where we can apply this technology to protect young people.





LIMIT ADVERTISER TARGETING

We've also made changes to how advertisers can reach young people with ads globally. We'll now only allow advertisers to target ads to people under 18 (or older in certain countries) based on their age, gender, and location. We already limited advertisers to these three categories for some young people in the UK and Europe, but the age threshold has differed from country to country based on various factors, including local GDPR requirements. We're now taking this further, by raising the age to under 18, removing the option to opt in to more personalised ads, and rolling out these targeting limitations to all young people on Instagram globally.

We already give people ways to tell us that they would rather not see ads based on their interests or on their activities on other websites and apps, such as through controls within our ad settings. But we've heard from youth advocates that young people may not be well equipped to make these decisions. We agree with them, which is why we're taking a more precautionary approach in how advertisers can reach young people with ads.

When young people turn 18, we'll notify them about targeting options that advertisers can now use to reach them and the tools we provide to them to control their ad experience.

04 /

MANAGE INTERACTIONS

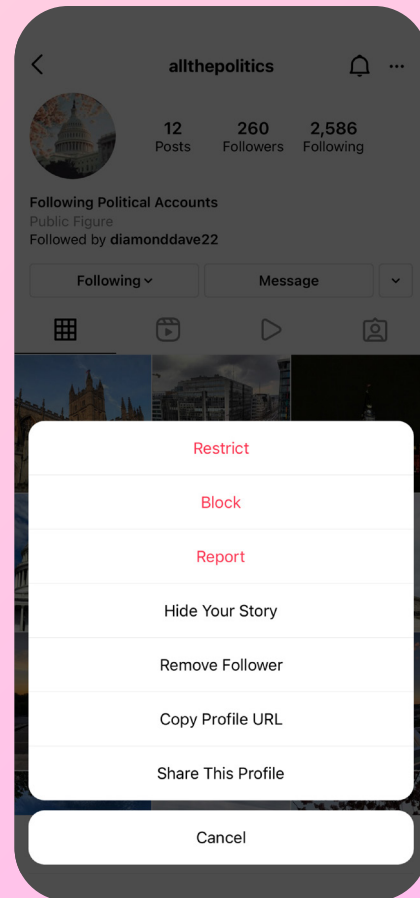


There is no place for bullying and harassment of any kind on Instagram. It's against our policies to create an account, post photos, or make comments for the purpose of bullying or harassing someone else. Let your teen know that if they spot an account, photo, video, comment, or message that is intended 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 teen's information with the person reported.

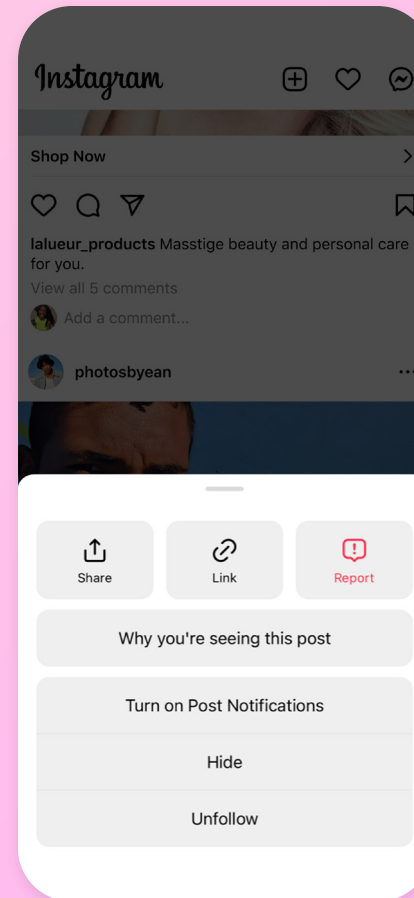
Report Interactions

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



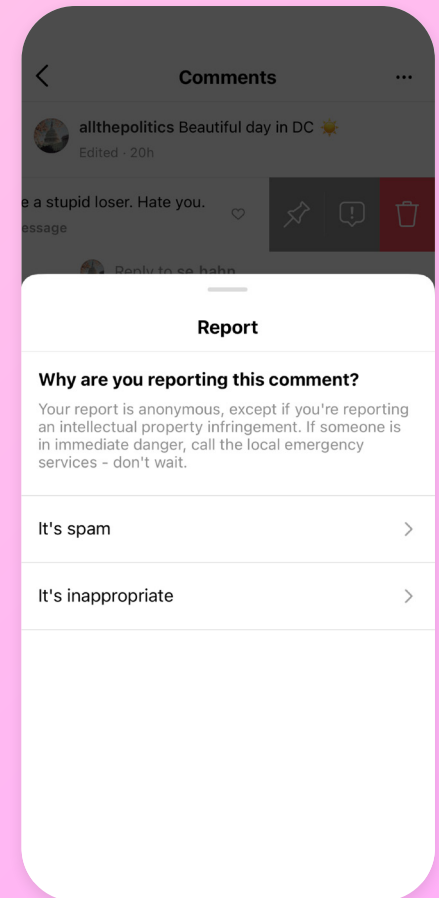
PROFILES:

Tap “...” on top-right corner of profile
→ Report




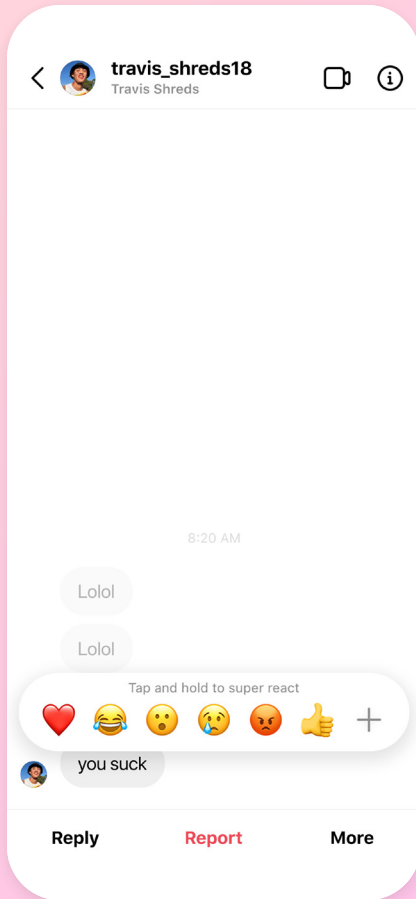
POSTS:

Tap “...” on top-right corner of post
→ Report



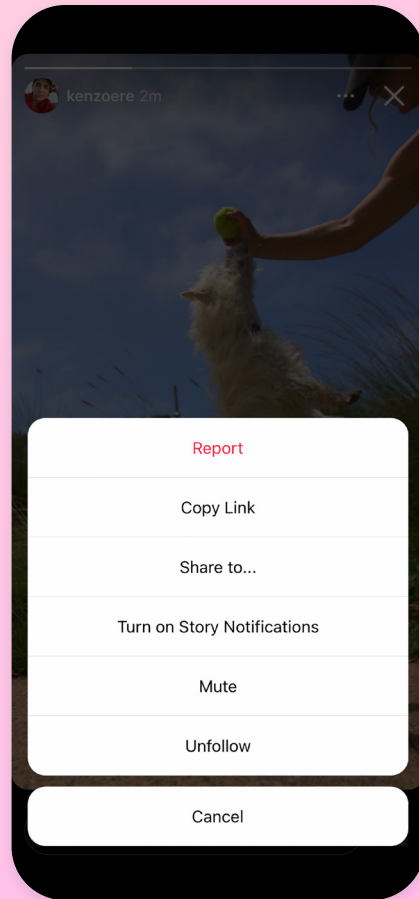
COMMENTS:

Swipe left on comment →
Tap  → Report this comment



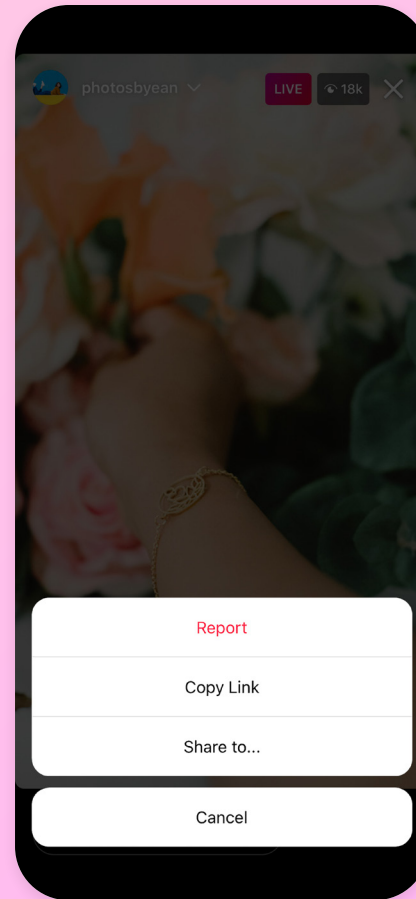
DMS:

Tap and hold individual message → Report



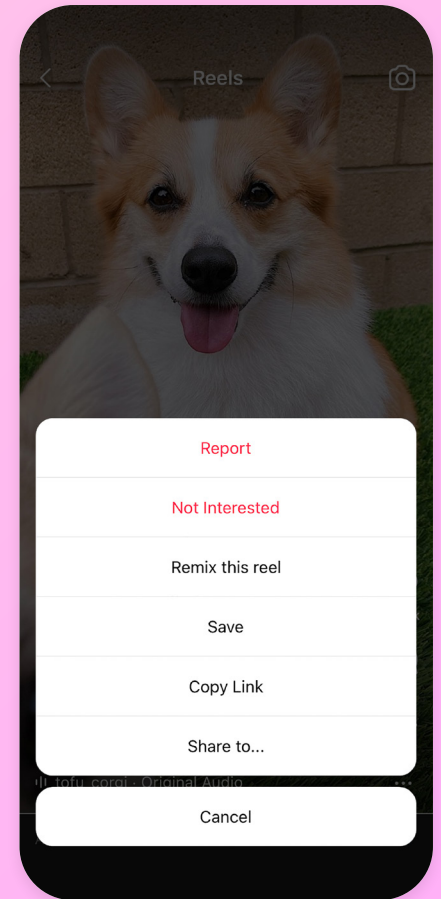
STORIES:

Tap “...” on top-right corner of Stories → Report



LIVE:

Tap “...” next to “Comment” at the bottom of the Live → Report

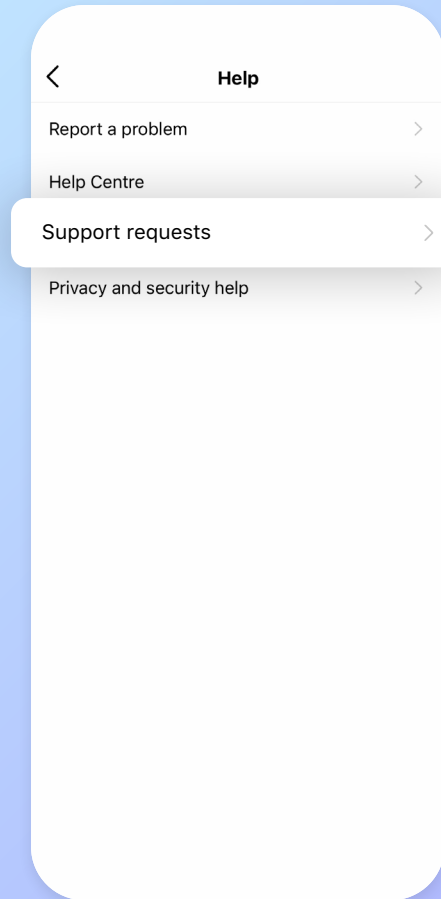


REELS:

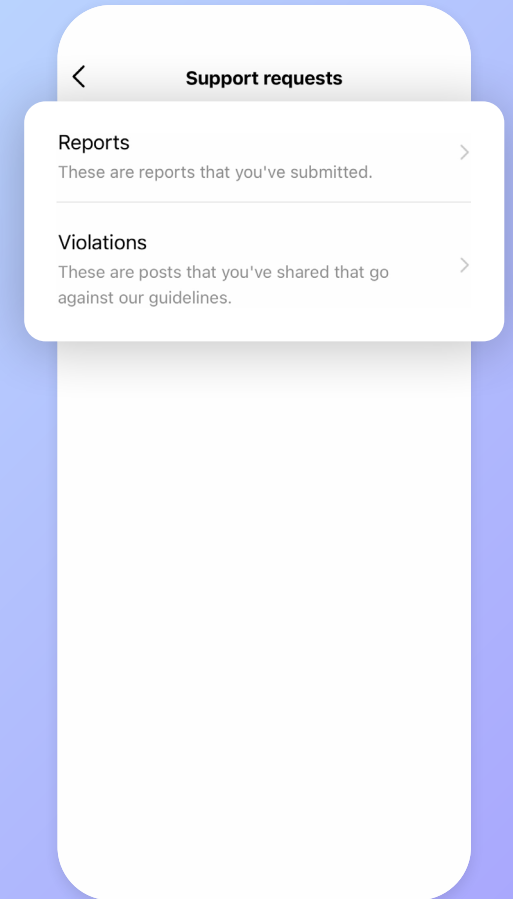
Tap “...” on bottom-right corner of Reel → Report

SUPPORT REQUESTS

Our community now has access to Support Requests—a place where you and your teen can stay current on reports filed and follow updates on any violations by your teen'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.



SETTINGS → HELP →
SUPPORT REQUESTS



VIEW ALL
REPORTS AND VIOLATIONS

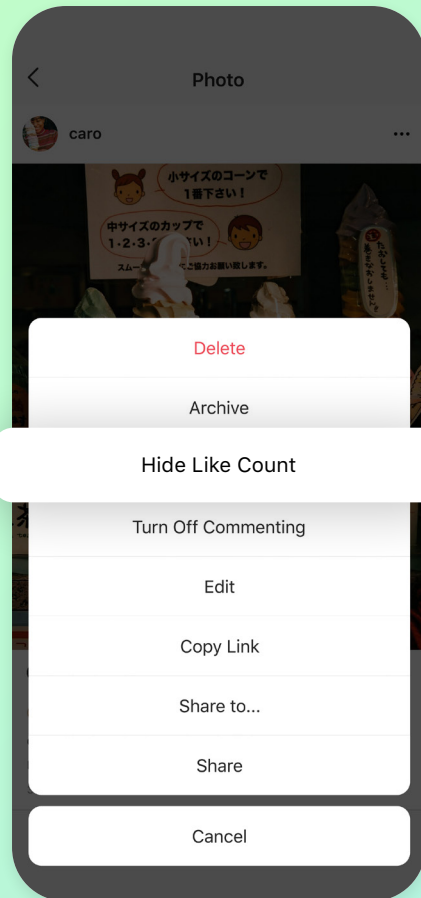


MANAGE LIKE COUNTS

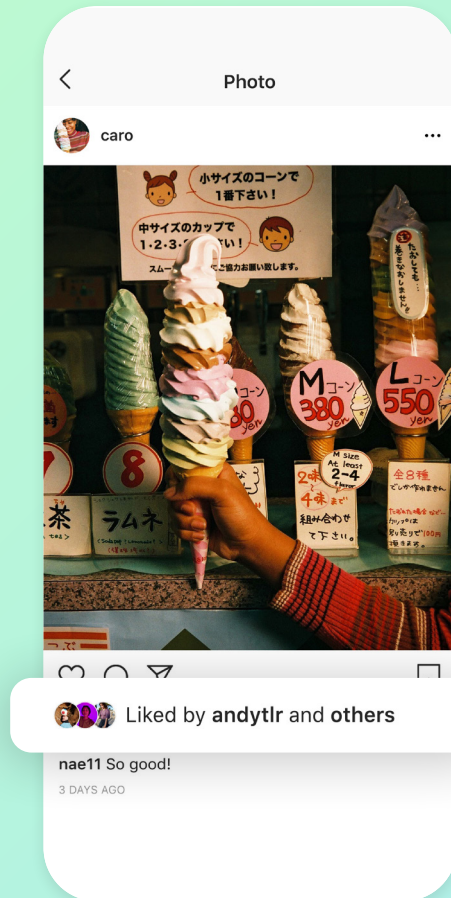
We want people to be able to focus on the photos and videos that are being shared on Instagram, not just how many likes posts get. We also want to give our community control over their own experience on Instagram.

That's why we now give everyone the option to hide like counts on all the posts you see in your feed—and you can do this by visiting the new Posts section in Settings. You'll also have the option to hide like counts on your own posts, so others can't see how many likes your posts get, and you can do this on a post-by-post basis.

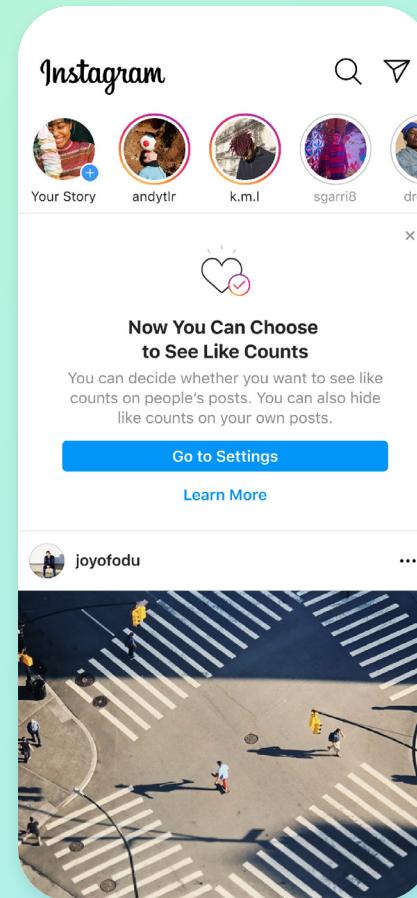
Manage Like Counts



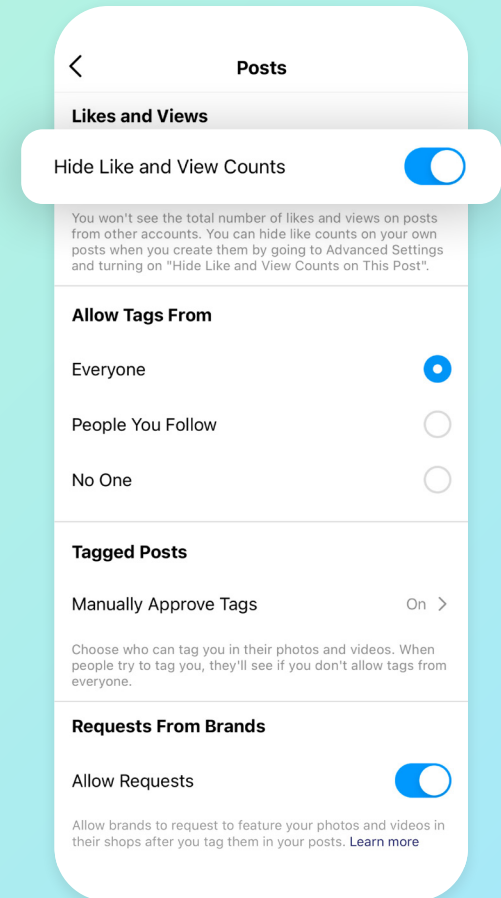
HIDE LIKE COUNT ON YOUR POST



YOUR POST WITH NO LIKE COUNT



VISIT SETTINGS TO HIDE LIKE COUNT ON OTHERS' POST



SETTINGS → PRIVACY → POSTS → HIDE LIKE AND VIEW COUNTS



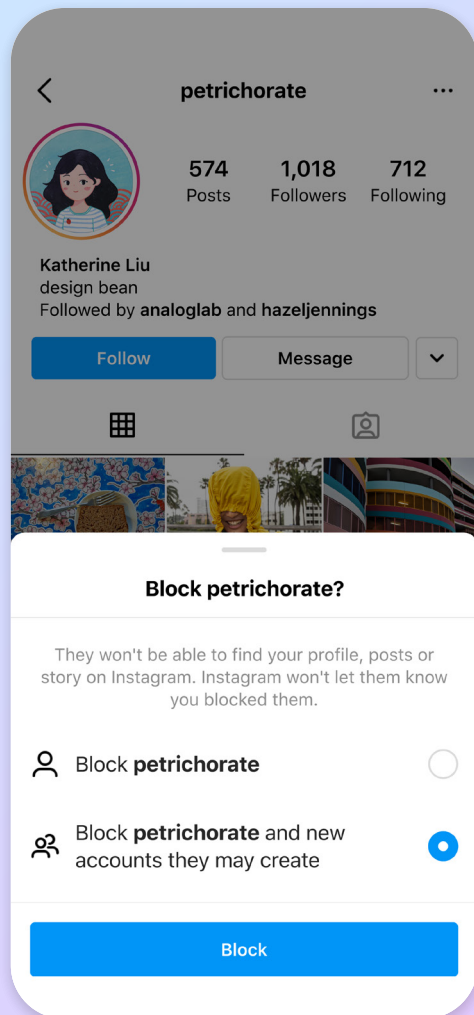
BLOCK UNWANTED INTERACTIONS

Your teen 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. We know sometimes teens don't like blocking people because they worry that person will be notified—this isn't the case. We don't tell people when they've been blocked, or who has blocked them, and you can unblock an account at any time.

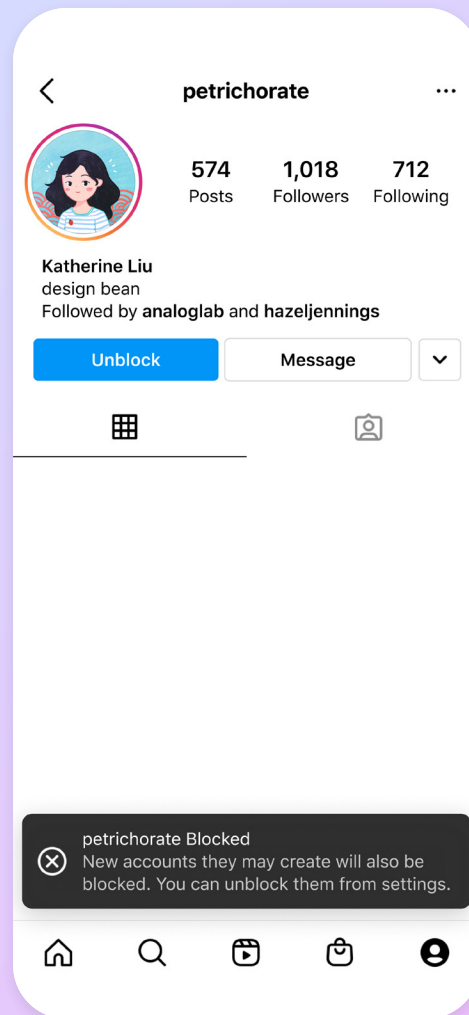
We also recently announced an update to our blocking feature, to make it harder for someone who you've already blocked from contacting you again through a new account. Read about it here: about.instagram.com/blog/announcements/introducing-new-tools-to-protect-our-community-from-abuse.

Now, whenever you decide to block someone on Instagram, you'll have the option to both block their account and preemptively block new accounts that person may create.

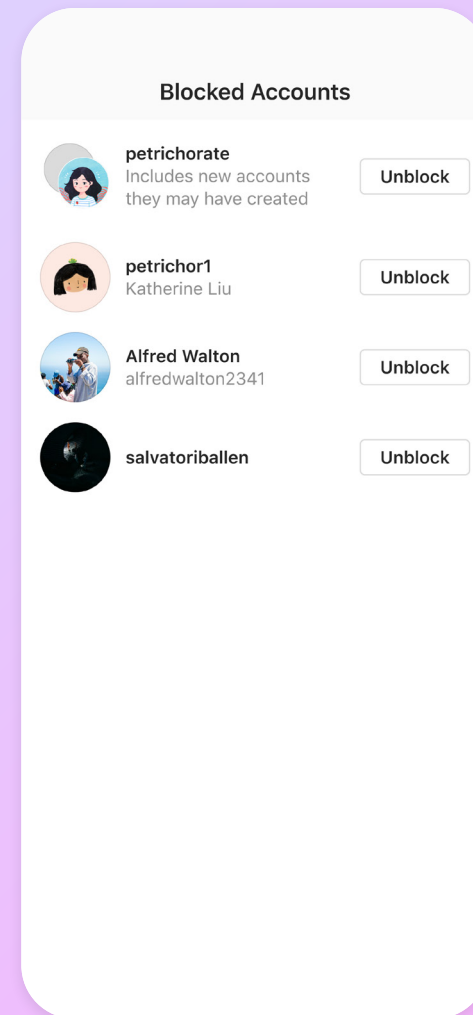
Block Unwanted Interactions



PROFILE → TAP "..."
IN TOP-RIGHT CORNER → BLOCK



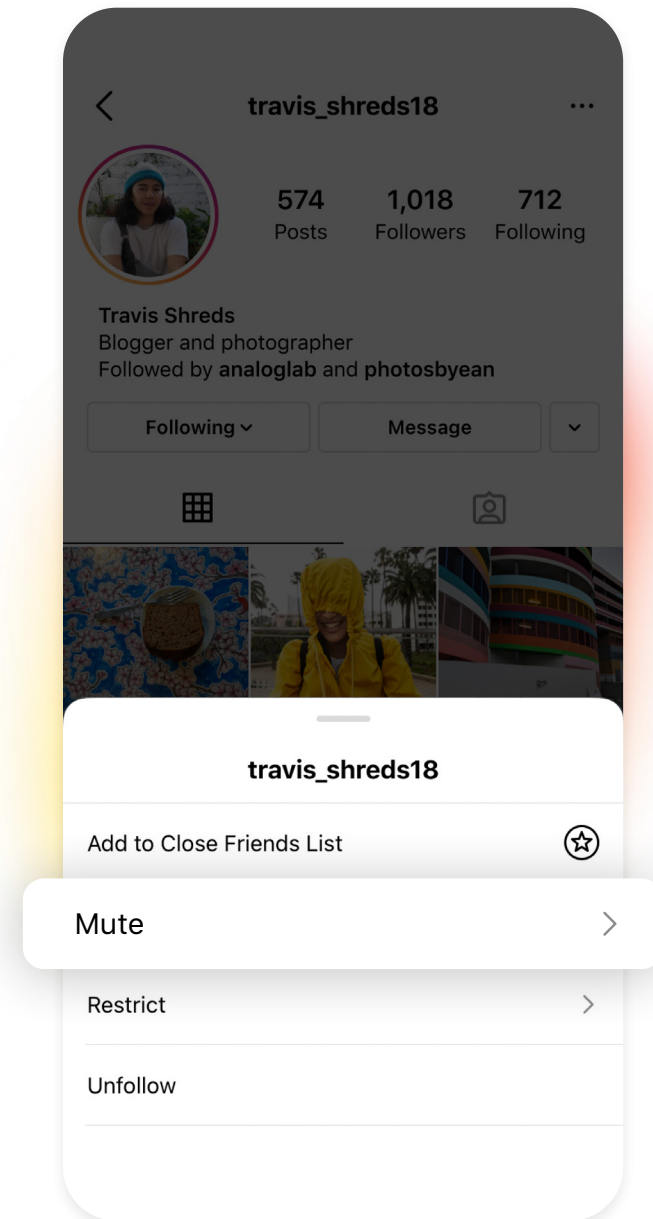
BLOCKED ACCOUNT



SETTING → PRIVACY →
BLOCKED ACCOUNTS

MUTE AN ACCOUNT

There may be accounts that your teen 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 teen's feed. The other person will not know they've been muted, and your teen can unmute at any time.



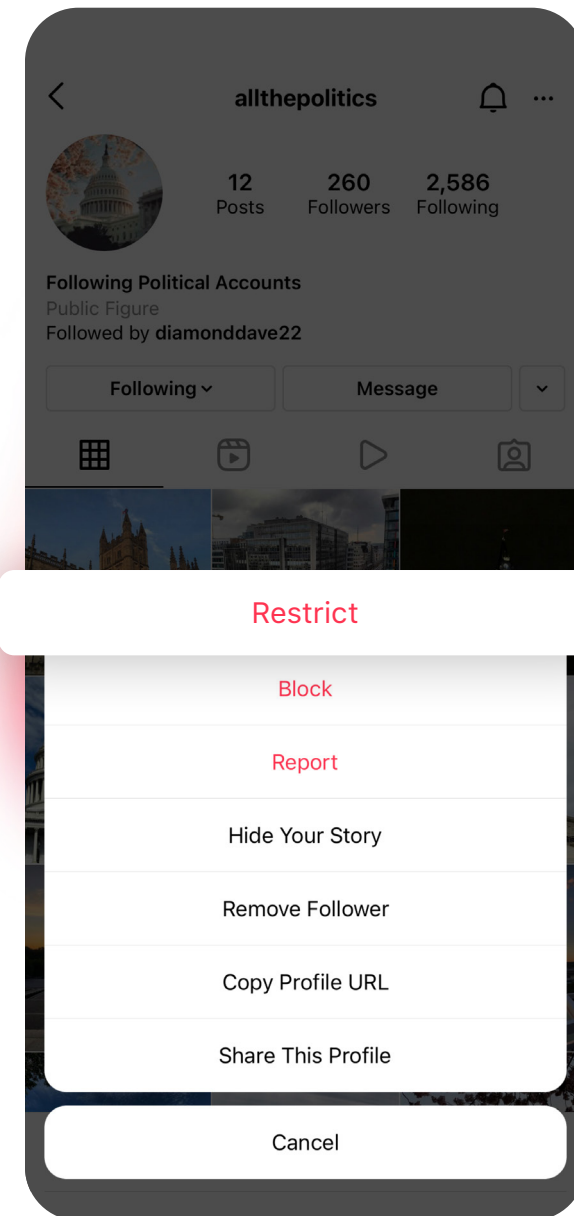
PROFILE → TAP "FOLLOWING" → MUTE

RESTRICT AN ACCOUNT

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 teen 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 teen can remove restrictions at any time.



PROFILE → TAP "..."
IN TOP-RIGHT CORNER → RESTRICT

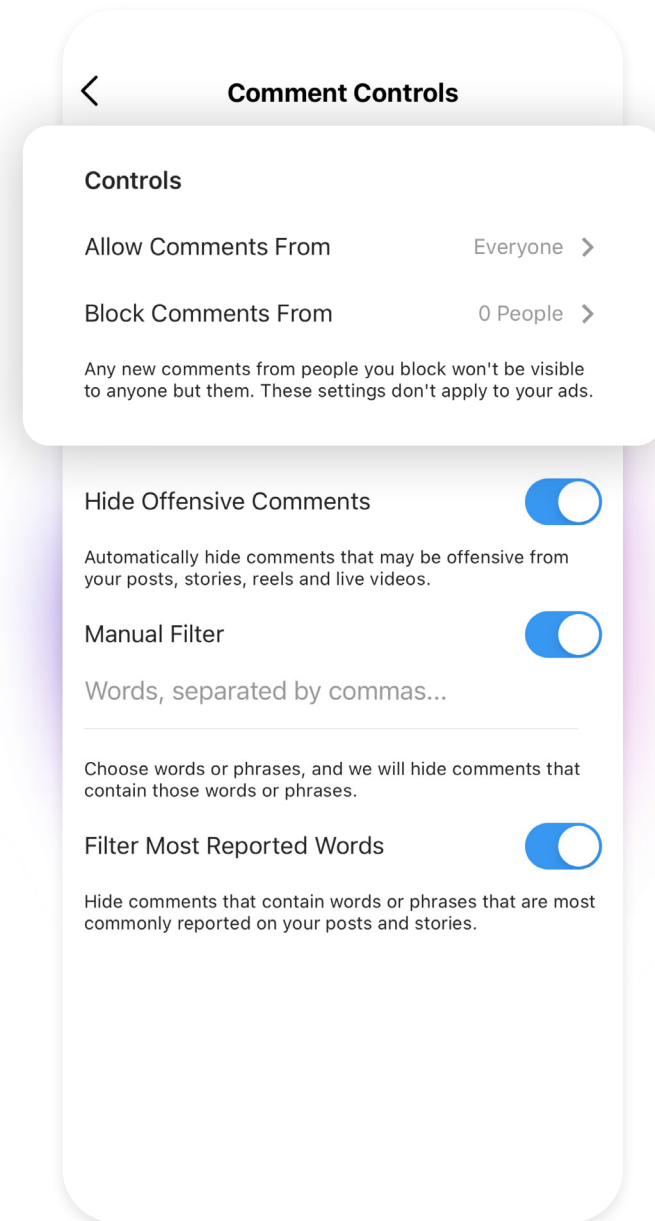
05 /

MANAGE COMMENTS



COMMENT CONTROLS

Your teen is in control of who can comment on their photos and videos. In the “Comment” section of Instagram’s privacy 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. They can also remove comments entirely from their posts.



SETTINGS → PRIVACY → COMMENTS



FILTER OFFENSIVE COMMENTS

As well as turning off comments completely, we also have controls that help you manage what comments can appear under your posts, and controls that can hide comments that are offensive or intended to bully. We've built filters that automatically hide potentially offensive or bullying comments, and we just launched an option to 'Hide More Comments' that may be potentially harmful, even if they may not break our rules.

Your teen can also create their own custom list of words, phrases, or emojis they find offensive. Any comments using these terms will be hidden under their posts, so that they and their followers don't see them. We really encourage them to do this, to protect them from having to see hurtful comments.

FILTER OFFENSIVE MESSAGES

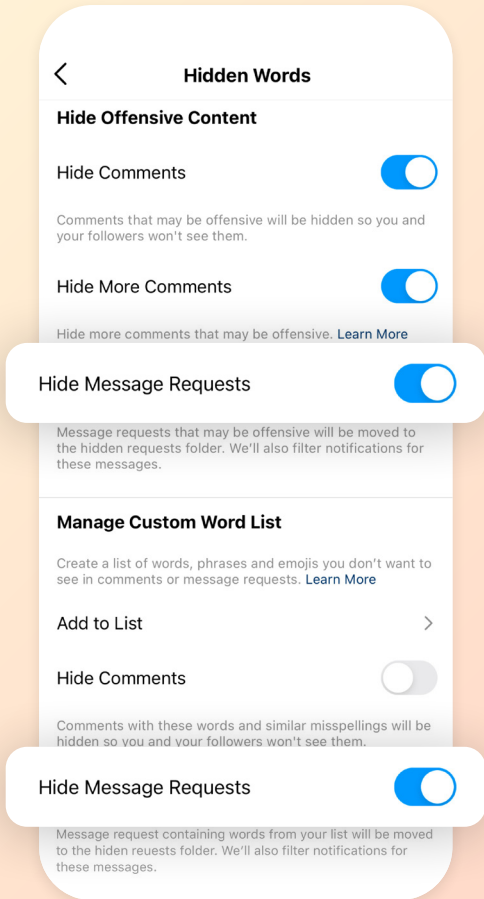
We don't want anyone on Instagram to receive bullying, offensive, or abusive messages in their DMs. Because DMs are private conversations, we don't proactively look for hate speech or bullying there the same way we do elsewhere on Instagram. But that doesn't mean that we can't protect our community from hurtful messages. As well as our existing messaging controls which let you choose who can message you, we've also built a new tool which, when turned on, will automatically filter DM requests containing offensive words, phrases, and emojis, so you never have to see them.

When your teen turns on this feature, they can either choose to use our pre-defined list of offensive terms, which we developed with leading anti-discrimination and anti-bullying organisations in the UK, France, and Germany, or they can also create their own custom list of words, phrases, or emojis that they personally find offensive. We recommend they do this, because we understand that different words can be hurtful to different people. Any DM request that contains these offensive words, phrases, or emojis will be automatically filtered into a separate hidden requests folder, and they won't be notified when they receive it. If they choose to open the hidden requests folder, the message text will be covered so they're not confronted with offensive language, unless they tap to uncover it. They then have the option to accept the message request, delete it, or report it.

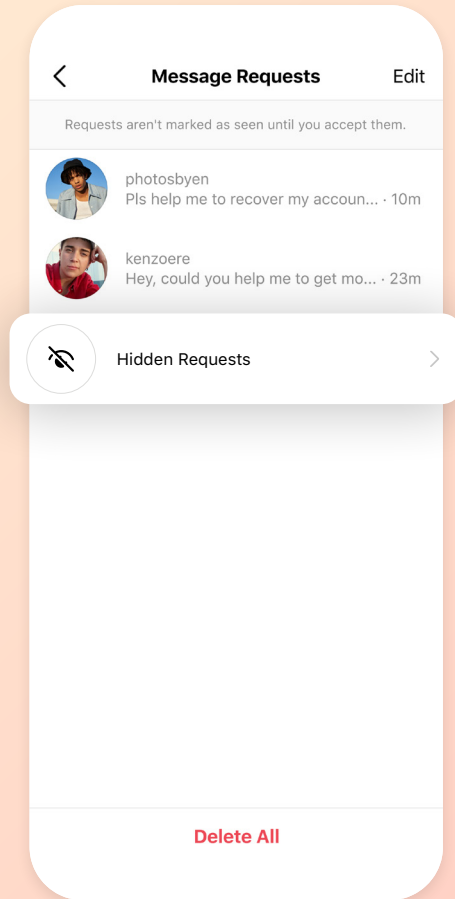
You can turn both comment and DM request filters on and off in a new dedicated section of your Privacy Settings called Hidden Words.



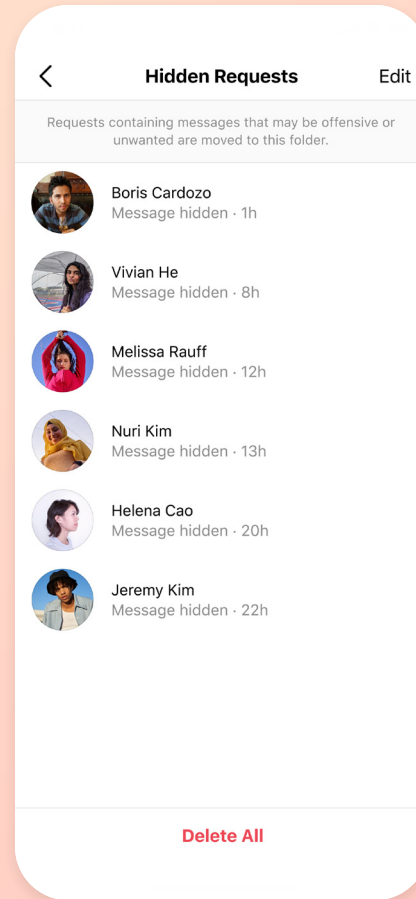
Filter Offensive Messages



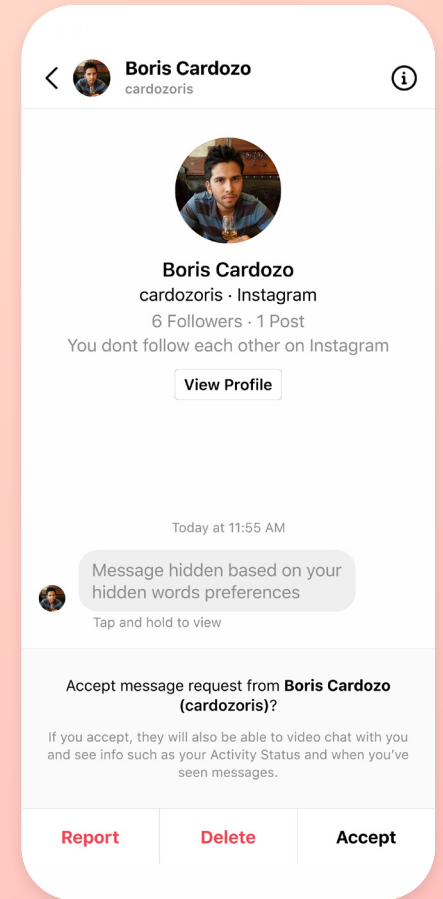
SETTINGS → PRIVACY → HIDDEN WORDS



MESSAGES → REQUESTS TAB → MESSAGE REQUESTS → HIDDEN REQUESTS



HIDDEN REQUESTS INBOX



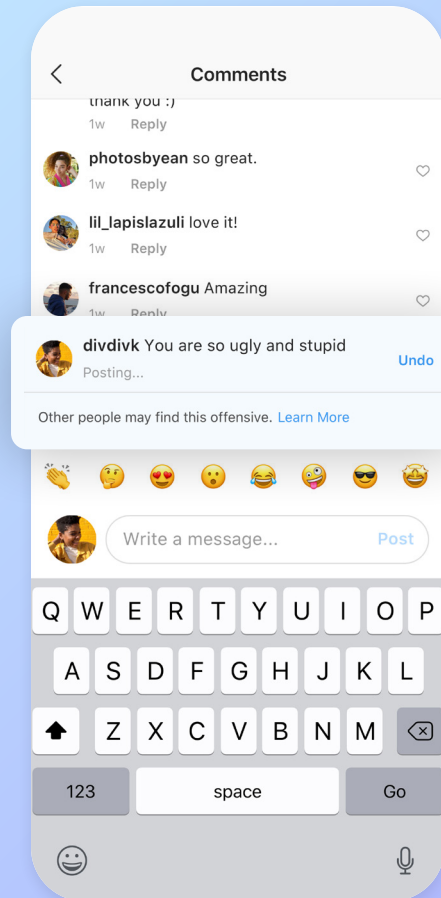
HIDDEN DM

COMMENT WARNINGS

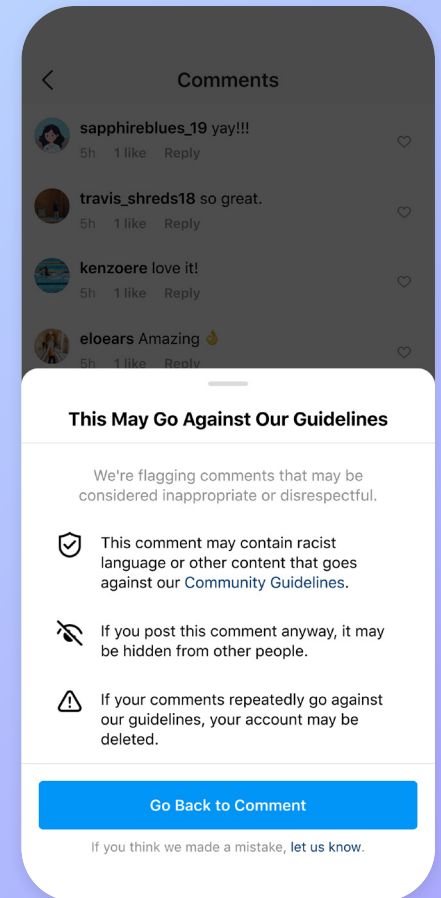
We use AI to detect when someone may be trying to post a comment that could be harmful or offensive, and we send them a warning to give them a chance to rethink. If someone repeatedly tries to post offensive comments, we show a stronger, more prominent warning—reminding them of our Community Guidelines, and warning them that we may remove or hide their comment if they post it.

Since launching these comment warnings, we've seen that reminding people of the consequences of bullying on Instagram and providing real-time feedback as they are writing the comment is the most effective way to shift behaviour.

Recently, we made a change so that, rather than waiting for the second or third comment, we'll now show this stronger warning the very first time someone tries to post something potentially hurtful.



WARNING WHEN POSTING OFFENSIVE COMMENTS



COMMUNITY GUIDELINES REMINDER



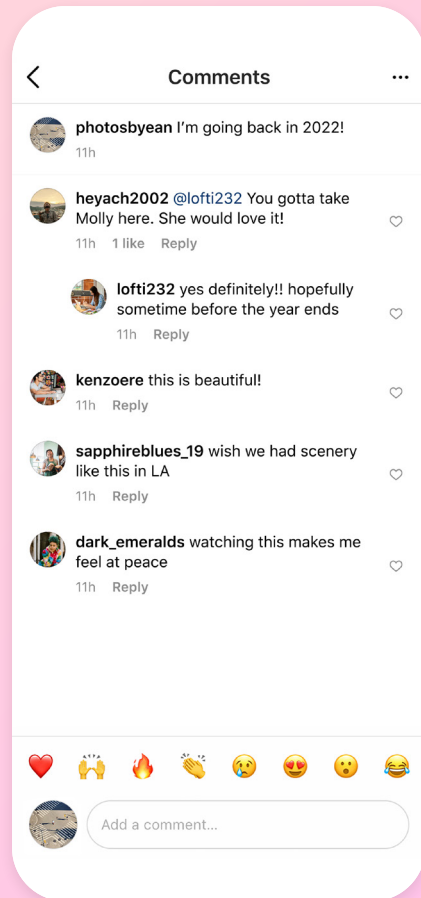
BULK COMMENT MANAGEMENT

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.

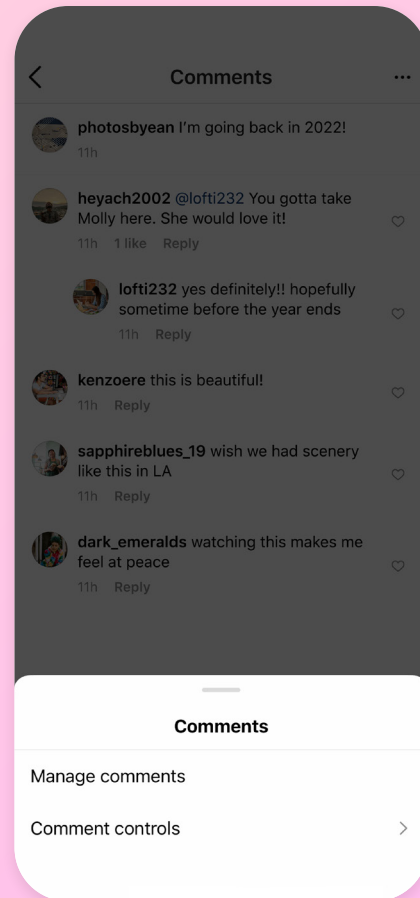
To enable this feature on iOS, tap on a comment or "View all comments" and then tap the "..." icon in the top-right corner. Select "Manage Comments" and choose up to 25 comments to delete at once. From here, you can also choose to restrict or block accounts in bulk.

On Android, tap on a comment or "View all comments" and then select the comments you want to manage. Tap on the trash can icon in the top-right corner to delete comments in bulk, or if you wanted to restrict or block multiple accounts, you can do so by tapping the other icons in the top-right corner.

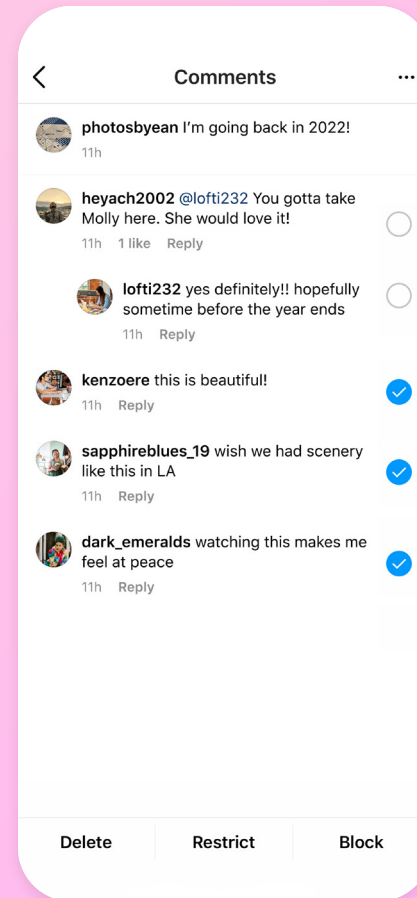
Bulk Comment Management



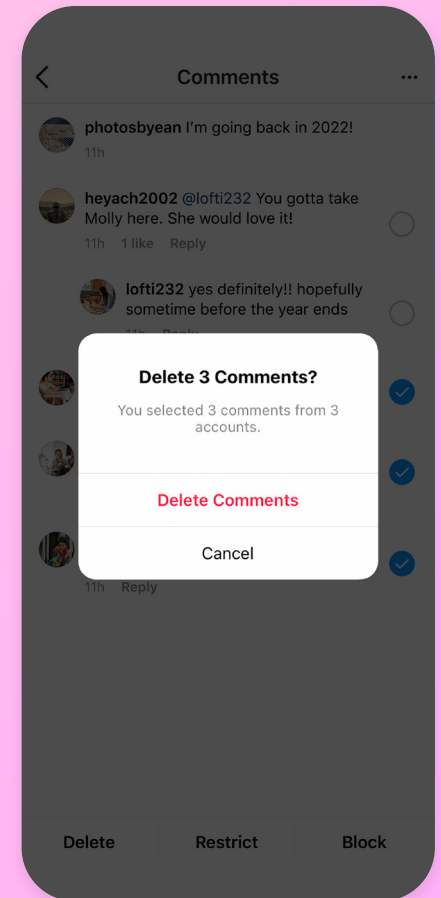
TAP "..."
IN THE
TOP-RIGHT CORNER



TAP "MANAGE COMMENTS"



SELECT COMMENTS TO REMOVE →
TAP "DELETE"

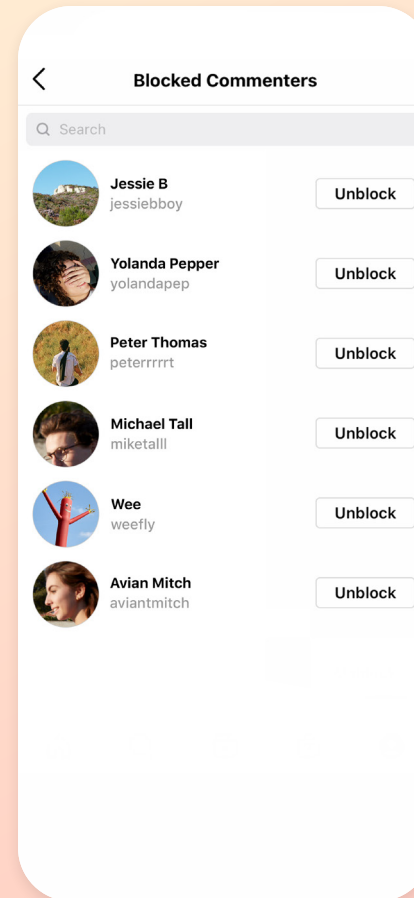


TAP "DELETE COMMENTS"

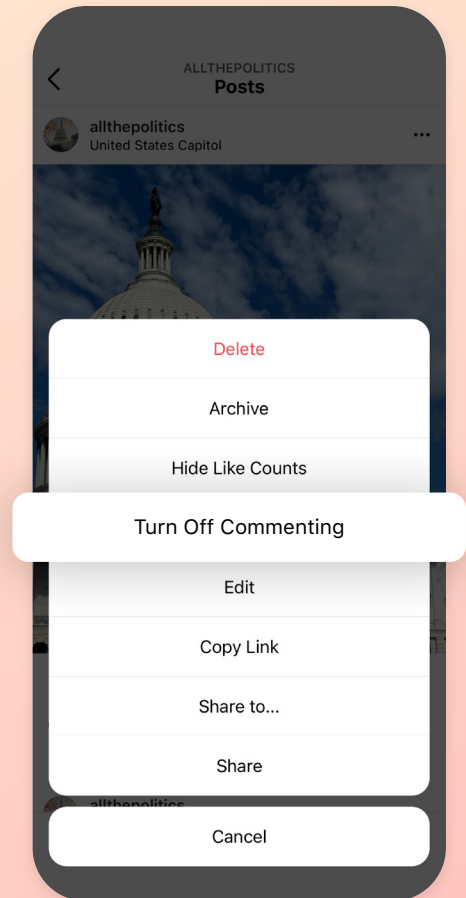
BLOCK COMMENTS

Your teen can block accounts that they don't want to interact with. Comments will no longer appear from a blocked account.

Your teen can also turn off comments from all posts or individual posts.



SETTINGS → PRIVACY → COMMENTS
→ BLOCK COMMENTS FROM



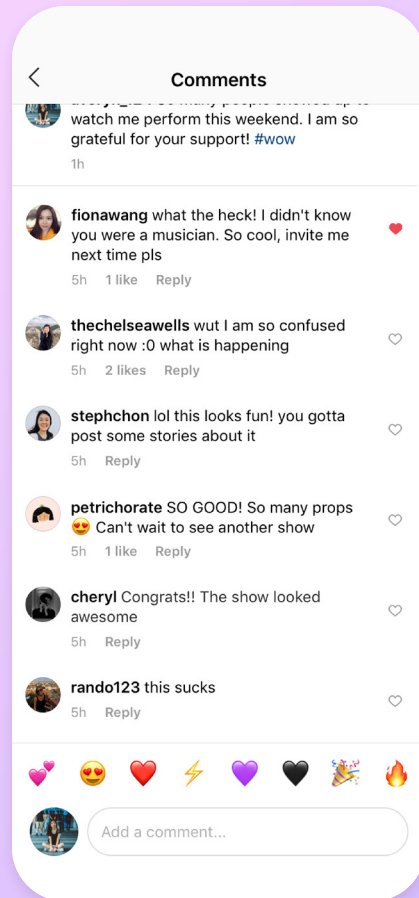
TAP "..." IN CORNER OF POST →
TURN OFF COMMENTING



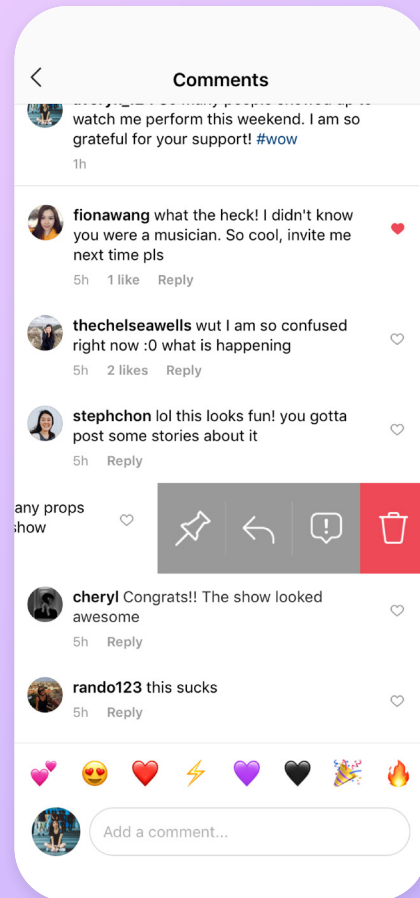
PIN POSITIVE COMMENTS

In addition to removing negative comments, we want to give people an easy way to amplify and encourage positive interactions. Pinned Comments gives your teen 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.

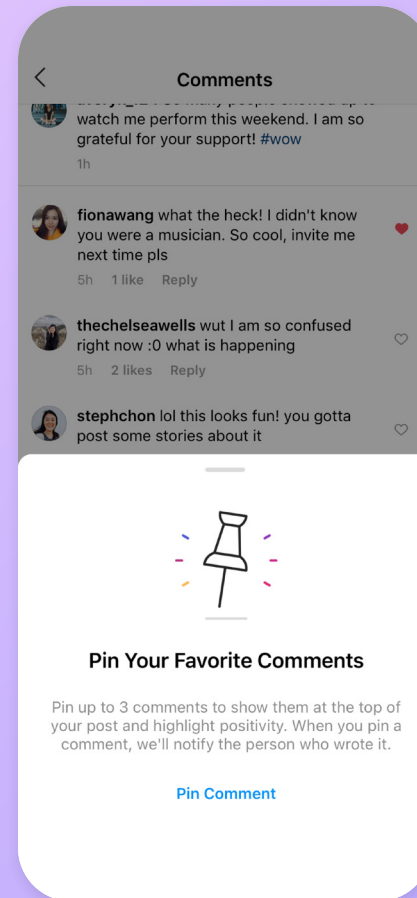
Pin Positive Comments



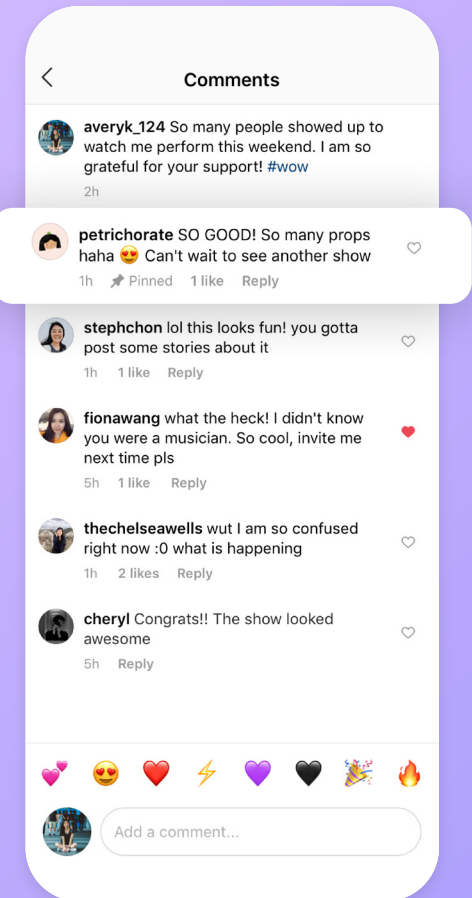
VIEW COMMENTS



SWIPE LEFT ON COMMENT →
TAP "📌"



TAP "PIN COMMENT"



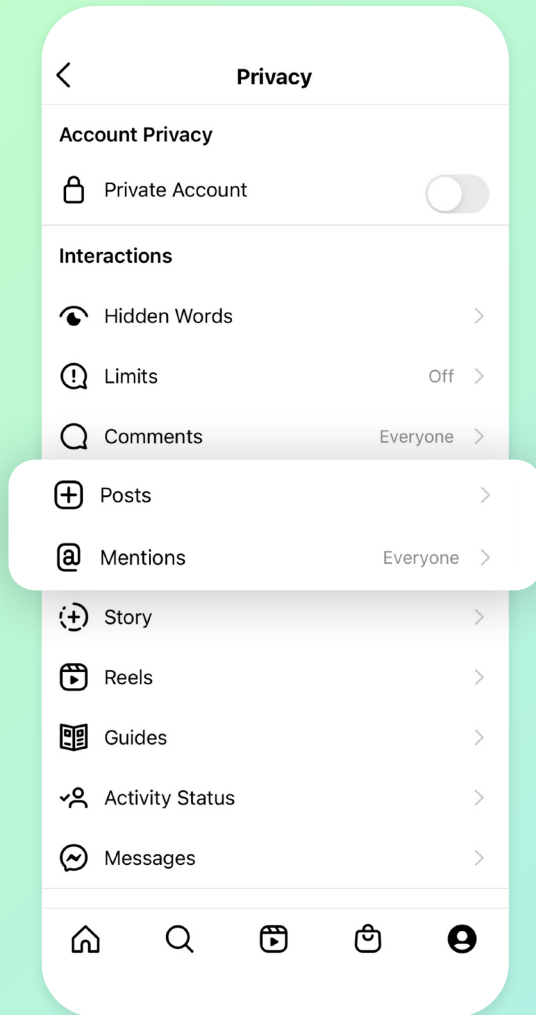
PINNED COMMENTS APPEAR AT
TOP OF COMMENTS THREAD



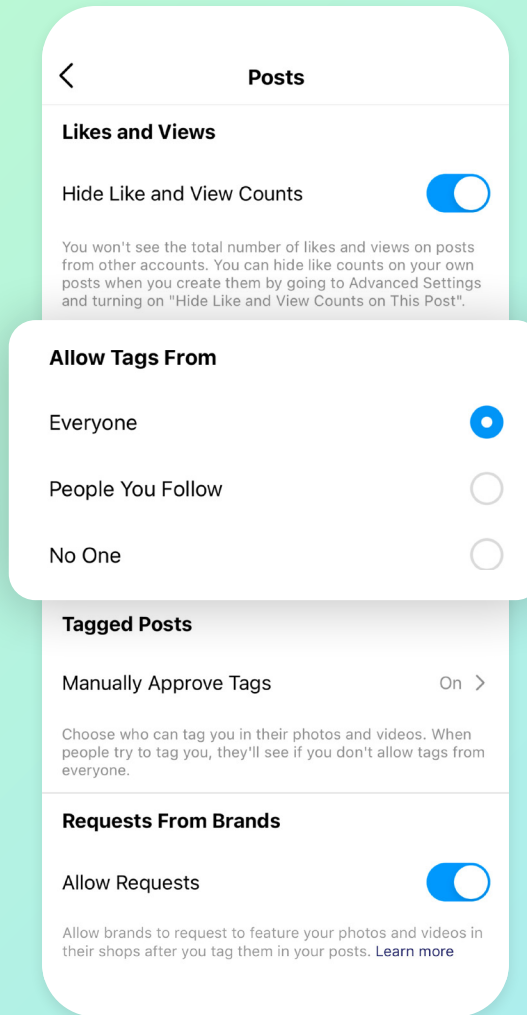
CONTROL TAGS AND MENTIONS

We've created new controls that allow people to manage who can tag or mention them on Instagram. Your teen 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 in Stories.

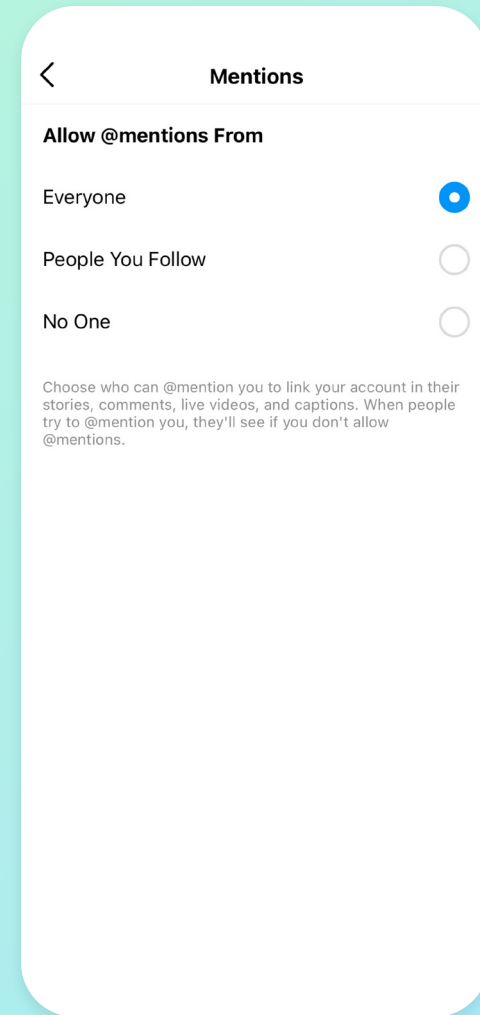
Control Tags and Mentions



SETTINGS → PRIVACY →
POSTS/MENTIONS



POSTS →
ALLOW TAGS FROM



MENTIONS →
ALLOW @MENTIONS FROM

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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 teen is spending on the app. You can work together to decide what the right balance is for your family.



TIPS FOR BALANCING SCREEN TIME

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

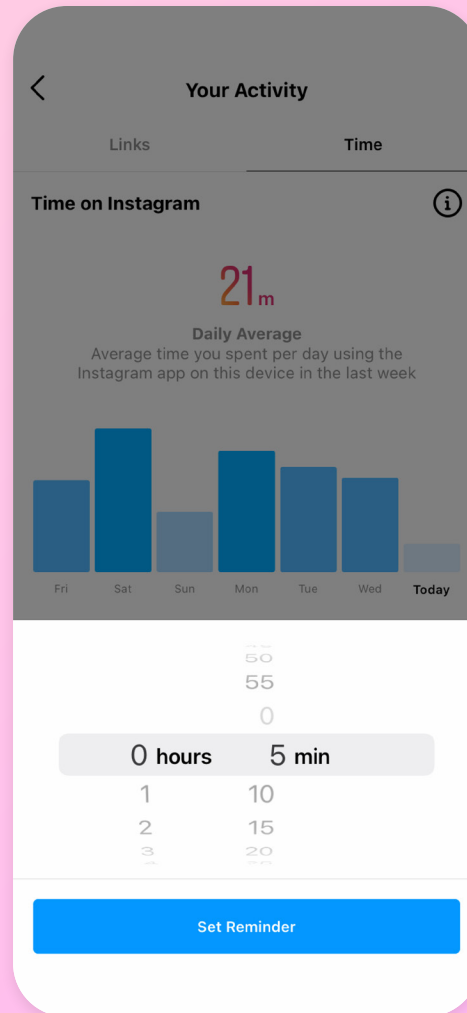
Your teen can also use the daily reminder to set a limit on how much time they want to spend on Instagram. Talk with your teen about how they feel while using the app. Is there a point when they don't get as much out of it? Setting the daily reminder together can be a good way to talk to your teen about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

In addition, your teen can use the "Pause All 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.

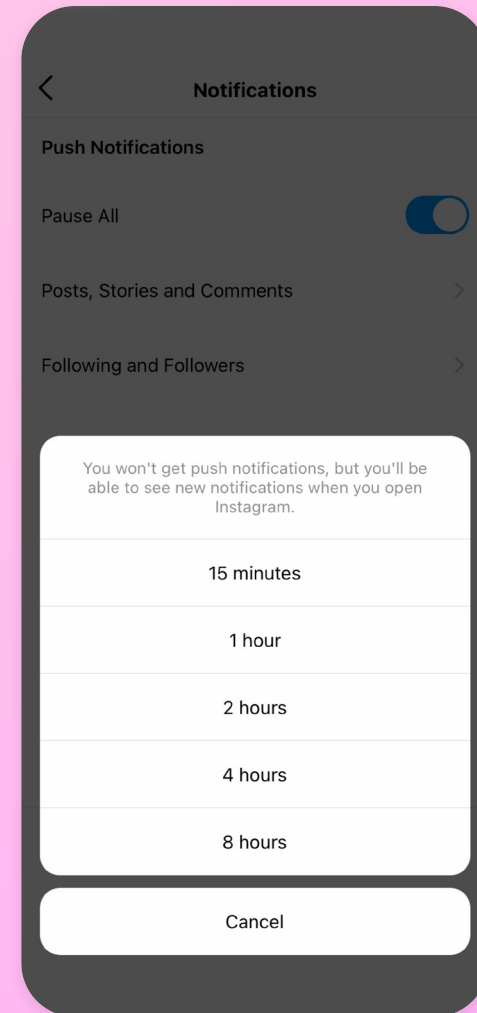
Tips for Balancing Screen Time



TAP "☰" IN TOP-RIGHT CORNER
OF YOUR PROFILE → YOUR ACTIVITY → TIME



YOUR ACTIVITY → TIME →
SET DAILY REMINDER



SETTINGS → NOTIFICATIONS →
PAUSE ALL



How your teen uses social media can be more important than how long they use it for, and the way they use Instagram influences the things they will see and won't see.

Teens help improve the experience simply by interacting with the profiles and posts they enjoy, but there are a few more explicit things they can do to influence what they see:

- **Pick Close Friends.** Teens can select their close friends for Stories. This was designed as a way to let them share with just the people closest to them, but we will also prioritize these friends in both Feed and Stories.
- **Mute people they're not interested in.** Teens can mute an account if they'd like to stop seeing what those accounts share, but are hesitant about unfollowing them entirely. Accounts that are muted won't know who has muted them.
- **Mark recommended posts as "Not Interested."** Whenever teens see a recommendation, whether it's in Explore or in Feed, they can indicate that they are "not interested" in that post. We will do our best not to show teens similar recommendations in the future.

Providing more context on how content is ranked, shown, and moderated on Instagram is only part of the equation. There is more we can do to help teens shape their Instagram experience based on what they like. We also need to continue to improve our ranking technology and, of course, make fewer mistakes. Our plan is to be proactive about explaining our work across all three areas from here on out. Stay tuned.

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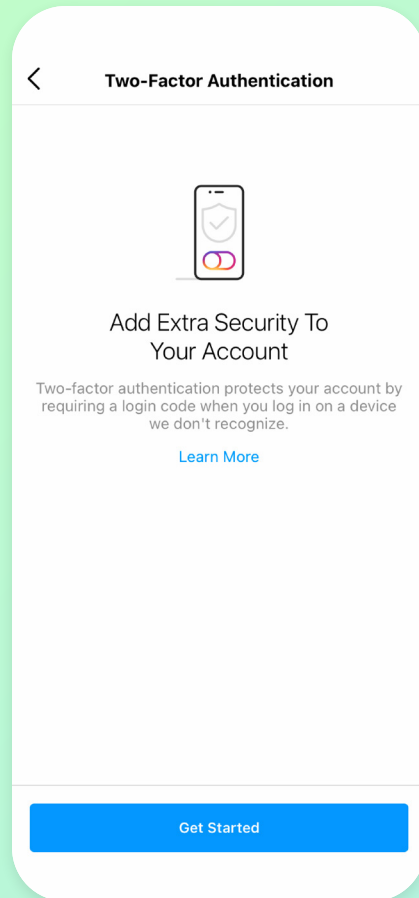
MANAGE SECURITY



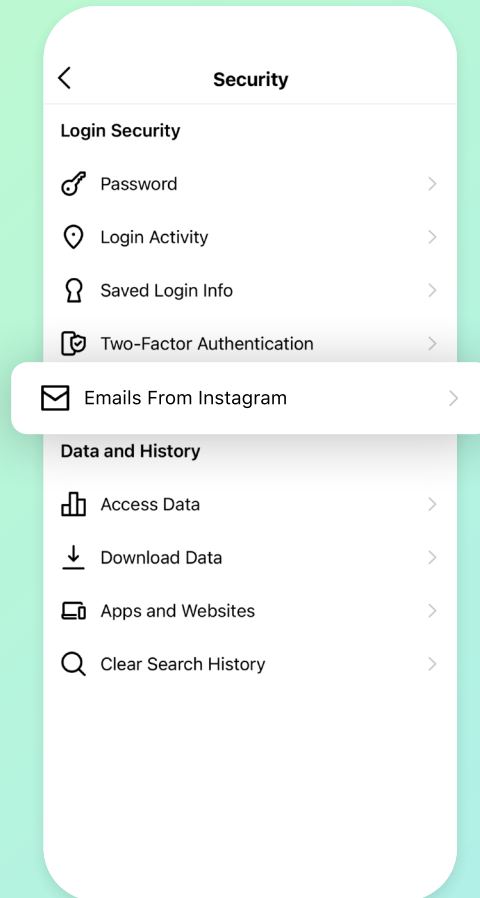
Keep your teen's account secure and their login private. You can manage your teen's security by:

- Setting up Two-Factor Authentication.
- Ensuring that you and your teen reads any important emails from Instagram.
- Checking login activity.
- Making sure your teen has access to Backup Codes, which enables them to log in if they are not able to receive their Two-Factor Authentication code via an authenticator app or via text message.

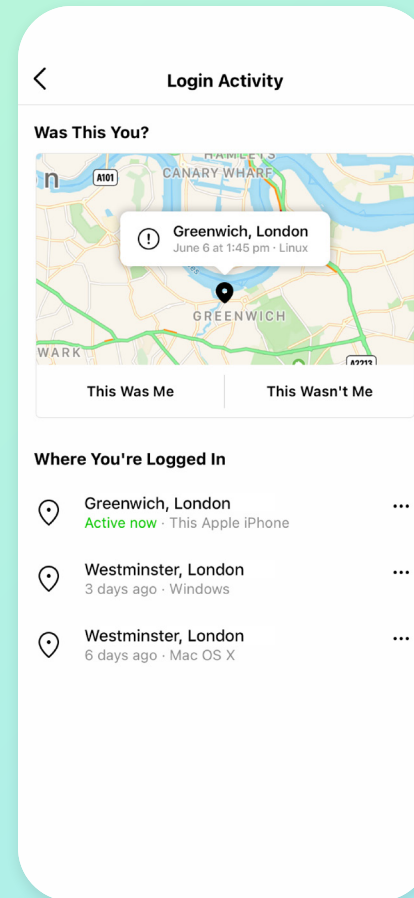
Manage Security



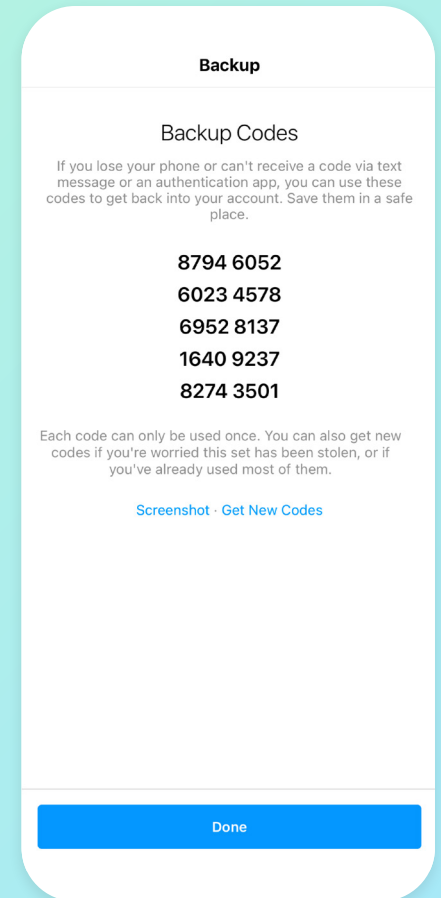
SETTINGS → SECURITY →
TWO-FACTOR AUTHENTICATION



SETTINGS → SECURITY →
EMAILS FROM INSTAGRAM



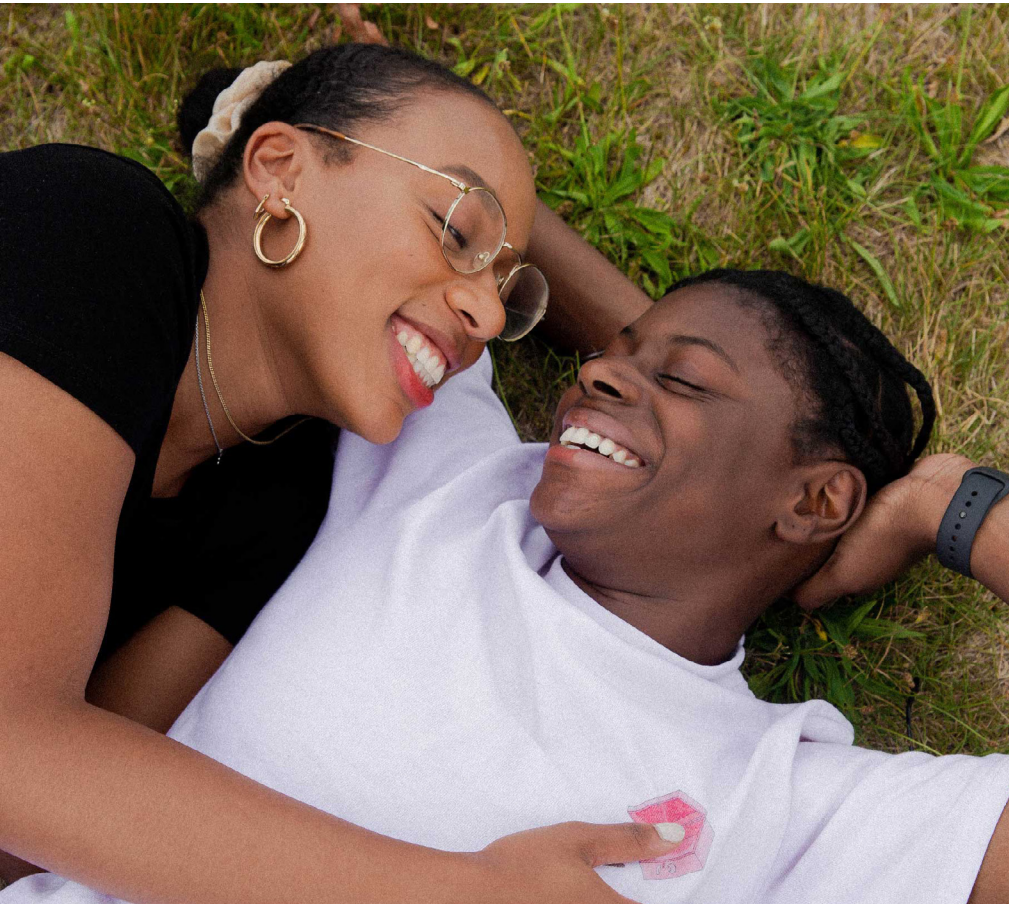
SETTINGS → SECURITY →
LOGIN ACTIVITY



SETTINGS → SECURITY → TWO-FACTOR
AUTHENTICATION → ADDITIONAL
METHODS → BACKUP CODES

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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 discussed mental health with your teen, but if not, try broaching the topic of having the skills to help others with kindness and without judgement. Instagram provides a number of tools for reporting concerning behaviour, which are explained on the following pages.

If your teen is affected by self-harm or suicide, Instagram has tools to help, including expert-backed resources. We work with experts to help inform our policies and we direct people who search for self-harm or suicide-related content to local support organisations. You can also find helplines from across 27 European countries at betterinternetforkids.eu/sic.

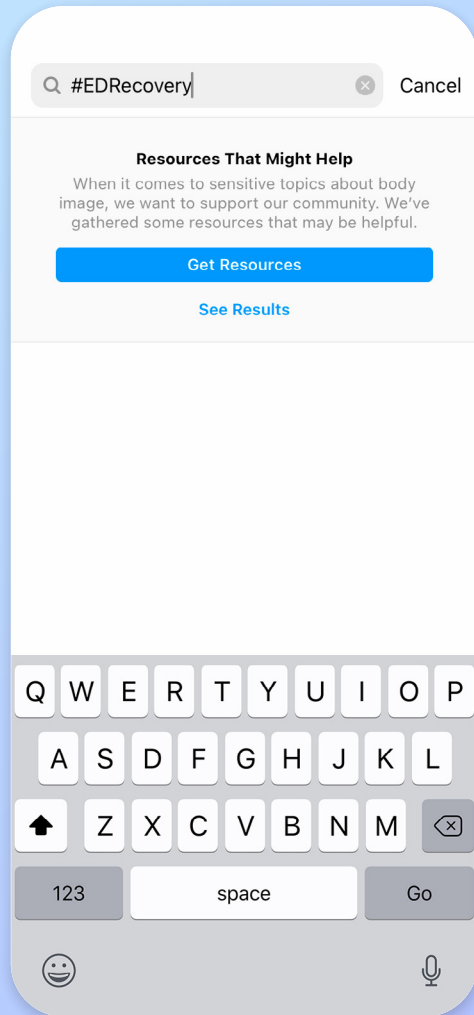


EATING DISORDERS

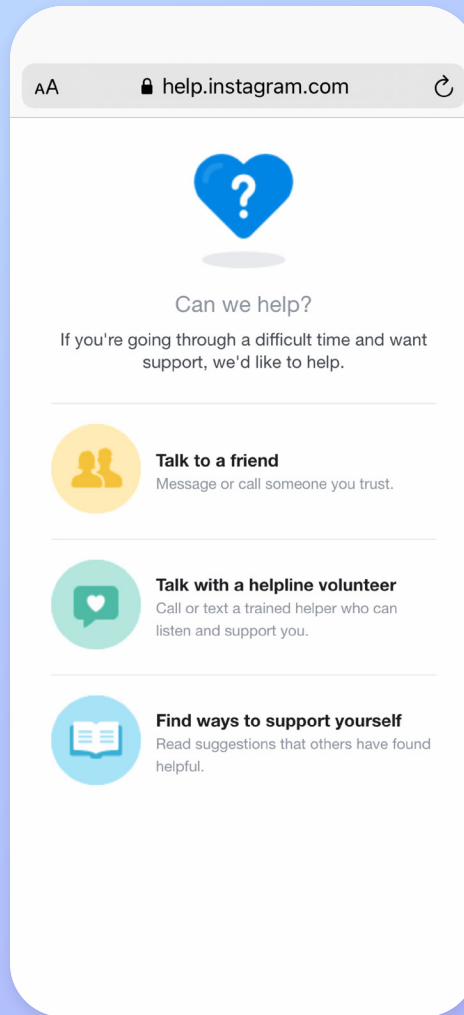
If your teen is affected by negative body image or an eating disorder, Instagram has tools to help, directing people to local support organisations, such as Beat in the UK, and showing expert-backed resources if they try to search for eating disorder-related content.

We also work with experts to help inform policies, as well as collaborate with community leaders and curators to help them create and share positive, inspiring body image content.

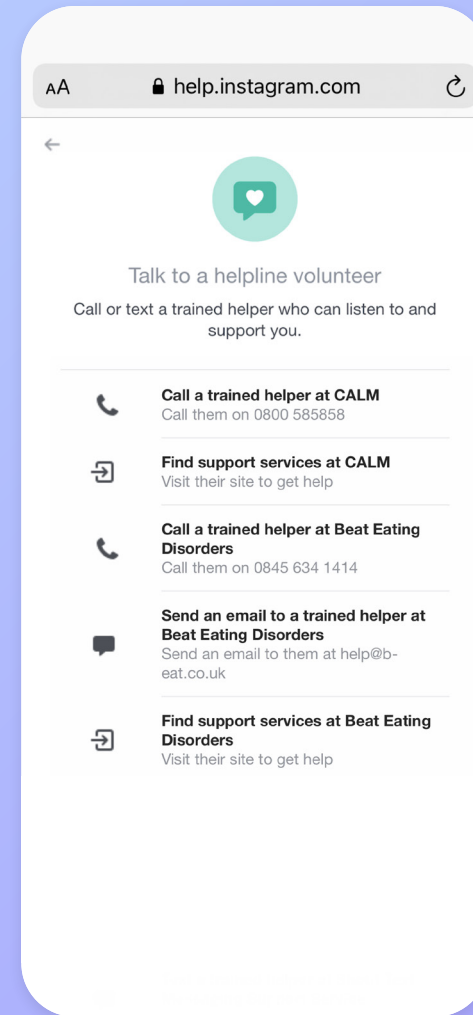
Seek Help Through Instagram



RESOURCES SUGGESTED
WHEN SEARCHING ON INSTAGRAM



INSTAGRAM RESOURCES



TALK TO A HELPLINE VOLUNTEER



FURTHER SUPPORT

If your teen has expressed they are going through a difficult time and you think they may need some support, there are organisations that can help.

You can find helplines and support at about.instagram.com/safety.



KEEPING IT IN PERSPECTIVE

When your teen sees something posted by others, it is important that they understand that it is just one part of their story—a single post or video rarely reflects all that is happening behind the scenes. That realisation can help free them from the pressure of thinking they need to conform to a certain set of standards both on and offline.

When young people reflect on how they feel about the content they see and share on Instagram, they can make informed decisions about how they use it. We have created toolkits for teenagers to help them build self-awareness and parents' guides to help you navigate. To learn more, visit about.instagram.com/community/programs/pressure-to-be-perfect.

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GLOSSARY OF INSTAGRAM TERMS

BLOCK

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

COMMENT

A comment is a reaction to the content someone posts on Instagram. Comments appear below posts on your teen'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 MESSAGE (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 teen 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 teen can find videos from their favourite creators, and make their own longer content.

LIVE AND VIDEO CHAT

Your teen 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 their DMs with up to four people.

POST

A post is the media your teen is putting on their feed or on Stories. This can be photos or videos.

PROFILE

Your teen's Instagram profile is where their friends and followers will find their posts and can access their Stories. It also includes a short biography. If your teen's profile is private, only their main profile picture and biography is visible to those who don't follow them.

REELS

Reels allows people to record and edit short videos of 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 teen can let Instagram know that something they have seen is inappropriate. Your teen can report anything on Instagram that they believe violates our community guidelines.

RESTRICT

Restrict is a tool that allows your teen 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 teen is active on Instagram or when they have read their direct messages.

STORIES

Stories disappear from the app after 24 hours, unless your teen has enabled archiving, which makes their expired stories available only to them. Your teen can subsequently share these in their Stories Highlights, which don't disappear. Anyone who can view your teen'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 teen, visit about.instagram.com/community/parents.

The Webwise Parents Hub also offers lots of free, practical online safety advice and resources to support parents. You'll find explainer guides to popular apps, talking points, how-to guides, expert advice videos, and the #TalkListenLearn topic generator. These are all available at webwise.ie/parents.

