

Internet matters.org **How to guide**

Global photo and video sharing app

Inside **Instagram**

On average **70 million** photos are shared every day

Minimum age for users is **13**

Getting started

Keeping things private

Private profile
Only followers that your child knows and approves can see their posts.

Public profile
Profile is visible to everyone who uses the app and visits the web version of Instagram.

By default user's profiles are not set to private - this must be actively switched on.

- Tap the account icon
- Tap your settings
- Get your account set to private

Your username, photo and bio are public and this can't be made private so talk to your kids about what you feel is appropriate.

Sharing & posting

There are 3 types of posting options

Public
This is the most relaxed profile setting: all photos and videos are searchable and can be seen and commented on by all users.

Private
Videos and photos are only seen by 'approved followers'. Your child must actively approve each person who requests to follow them.

Direct
You can also choose to share posts with up to 15 people in a direct fashion. Anyone can send a direct post to a user but they get deleted after 2 weeks if they remain ignored.

Remember - if a profile is set to private, no posts will be made public.

Location tagging

If this setting is switched on, any images and videos shared will also show the location of where they were taken on a map.

Talk to your children about the importance of keeping this function switched off.

Managing what content they can see

There are a set of community guidelines about what you can and cannot post, and you can view them here.
<https://help.instagram.com>

Unfollow users
If your child finds that they are viewing content that they don't want to see, they can simply unfollow that person.

Blocking users
When you block a user that person is unable to view or comment on any of your posts. People aren't notified when you block them.

Reporting content
If your child comes across a post that breaks community guidelines, they have the option to report that content and it can be permanently removed. This is totally anonymous so users aren't notified about who has reported their post.

Discuss why content might be unsuitable and the importance of following the right action for your child.

Internet matters.org Helping parents keep their children safe online.

This advice has been created in reference to Instagram version 7.5.0 (March). Check your device's application settings to find out which version you are running.

How to guide: Instagram

There are various steps you can take to make sure your child's profile and experience are both as safe as possible starting with the option of a Public or Private Profile:

Private Profile

This ensures only followers that your child knows and approves personally can see their posts.

Public Profile

All posts and activity can be seen by everyone who uses the app and web version of Instagram.

By default all profiles are Public, a Private Profile can be activated by selecting the gear icon in the top right of the profile view followed by Private Profile.

The sharing and posting of content

There are 3 options to consider when posting content and who with:

Public

The most relaxed profile setting. All photos and videos are searchable and can be viewed and commented on by all users.

Private

Videos and photos are only seen by 'approved followers'. All followers must be approved by your child.

Direct

Instagram has an option to send content directly to up to 15 people. Messages are deleted after 2 weeks if they remain ignored.

Location tagging

Tagging a location when posting will show where the photo or video was captured including private vicinities. Explaining to your child the consequences of this is advisable.

Managing the content in your child's feed

For more information about what, as a user, you can and cannot post click [here](#). To manage the content that your child see's on their feed you can:

Unfollow a user

If your child no longer wants to see a particular user's content or doesn't like what they see, simply unfollow that person. This can be executed directly from their profile page.

Block a user and/or report their content as inappropriate

A user can be blocked, or their content reported as inappropriate, by tapping the ellipsis in top right-hand corner of their profile. Select 'Block User' and/or 'Report Inappropriate Content'.