internet matters.org

How to guide

Inside

Instagram

Global photo and video sharing app

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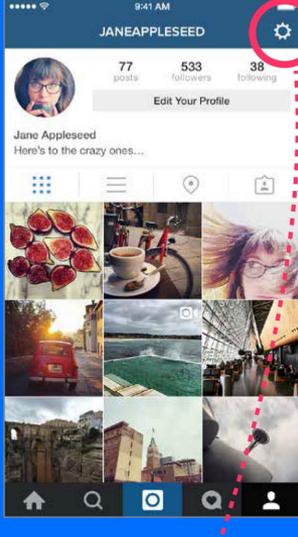Profile is visible to everyone who uses the app and visits the web version of Instagram.

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

1
tap the account icon

2
tap your settings

3
Set your account 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
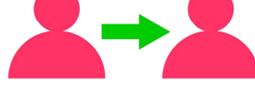### There are 3 types of posting options

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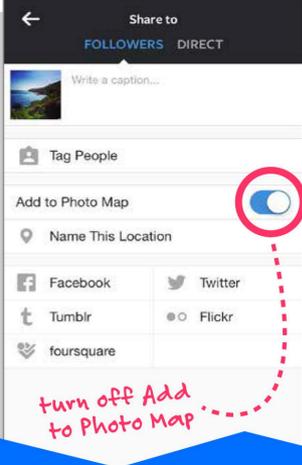
> Remember – if a profile is set to private, no posts will be made public.

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.

turn off Add to Photo Map

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.
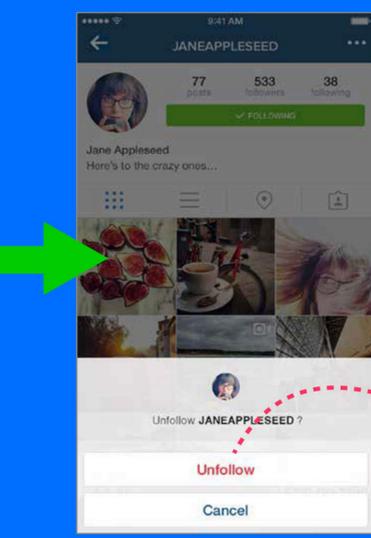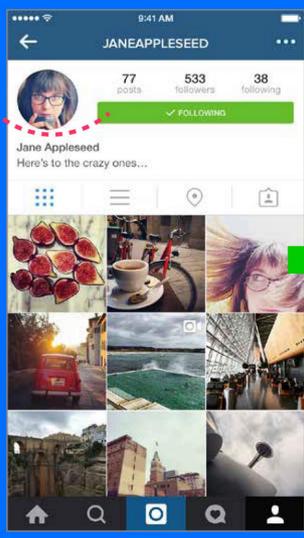**https://help.instagram.com**

Unfollow users
If your child finds that they are viewing content that they don't want to see, they can simply unfollow that person.
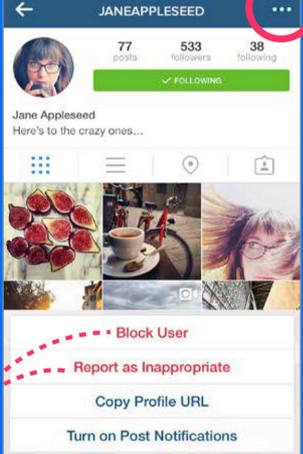
1
tap the green button

2
hit unfollow

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.

first tap the little dots

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.

Block or report here

- Block User
- Report as Inappropriate
- Copy Profile URL
- Turn on Post Notifications
- Cancel

> 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 7.3 for iPhone. Check your device's application settings to find out which version you are running.