



# A parent and guardian's **guide** to Instagram



In collaboration with:

Connect Safely

Child Mind  
Institute

National  
**PTA**  
everychild.one voice.®



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01

# Introduction



# A message from National PTA

“National PTA is committed to making a difference for the education, health, safety and well-being of all children and youth—both online and off—and making every child’s potential a reality. National PTA and PTAs nationwide work hard every day to advocate for and provide critical knowledge, tools and resources to support children, families and school communities and make sure they are safe, healthy, and have what they need to thrive. Our association has an initiative called PTA Connected, through which we are focused on connecting families with tools, research and support to help them navigate the digital world and have proactive, open and ongoing conversations with their children to help keep them safe online and build good digital habits. Our collaboration with Instagram is an important part of our work in this area, and having tools like Instagram’s parent’s guide is important to help educate families about safety on the app. National PTA believes in a positive, practical and proactive approach to parenting in the digital age, and by learning about online safety together and having open and ongoing conversations with our kids, we can help keep them safe; build good digital habits; and create a kinder, more inclusive online community for everyone.”

**Yvonne Johnson**

President, National PTA



National PTA does not endorse any commercial entity, product or service. No endorsement is implied.

# A message from ConnectSafely

“Some adults make a distinction between teens’ social media lives and their “real lives”. But in reality, the two are closely intertwined. Instagram and other social media apps are where they express themselves, hang out with friends, explore ideas, grow and learn. Like all human interaction, there will be times of joy, kindness and compassion. There will also be moments of drama and anxiety — not necessarily because of the technology, but because that’s the nature of relationships, online and off.

As parents and guardians, it’s our job to support our teens, which may sometimes include helping them cope or recover from negative experiences. That’s part of their learning process and part of our nurturing.

In most ways, helping teens thrive online is no different from helping them in other parts of their lives. It involves listening (not lecturing), supporting your child, and knowing when it’s necessary to take action to protect them. But stay calm, don’t overreact, and don’t do anything to discourage them from confiding in you in the future. Taking away a device or banning an app is rarely the right way to respond.

This guide provides parents and guardians with what you need to know about Instagram’s safety, security and privacy tools. But it’s mostly a conversation starter to provide you with information to do what you probably already do very well as a loving parent.”

**Larry Magid**  
CEO, ConnectSafely.org

The logo for ConnectSafely, featuring the word "Connect" in black and "Safely" in red, with a red curved line above the text.

# A message from Child Mind Institute

“Children and teens seem very grown-up these days, competent with technology and apps parents struggle with. If we do our job as parents, taking advantage of the information available to us, we can steer our children toward beneficial online experiences and help them benefit from this way of communicating.

Certain research suggests that more time spent using social media can be tied to mental health impacts. At the same time, kids often benefit from finding communities to embrace them, being able to interact freely, and practicing social skills in a safe space online. Social media can have positive effects on social-emotional well-being by helping teens feel more connected and confident.

As a mental health professional, I know how important it is to support children and adolescents in having age-appropriate experiences and access to positive social media and online content.”

**Harold S. Koplewicz**

MD, President, Child Mind Institute



# 02 Instagram FAQs





## What is Instagram?

Instagram is a photo, video and message-sharing app where people can explore their interests, be creative, connect with friends and family and get inspired. Instagram is especially popular among teens. They use it to capture special moments, express themselves, relate to one another and carry on conversations in a fun way through photos, videos, filters, comments, captions, emojis and hashtags. Whether it's through feed, direct messages (DMs), stories, reels or live video, Instagram helps bring people closer to the people and things you love.

Instagram is available on Apple iOS, Android devices and the web.

## What are the rules?

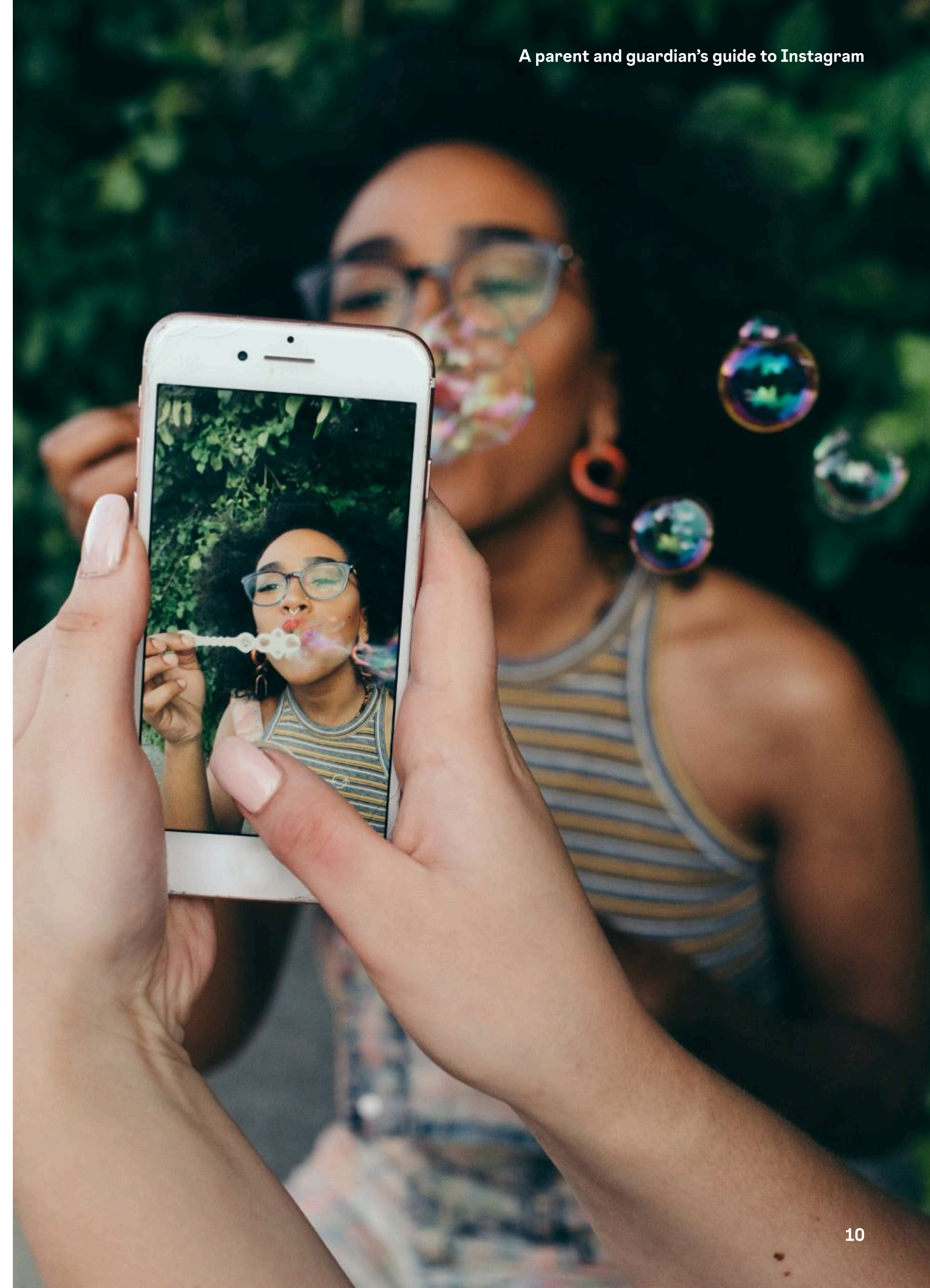
We have Community Guidelines on Instagram, which serve as our rules. Everyone who uses Instagram must adhere to these guidelines, as they are designed to create a safe and open environment for all. This includes rules against nudity and hate speech. Failure to follow these guidelines may lead to deleted content, disabled accounts or other restrictions.



## At what age can you join Instagram?

We require individuals to be at least 13 years old to sign up for Instagram and ask for their age during the account creation process. While many people are honest about their age, we are aware that some younger individuals may provide false birthdates. Determining a person's actual age online presents a widespread challenge within the industry. Many teenagers may not always have the necessary documents for straightforward age verification. In response to this issue, we are investing in age-verification tools that are both accessible and privacy-focused to ensure that teenagers using Instagram have age-appropriate experiences. Additionally, we are leveraging artificial intelligence and machine learning technologies to enhance our understanding of people's age.

You can also work with your teen to ensure they have their accurate age listed. To do this, have your teen visit their profile, tap "edit profile" and then "personal information settings," and make sure their birth year is listed correctly.



03

# Supporting your teen online



# Tips for parents and guardians of teens

The following tips, created in collaboration with clinicians at the Child Mind Institute, are designed to help you support your teen in having a safe, positive and balanced online experience.

## 01 Establish your rules early on

Set boundaries for your teen by engaging in active discussions with them. Consider establishing limits, such as a “digital sunset” where they must put down their devices at a specific time each night before bed. Make sure to discuss these limits with your teen and review the rules regularly.

## 02 Don't assume the worst

Parents may anticipate the worst outcome from an interaction, whether digital or in person, due to fear or lack of knowledge. It's important to take the time to understand which social media platforms your teen is using and have a conversation with them about it.

## 03 Focus on balance

While screen time may provide connection, inspiration and entertainment for many teens, it's important that they also engage in non-screen activities. Encourage them to invest in offline time with friends and activities that build identity and confidence, such as arts, volunteering and sports.

## 04 Model intentional social media use

Notice how different activities and accounts make you feel and share what you notice with your teen. You can also model good boundaries by putting your phone away at specific times, such as during work or mealtimes. If you make a point of setting aside your own screens during set times, your teen will be more likely to do the same.

## 05 Be a resource

Discuss strategies for handling challenges that may arise online with your teen early on. For example, have a conversation about how to handle a bully and ways to manage big emotions.

# Starting the conversation with your teen

“Parents can help teens build a safe and reasonable relationship with social media before they're out on their own. Start by taking social media seriously and don't underestimate the role social media plays in the lives of teenagers. Teens today never knew a world where social media didn't exist, and for them the things that happen online — slights, break-ups, likes or negative comments — are very real. When you talk about social media, make sure you're really listening and be careful not to dismiss or minimize your teen's experiences.”

**Dave Anderson, Ph.D.**

Clinical Psychologist, VP of School & Community Programs, Child Mind Institute



It's okay if you don't know where or how to start a conversation with your teen about social media. Here, the Child Mind Institute shares some questions to help you open up a meaningful dialogue:

- What kind of things do you use social media for? Learning, connecting, gaming or entertainment?
- What are some of the things you like and dislike about being online?
- What are your favorite accounts to follow on social media? What do you like about them?
- How do you decide what to post? How do you feel after you post?
- Have you ever felt uncomfortable with something you saw or an experience you had on social media? What did you do?
- How much time do you usually spend on social media? How do you know when it's time for a break? What are some of the ways you like to relax when being on social media gets stressful?
- Sometimes, when I've been scrolling on social media for a while, I notice that it starts to feel stressful instead of meaningful. Does that ever happen to you?
- I've been hearing stories about kids posting mean things about each other on social media. How do you and your friends handle it when something like that happens?
- It's important to examine social media more critically. For example, do you notice when photos have been edited, cropped or filtered? How does that affect your feelings?

04

# Instagram Teen Accounts



# Built-in **protection** for teens, peace of mind for parents

Designed with your teen's safety in mind, Teen Accounts are a new, protected experience for teens, guided by parents. Teens on Instagram will automatically be placed in Teen Accounts, which have built-in limits on who can contact them and the content they see, as well as more ways to connect and explore their interests.

## Teen Account settings

Teens under 16 who attempt to change their account's default settings to less protective options will need to request permission from their parents. If your teen already has a supervised account, you'll be notified of their request and can approve or deny it. Teens under 16 without supervision in place will need to set up supervision in order to make a request.

Once supervision is established, you can approve or deny your teens' requests or allow them to manage their settings themselves. In the near future, you will also have the ability to directly change the settings to more protective options. You'll also have access to information and tools to monitor and manage your teen's account. For more information and helpful tutorials on navigating Teen Accounts, please click [here](#).

05

# Family Center and parental supervision tools



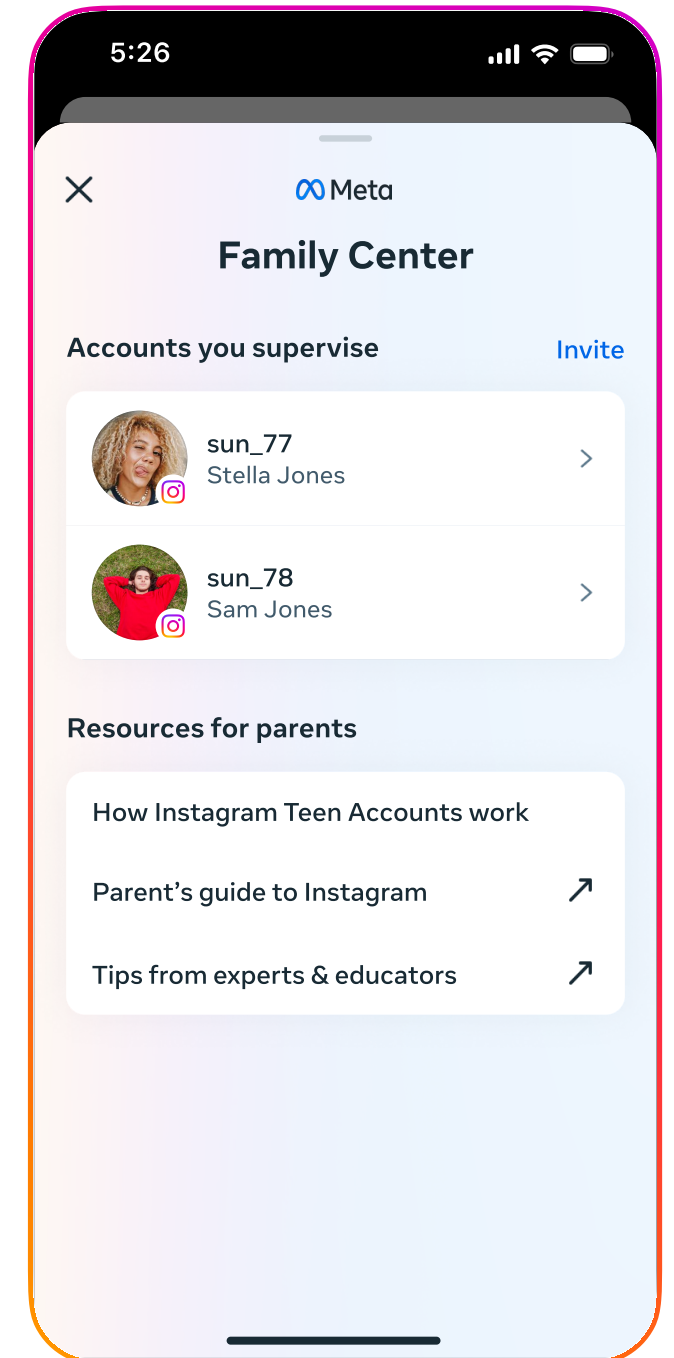
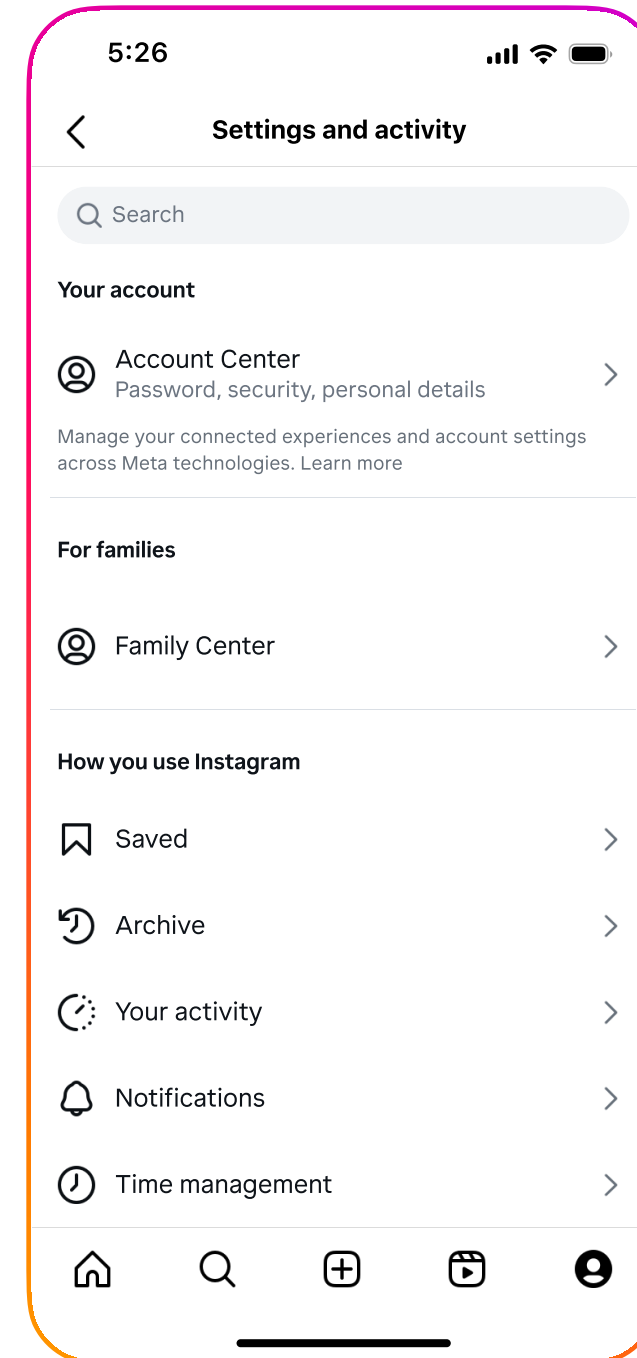


## Family Center and parental supervision tools

We want parents and teens to have ways to navigate social media together. That's why we have launched parental supervision tools. Teens under 16 without supervision in place will need to set up supervision in order to request to make their default settings less strict.

Once a parent and teen agree to set up supervision, the parent can help supervise their teen's experience on Instagram. Supervision tools allow parents to:

- View how much time your teen spends on Instagram
- Manage screen time with time limits and sleep mode
- Receive insights about reported accounts and content your teen chooses to share
- View and receive updates on what accounts your teen follows, the accounts that follow your teen and who your teen has blocked
- For teens under 16, see certain settings and approve or deny requested changes to these settings
- For teens 16-17, see certain settings and be notified if a change is made to those settings
- Get insights into who your teen is messaging



Parents or teens can remove supervision at any time. If teens under 16 remove supervision, any changes to their settings that their parents may have approved will be reset to the default Teen Account settings. You can access supervision tools in-app or with Family Center, the central place where you can support your teen's experiences across Meta technologies.

With Family Center, you can also access articles, videos and tips from experts on how to help your teen navigate social media. We worked closely with groups like the National Association for Media Literacy Education (NAMLE) and Net Family News to develop these resources, which include video tutorials on how to use supervision tools on Instagram. Themed pages also address key topics like digital wellness, safety and privacy, relationships and communication and media literacy and misinformation.

Learn more about the tools and resources at [familycenter.meta.com](https://familycenter.meta.com).



06

# Manage privacy



# Manage privacy

“ One of the best ways to help your teen online is to be proactive and make sure that they are very careful about privacy. Discuss privacy settings with them and make sure they understand when something is public or private — or somewhere in the middle — and how that should affect what they post. One piece of advice we give teens when considering whether something might be appropriate to post is to imagine how comfortable they would be trying to explain it to their grandmother.”

**Dave Anderson, Ph.D.**

Clinical Psychologist, VP of School & Community Programs, Child Mind Institute

The safety and privacy of the people who use our apps is a top priority for us. Understanding that they have control over who sees and interacts with their posts will enable your teen to be themselves on Instagram while also helping them stay safe. There are several tools available to families that will give you and your teen more control over their digital identity and footprint including:

- Defaulting Teen Accounts to **private**, requiring teens to accept new followers, and **limiting the interactions** with those they aren't connected with
- Curating a **Close Friends list** for an even more selective audience
- Built-in settings to restrict unwanted contact
- **Age-appropriate ad experiences** designed to limit advertisers in how they can reach teenage audiences

Please refer to the following sections for more comprehensive details on each of these privacy settings and tools.

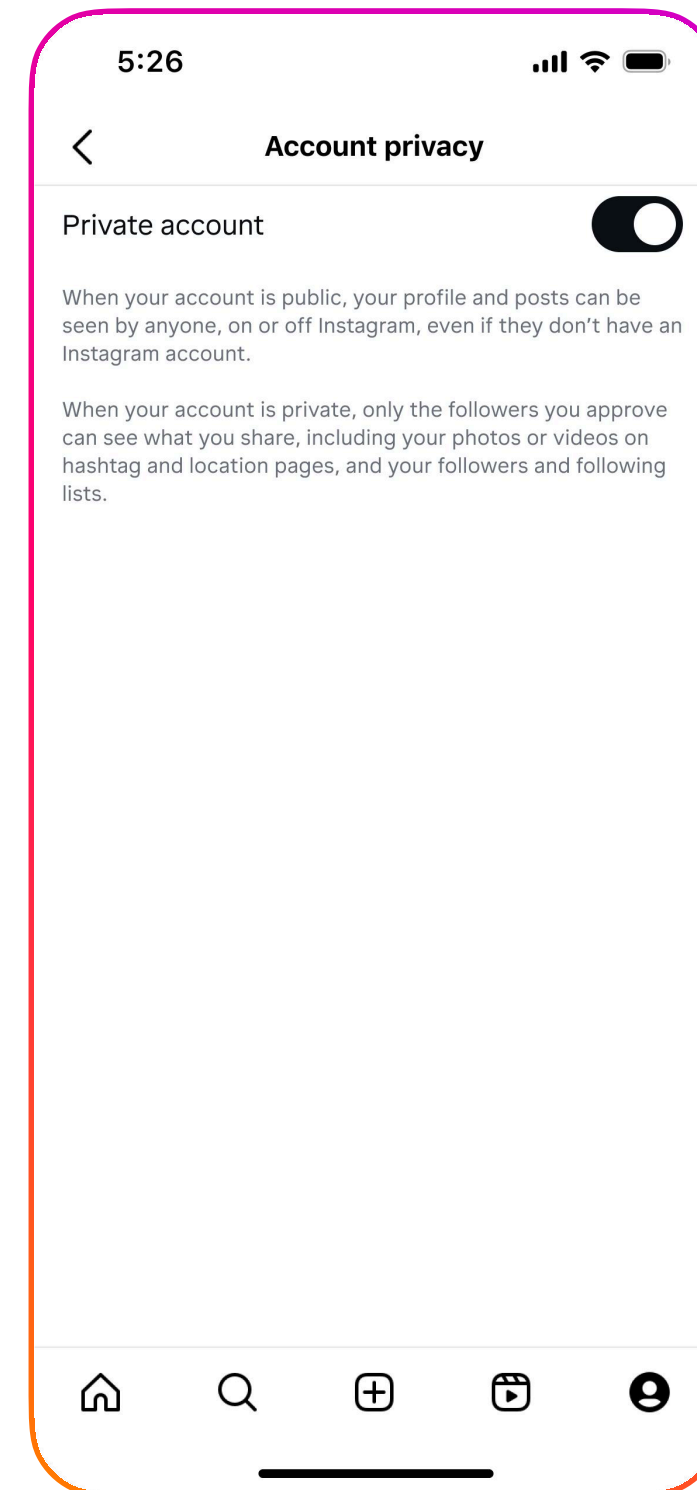
## Account privacy

When teens join Instagram, they will automatically be set to a private account. Teens under 16 will need parental permission to make changes to their account privacy.

With a private account, your teen must approve a follower request before they can see what your teen shares. Accounts your teen hasn't accepted also can't like or comment on their content, and they won't see your teen's content in places like Explore.

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 and can follow them without needing approval. Even with a public account, your teen can remove followers and choose who can comment on their posts and who can tag them in posts.

For teens on Instagram who have a public account, we will periodically show them a notification highlighting the benefits of a private account and explaining how to change their privacy settings.





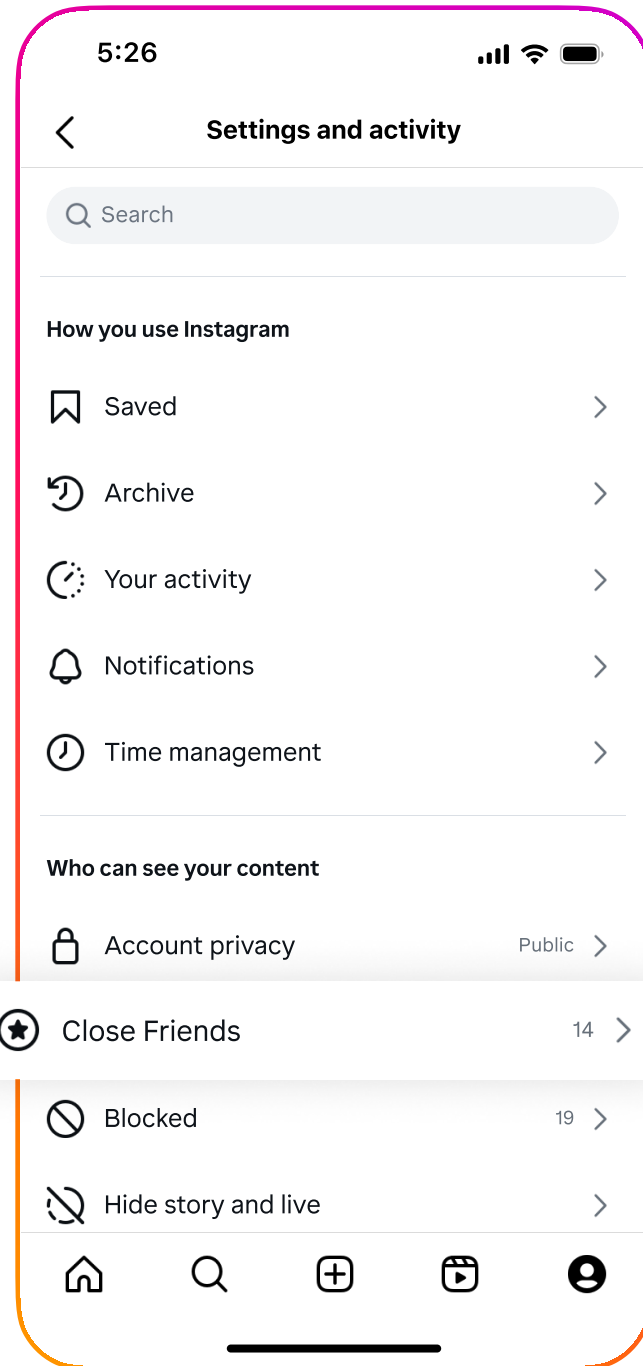
## Share with Close Friends

Your teen can create a Close Friends list and share their stories, posts, reels, live or notes exclusively with the people on that list.

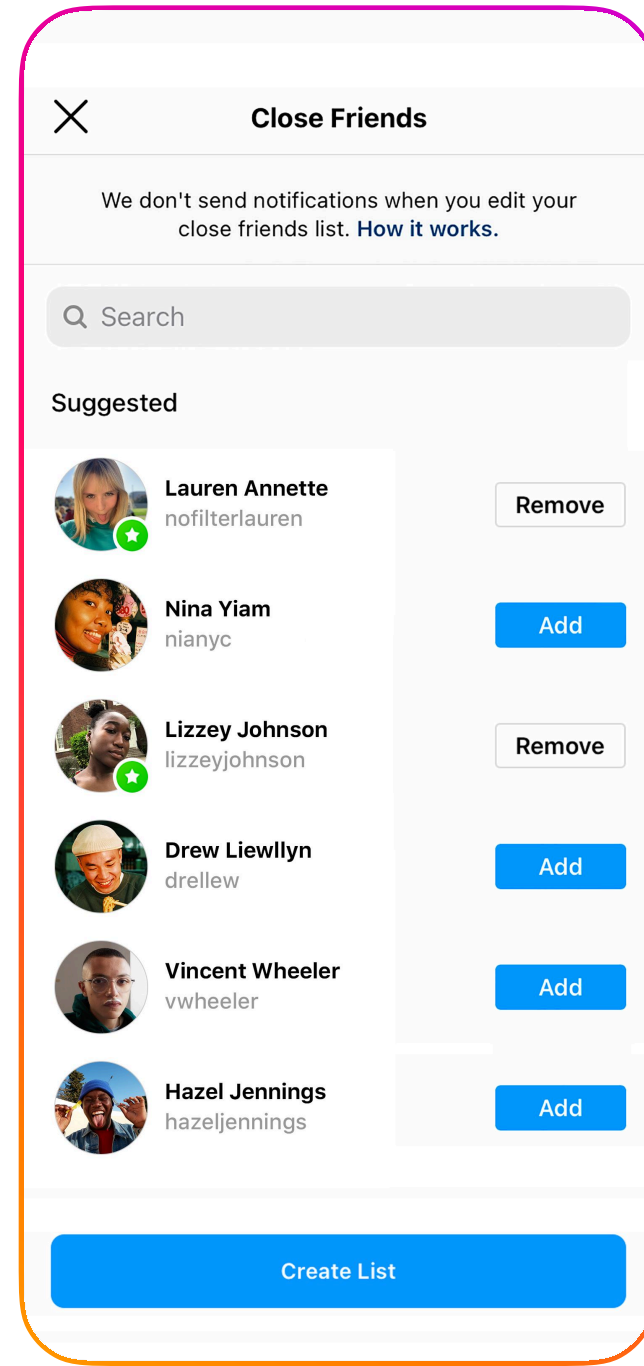
They have the option to add or remove people from the list at any time, and those individuals will not receive notifications when they are added or removed.

Close Friends enables your teen to share with a more select audience, regardless of whether they have a private or public account.

# Share with Close Friends



SETTINGS → ACCOUNT → CLOSE FRIENDS LIST



ADD OR REMOVE PEOPLE FROM FOLLOWER LIST



STORIES SHARED WITH CLOSE FRIENDS HAVE A GREEN RING



VIEWING STORIES SHARED WITH CLOSE FRIENDS HAVE A GREEN TAG

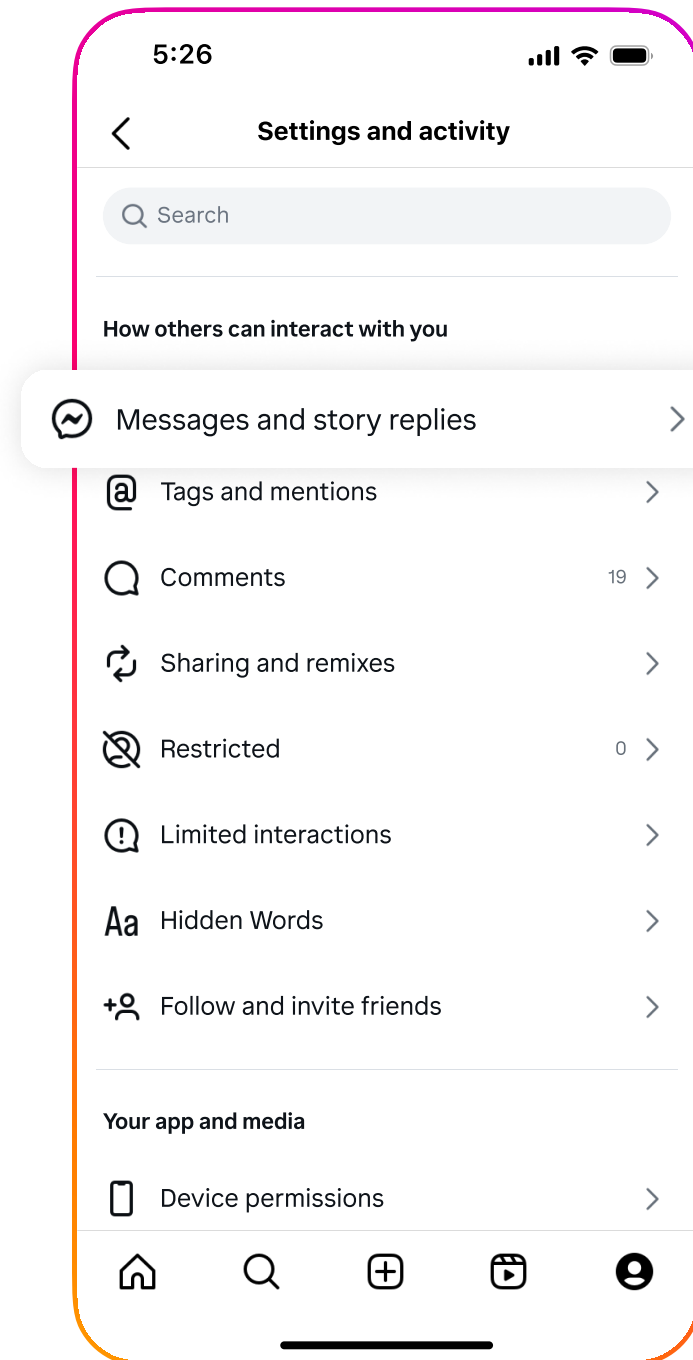


## Message controls

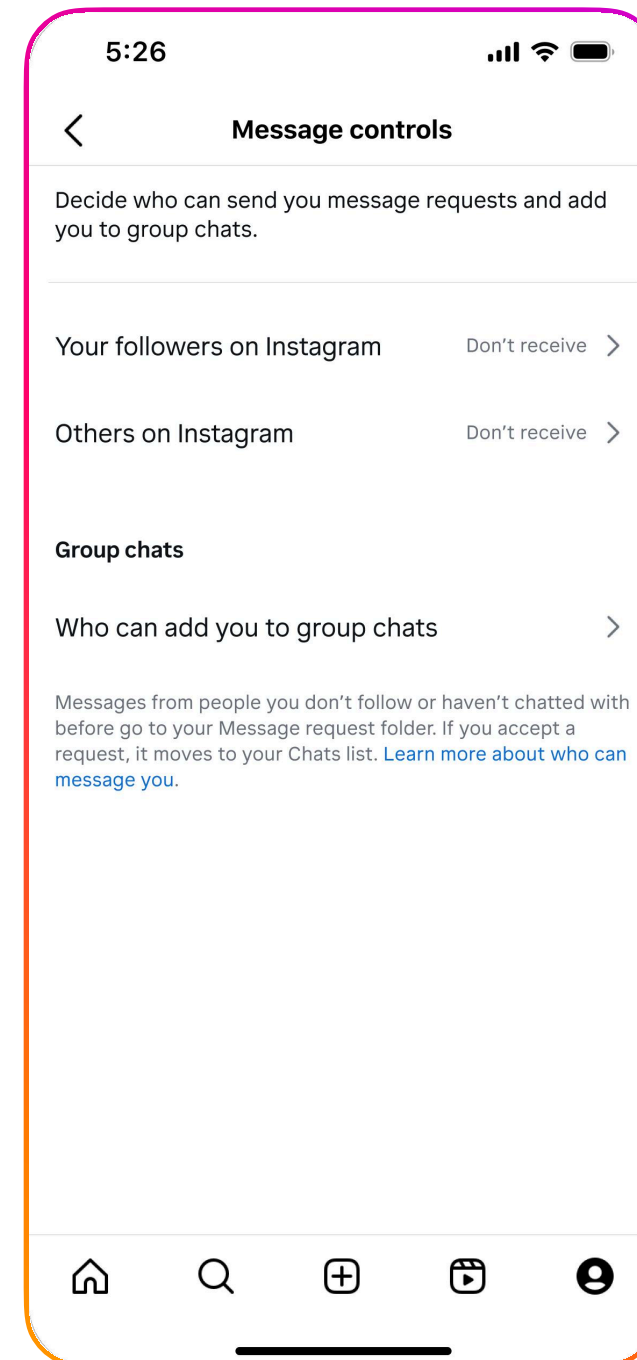
With Instagram Teen Accounts' updated protections, teens can only be messaged by people — including other teens — they follow or are already connected to, and this protection can't be turned off for under 16s without parental approval.



# Message controls



SETTINGS → PRIVACY → MESSAGES



MESSAGE CONTROLS



## Age-appropriate ad experiences for teens

As part of our ongoing efforts to ensure that Instagram remains appropriate for teens, we limit the targeting options available to advertisers looking to reach this demographic.

Advertisers can only target individuals under the age of 18 based on criteria like age and location. They are prohibited from targeting teens based on their interests, activities or past interactions on Instagram.

We also prohibit ads related to restricted topics like alcohol, financial products and weight loss products and services from being shown to people under 18.

Even if an ad complies with our policies, teens may prefer to see fewer ads related to those topics. With Ad Topic Preferences, teens now have more options to manage the type of ads they see on Instagram. These controls enhance the existing features. Teens can access their Ad Preferences within Settings on both apps, and select 'See Less' or 'No Preference' to have more control over the types of ads they are shown.

07

# Manage interactions

We want teens to nurture their relationships online in a safe, positive and supportive environment. There is no room for bullying and harassment of any kind on Instagram. It is against our policies to create an account, post photos or make comments with the intention of bullying or harassing someone else.

Instagram allows people of all ages to regulate their interactions on the app by offering features such as:

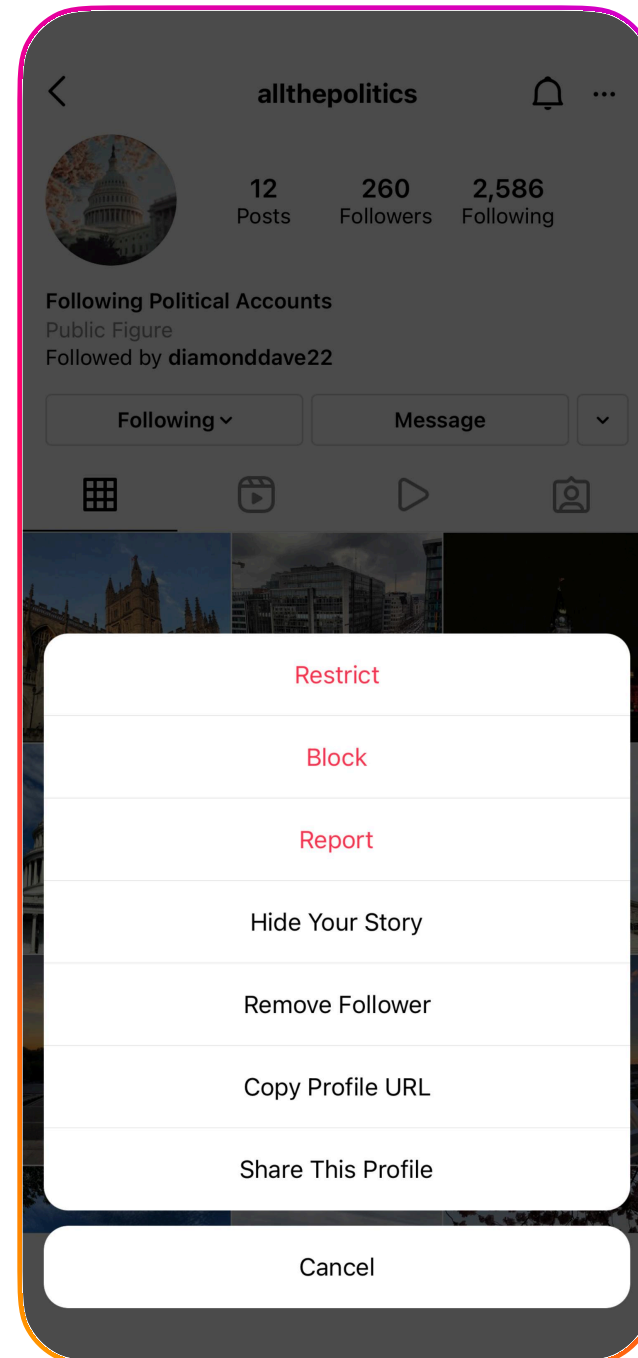
- Anonymous **reporting of profiles, content or interactions** that are deemed inappropriate, offensive or violate Community Guidelines
- Blocking unwanted interactions
- Muting or restricting accounts
- Hiding like counts on your teen's posts or the posts they see in Feed

For more detailed information on each of these interaction management settings and tools, please refer to the following sections.

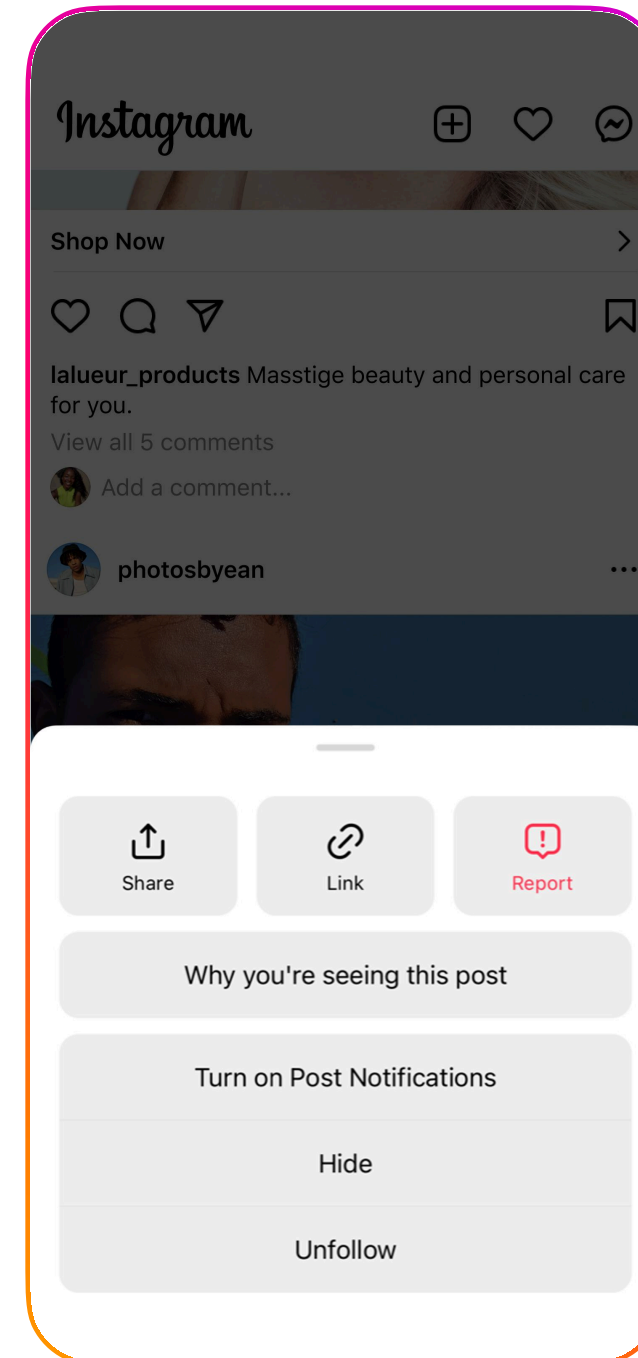


## Report accounts and interactions

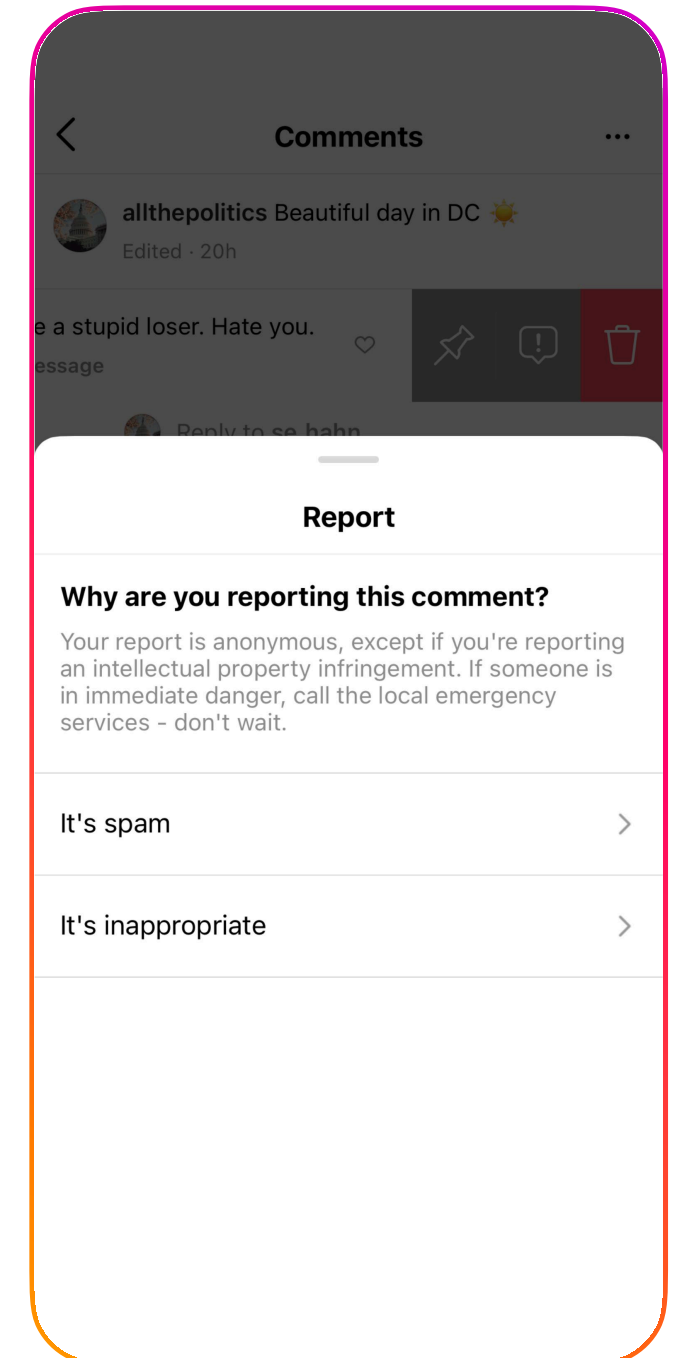
Anyone can anonymously report content on Instagram, including profiles, accounts, posts, comments, direct messages, live videos, stories and reels. You can report content or accounts that aren't following Instagram's [Community Guidelines](#) or [Terms of Use](#) right when you see them by using our built-in reporting features.



**PROFILES**  
TAP “...” ON TOP-RIGHT CORNER OF PROFILE → REPORT

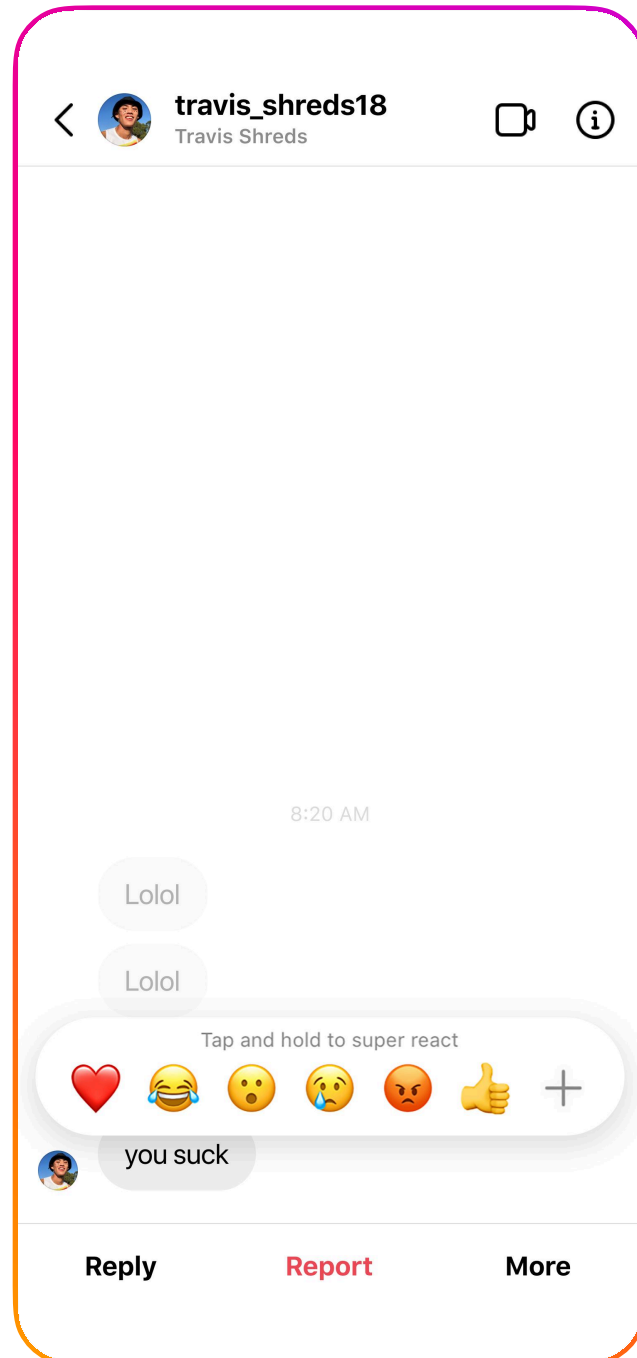


**POSTS**  
TAP “...” ON TOP-RIGHT CORNER OF POST → REPORT

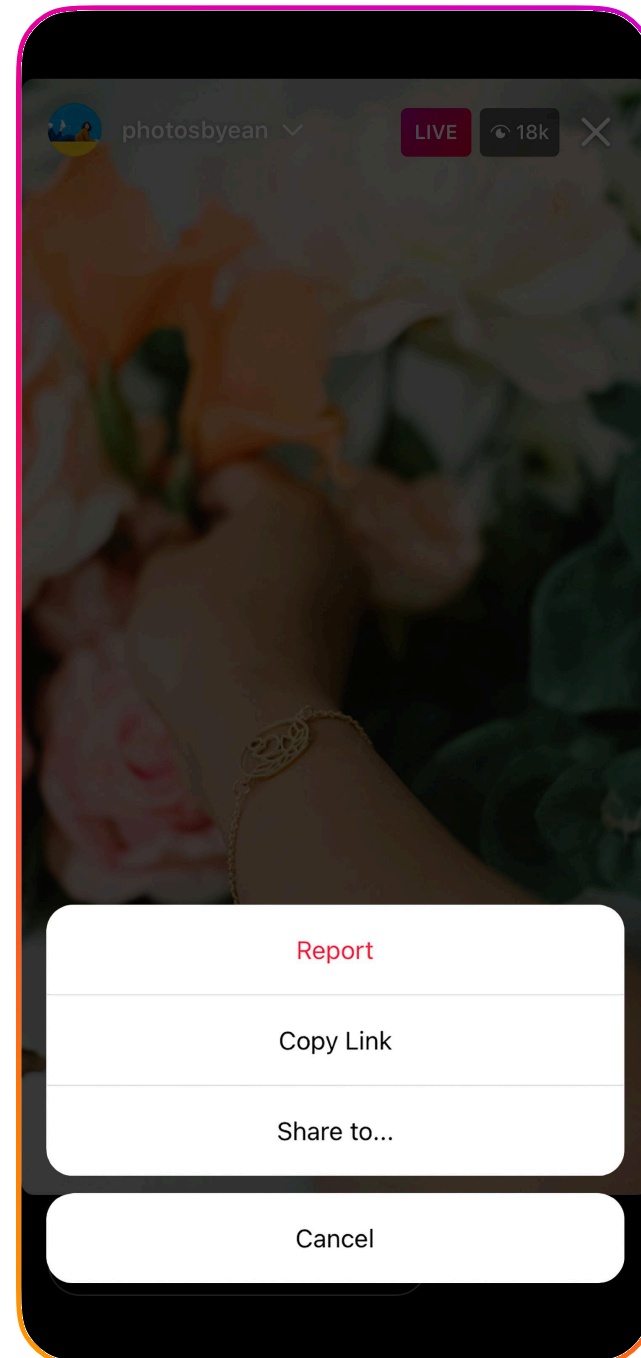


**COMMENTS**  
SWIPE LEFT ON COMMENT → TAP “ ” → REPORT THIS COMMENT

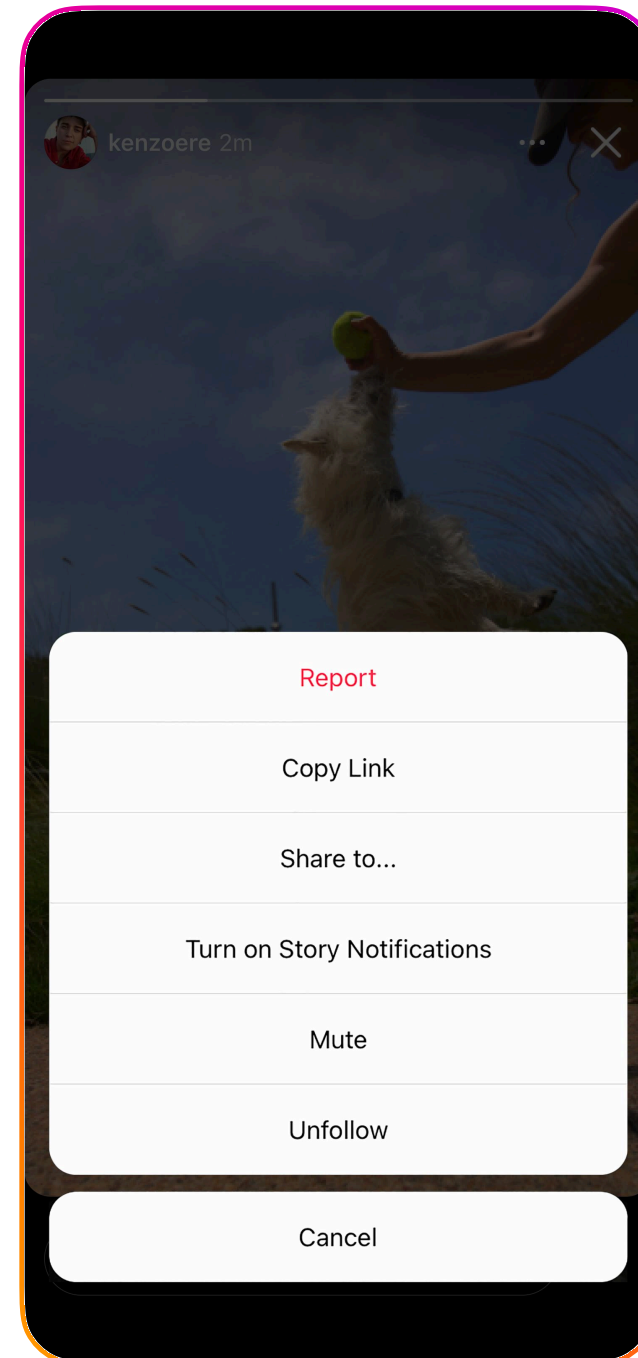
## Report accounts and interactions



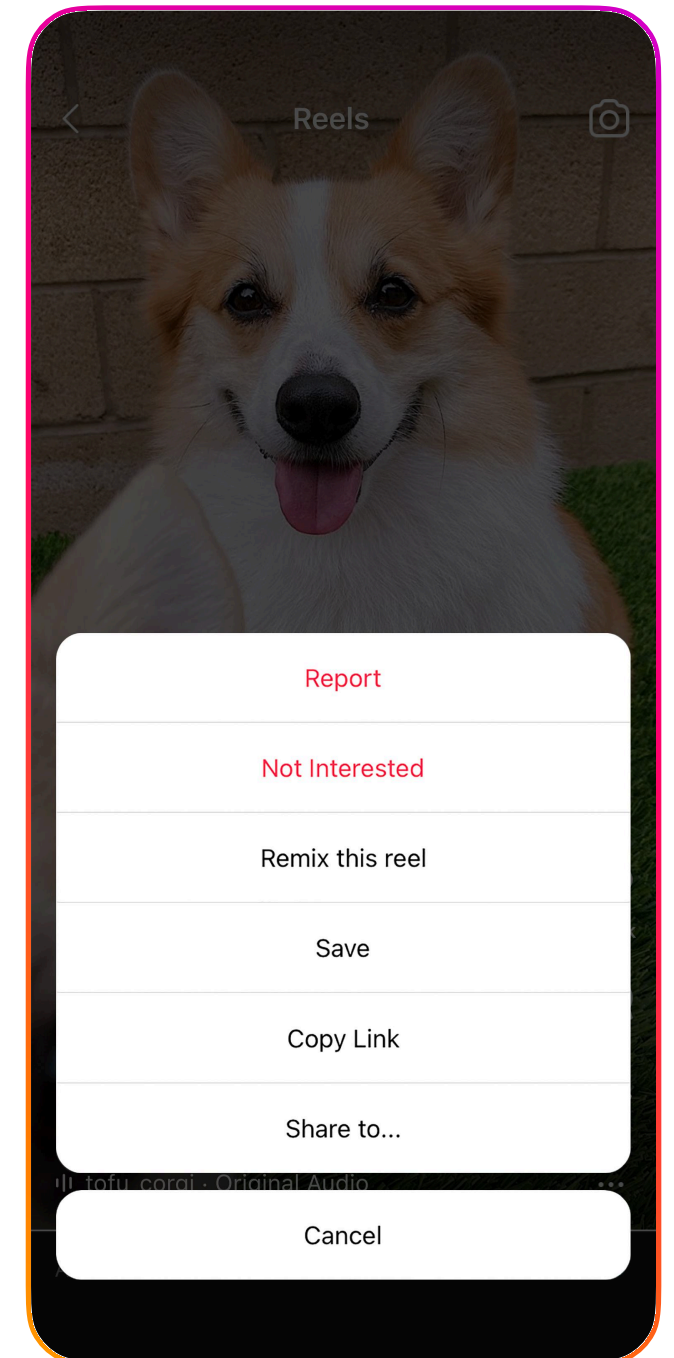
**DMs**  
TAP AND HOLD INDIVIDUAL  
MESSAGE → REPORT



**LIVES**  
TAP “...” NEXT TO “COMMENT” AT  
THE BOTTOM OF THE LIVE → REPORT



**STORIES**  
TAP “...” ON TOP-RIGHT CORNER  
OF STORIES → REPORT



**REELS:**  
TAP “...” ON BOTTOM-RIGHT  
CORNER OF REEL → REPORT



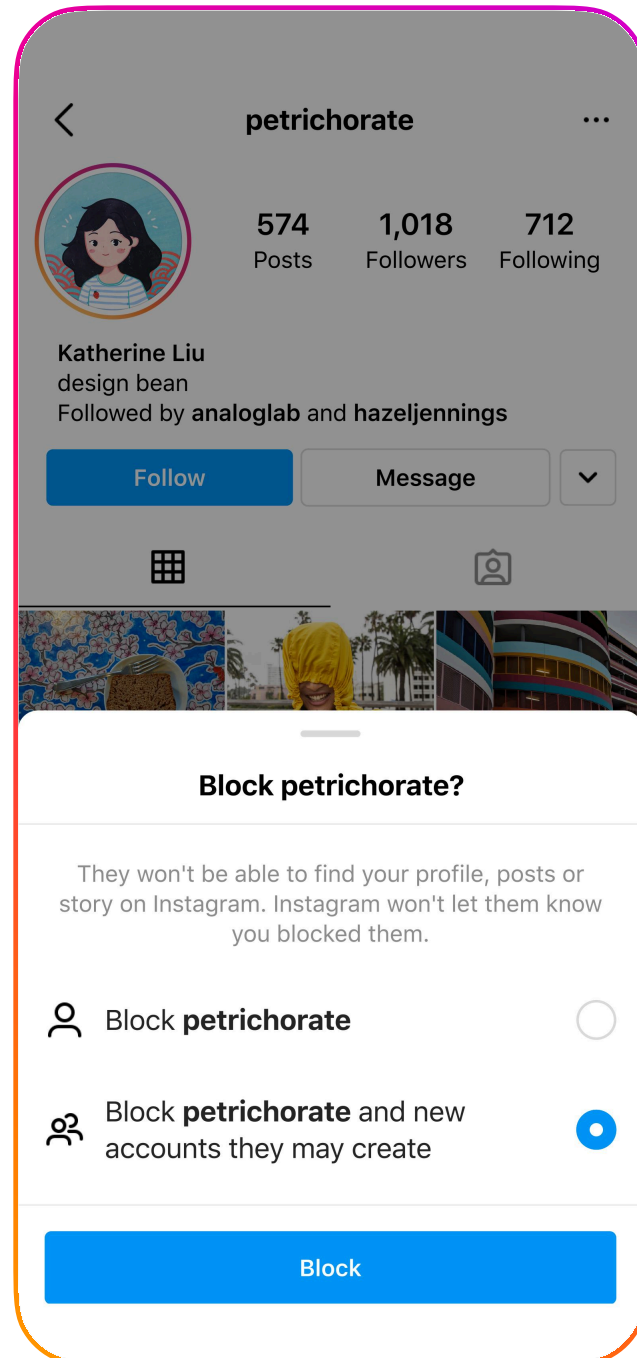
## Block unwanted interactions

Your teen can block accounts they do not want to interact with. This action will prevent the account from seeing or commenting on anything your teen shares, as well as from messaging your teen.

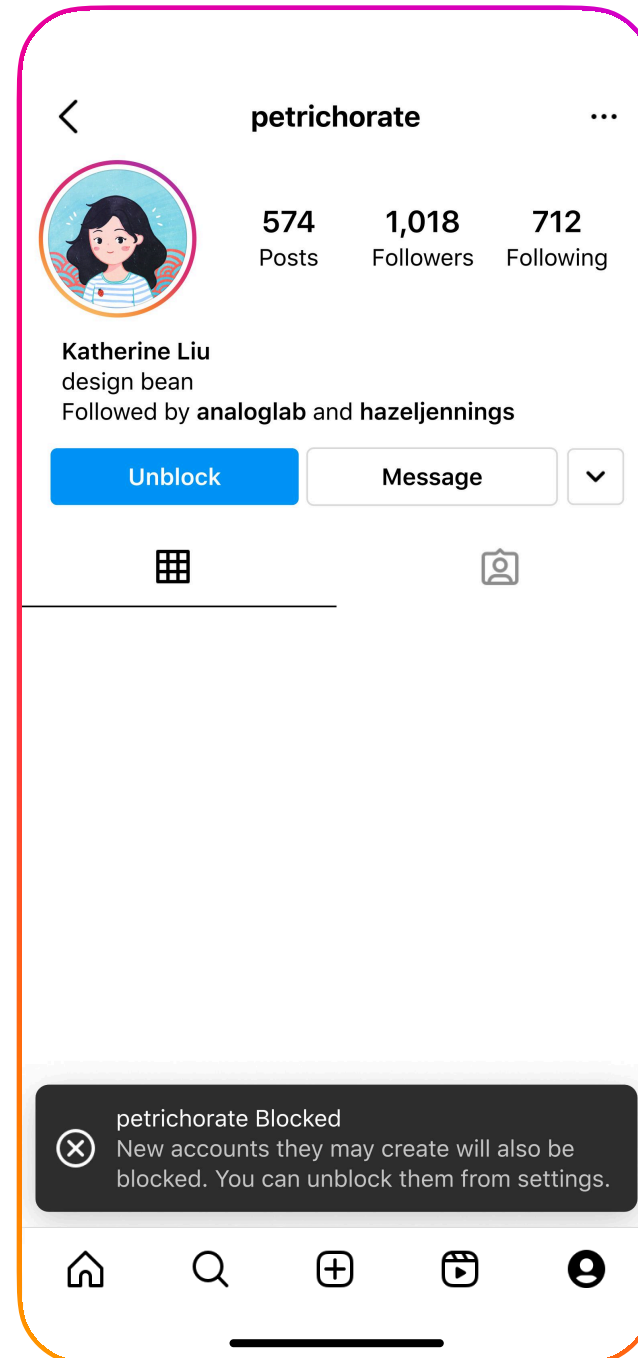
We understand that teens may hesitate to block people out of concern that the person will be notified. Rest assured, we do not notify individuals when they have been blocked or reveal who has blocked them. You have the option to unblock an account at any time.

We also make it harder for someone who you have already blocked to contact you again through a new account. Now, whenever you decide to block someone on Instagram, you will have the option to both block their account and preemptively block any new accounts that person may create.

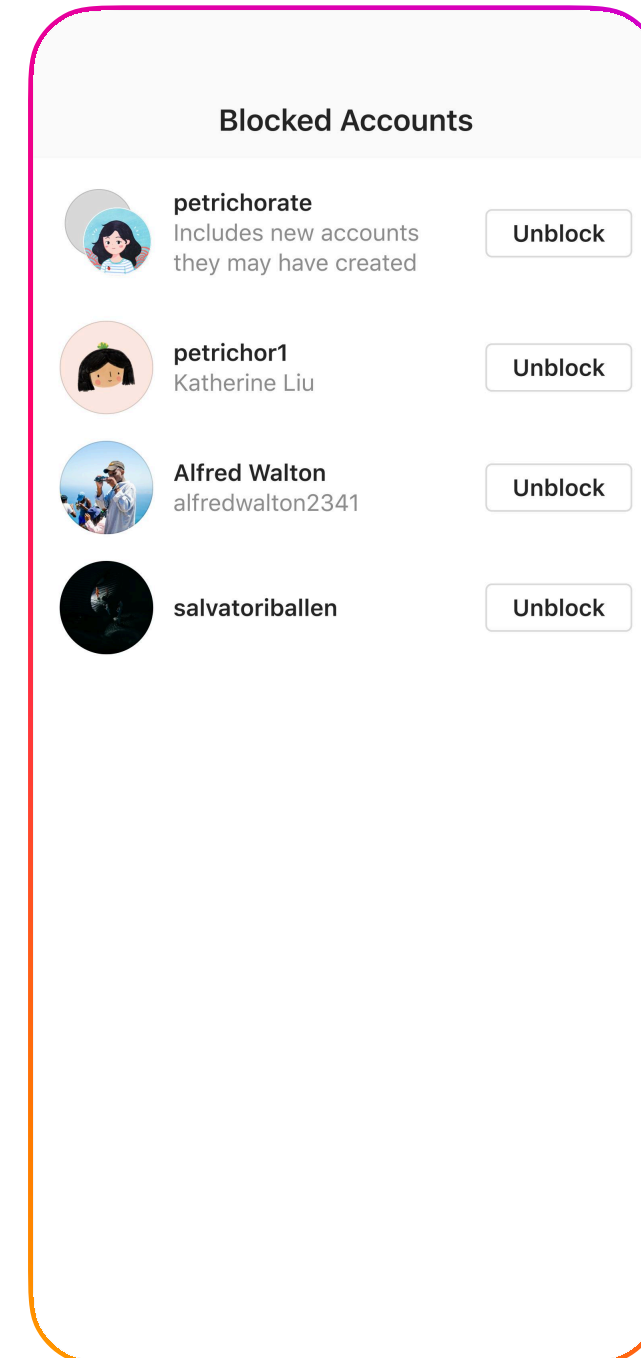
# Block unwanted interactions



PROFILE → TAP “...”  
IN TOP-RIGHT CORNER → BLOCK



BLOCKED ACCOUNT



SETTINGS → PRIVACY →  
BLOCKED ACCOUNTS

## Mute an account

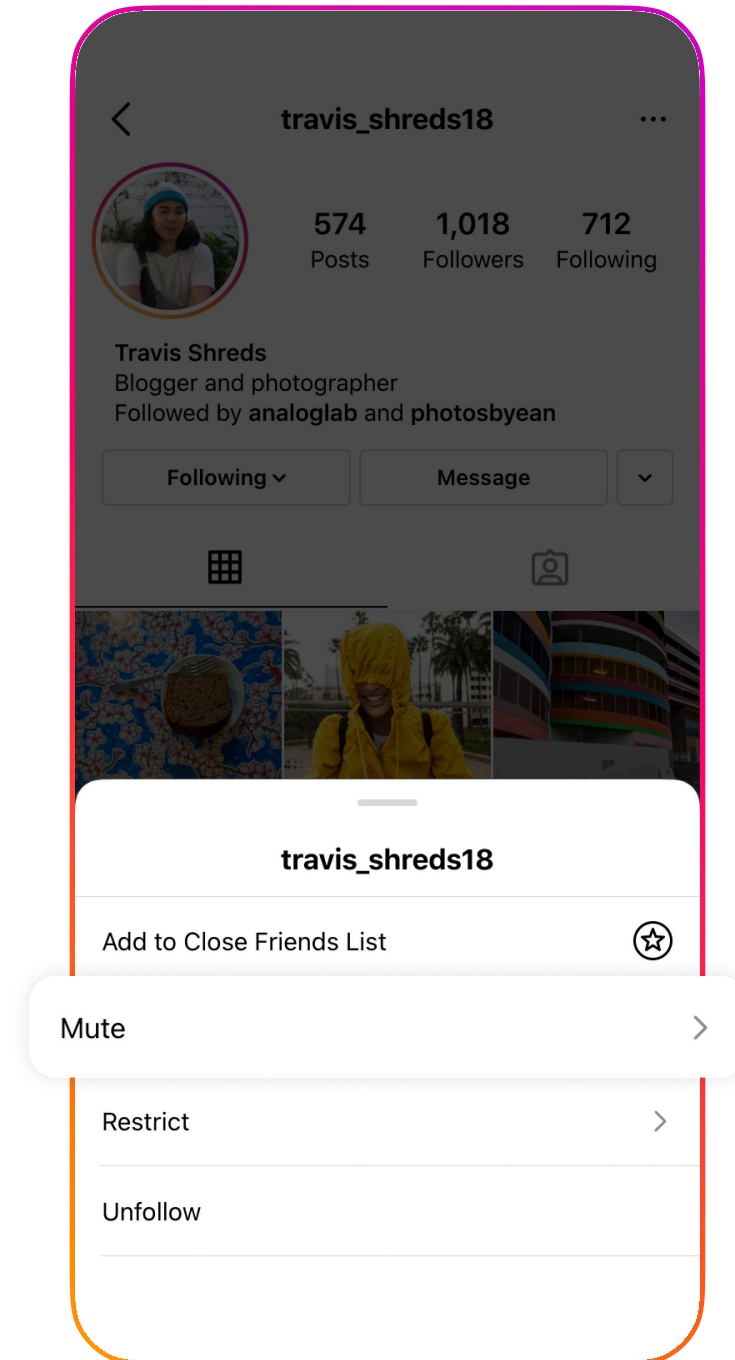
Sometimes, your teen may want to take a short break from an account. Muting will prevent posts and stories from that account from showing up for your teen. The other person will not know they have been muted, and your teen can unmute that account at any time.

## Restrict an account

With restrict, teens can protect their accounts from unwanted interactions in a quieter or more subtle way.

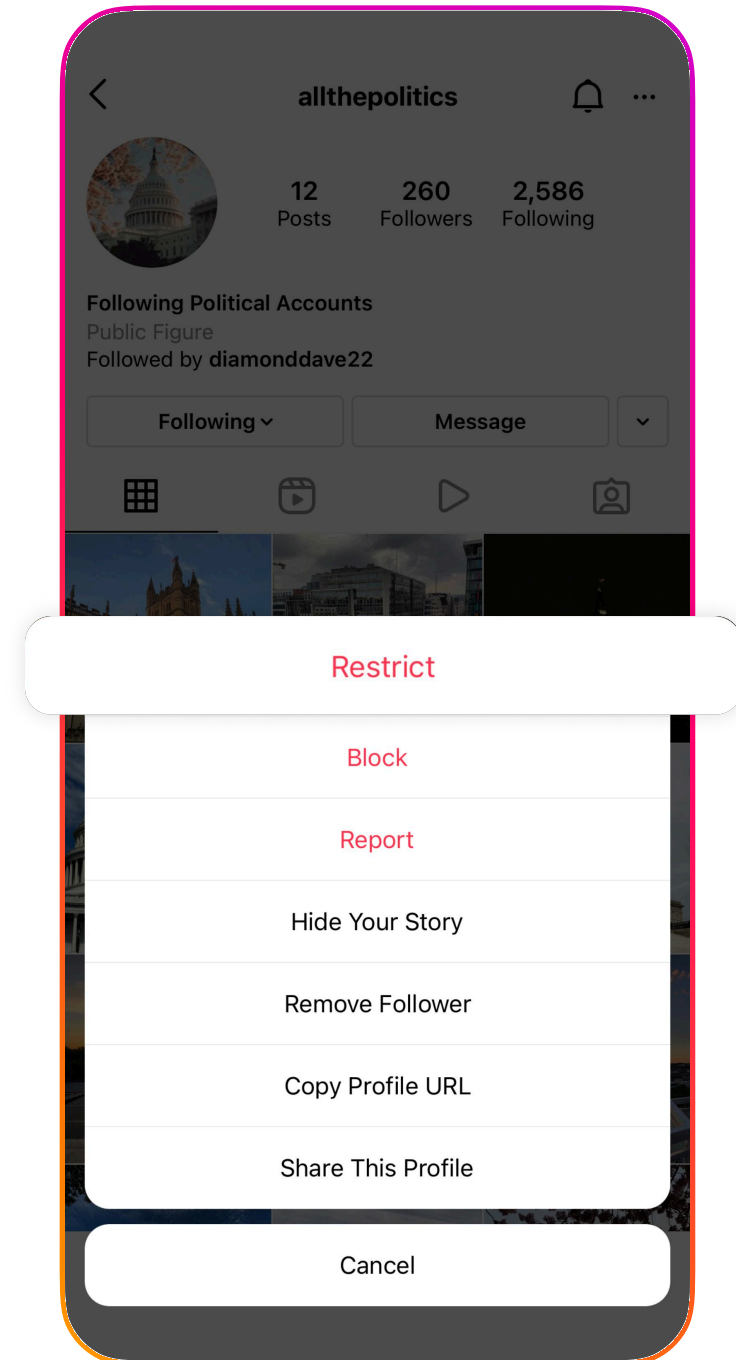
Once restrict is enabled, comments on their posts from a restricted person will only be visible to that individual. Restricted individuals also cannot see when your teen is active on Instagram or when they have read their direct messages. We will never disclose to someone if your teen has restricted them, and your teen can remove restrictions at any time.

### MUTE



PROFILE → TAP  
"FOLLOWING" → MUTE

### RESTRICT



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





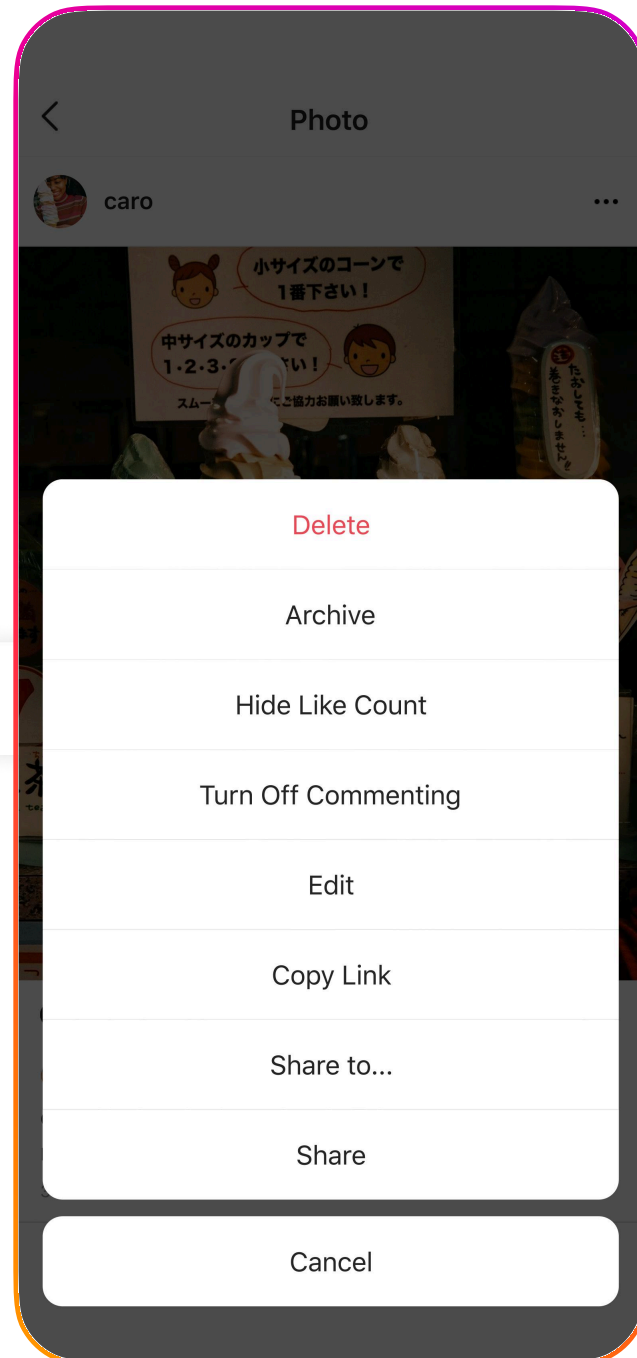
## Manage like counts

We want people to focus on what's being shared on Instagram rather than how many likes a post receives.

That's why we offer everyone the option to hide like counts on the posts they see in Feed. You'll also have the choice to hide like counts on your own posts, preventing others from seeing how many likes your posts get. This can also be done on a post-by-post basis.

Changing the way people perceive like counts can create a significant shift, and hiding them may help to depressurize your teen's Instagram experience.

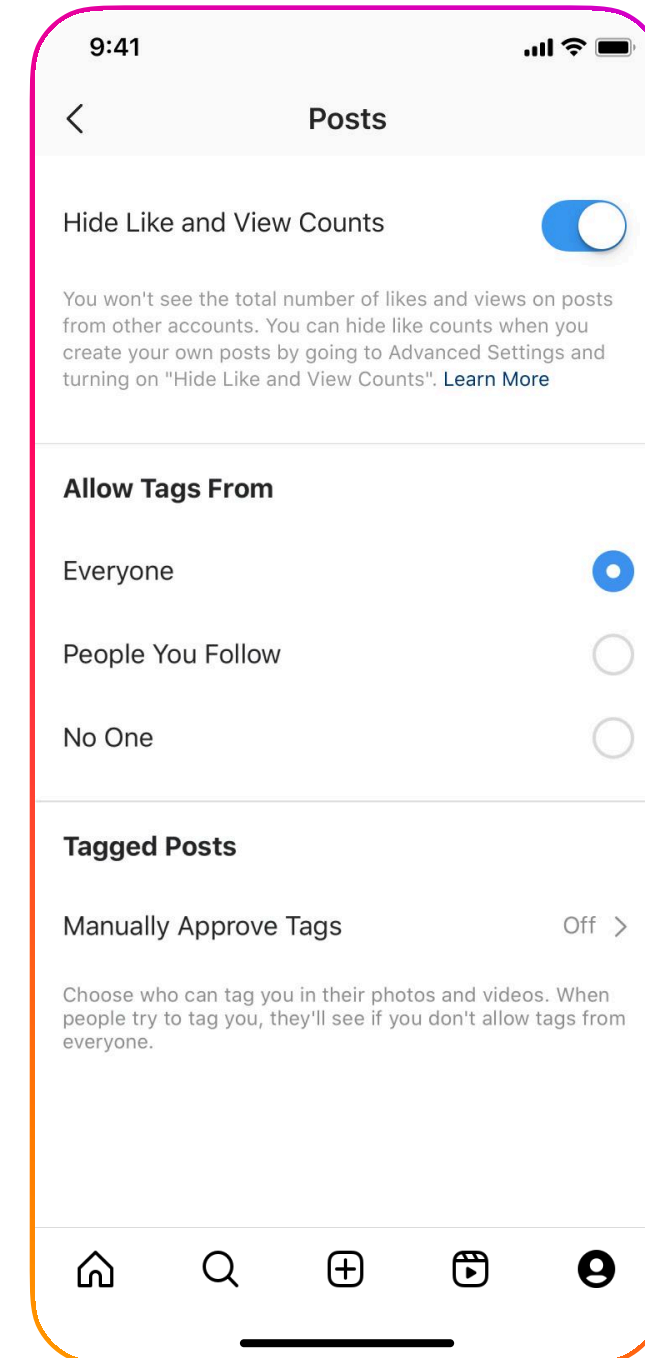
## Manage like counts



HIDE LIKE COUNT ON YOUR POST



YOUR POST WITH NO LIKE COUNT



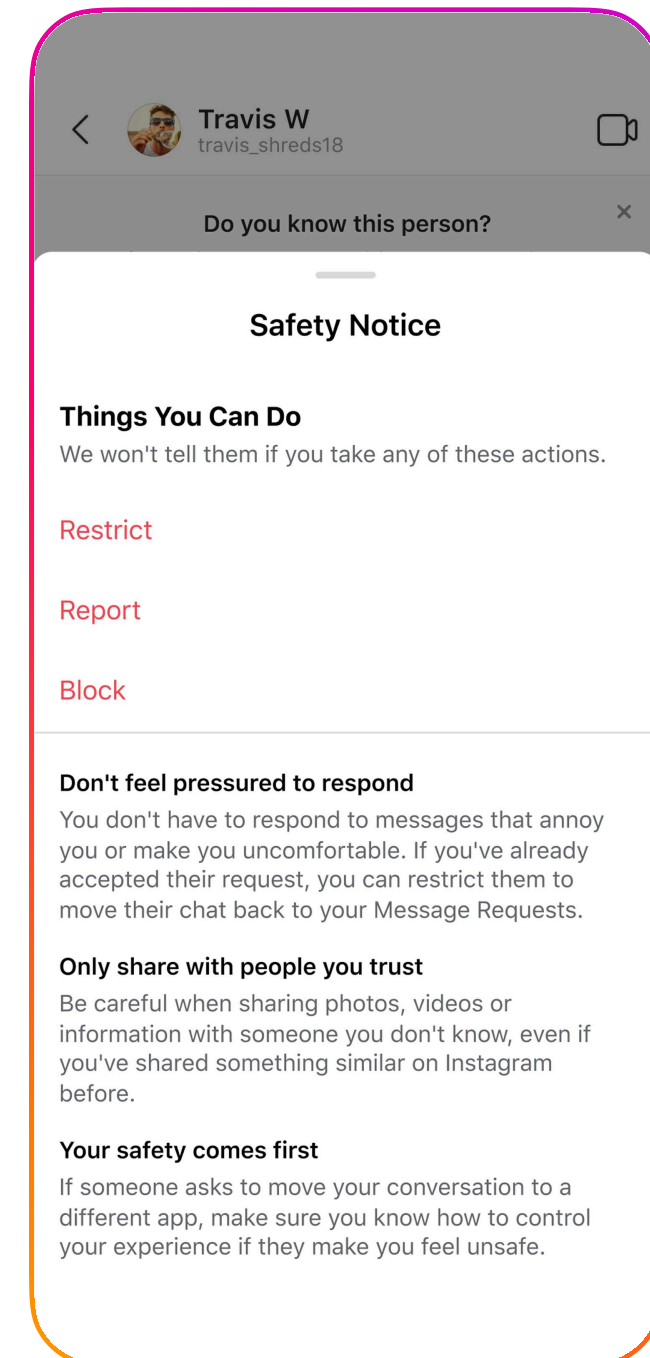
VISIT SETTINGS TO HIDE LIKE COUNT ON OTHERS' POSTS

## Safety notices

We also use prompts, or safety notices, to remind teens to be cautious in conversations with adults they are already connected to. Safety notices in direct messages (DMs) will notify teens when an adult who has been exhibiting potentially suspicious behavior is interacting with them. For example, if an adult is sending a large number of friend or message requests to individuals under 18, we will use this tool to alert the recipients within their DMs. They will then have the option to end the conversation, block, report, or restrict the adult.

We have developed technology to help us identify adult accounts that exhibit potentially suspicious behavior and prevent those accounts from finding and interacting with teens' accounts.

With this technology, we will not display teens' accounts in Explore, Reels or 'Accounts Suggested For You' to these adults. Additionally, they will not be able to view comments from teens on other people's posts or leave comments on teens' posts. If a potentially suspicious adult account manages to find teens' accounts by searching for their username, they won't be able to follow them.



SAFETY NOTICES FOR TEENS IN DMs

08

# Manage what you see

We take proactive measures to enhance everyone's safety. Our team works to review and remove content that violates our [Community Guidelines](#). Teens can further manage the content they see by utilizing a variety of tools and features as outlined in the following sections.





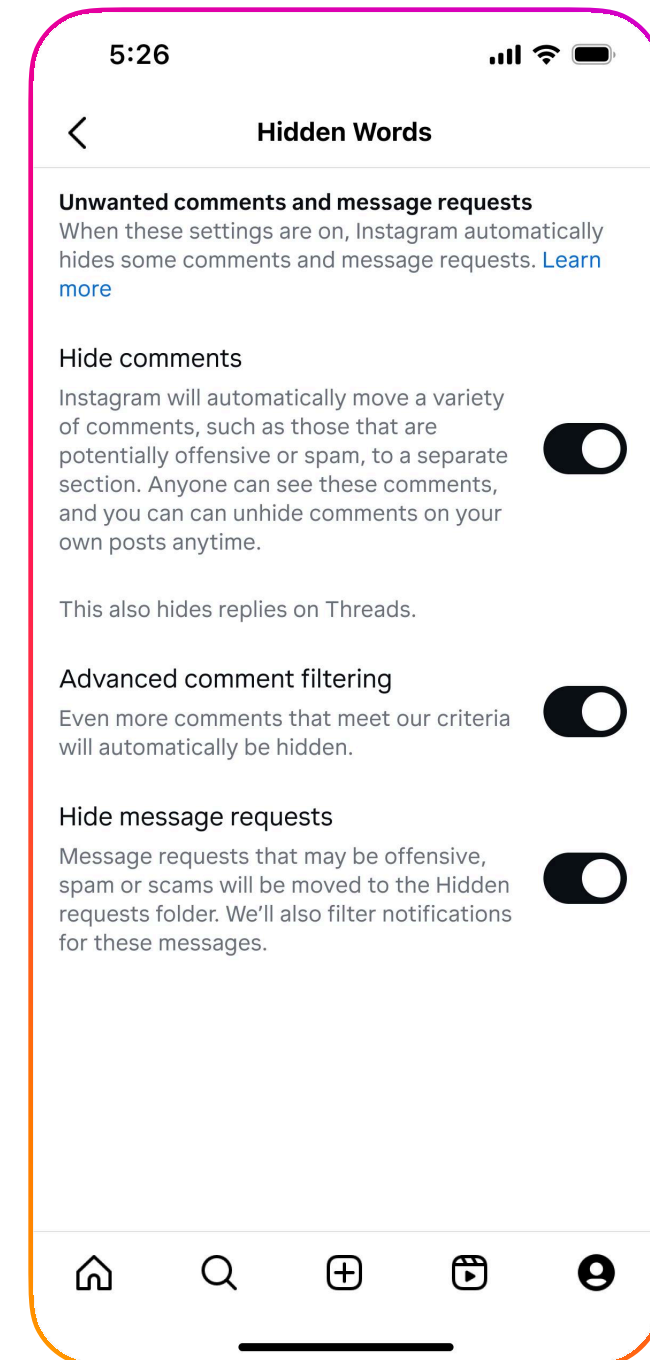
## Comment controls

Your teen can further control who can comment on their posts by blocking comments from specific accounts in the “Comment” section of their privacy settings. These account owners won’t be notified when they’re blocked. Your teen can also turn off comments entirely for their posts.

## Hide offensive comments and messages

There are several ways for teens to hide potentially offensive comments and messages they don't want to see on Instagram. Along with a built-in [Hidden Words](#) feature that automatically filters out offensive words or phrases from teens' comments and direct messages, we also offer:

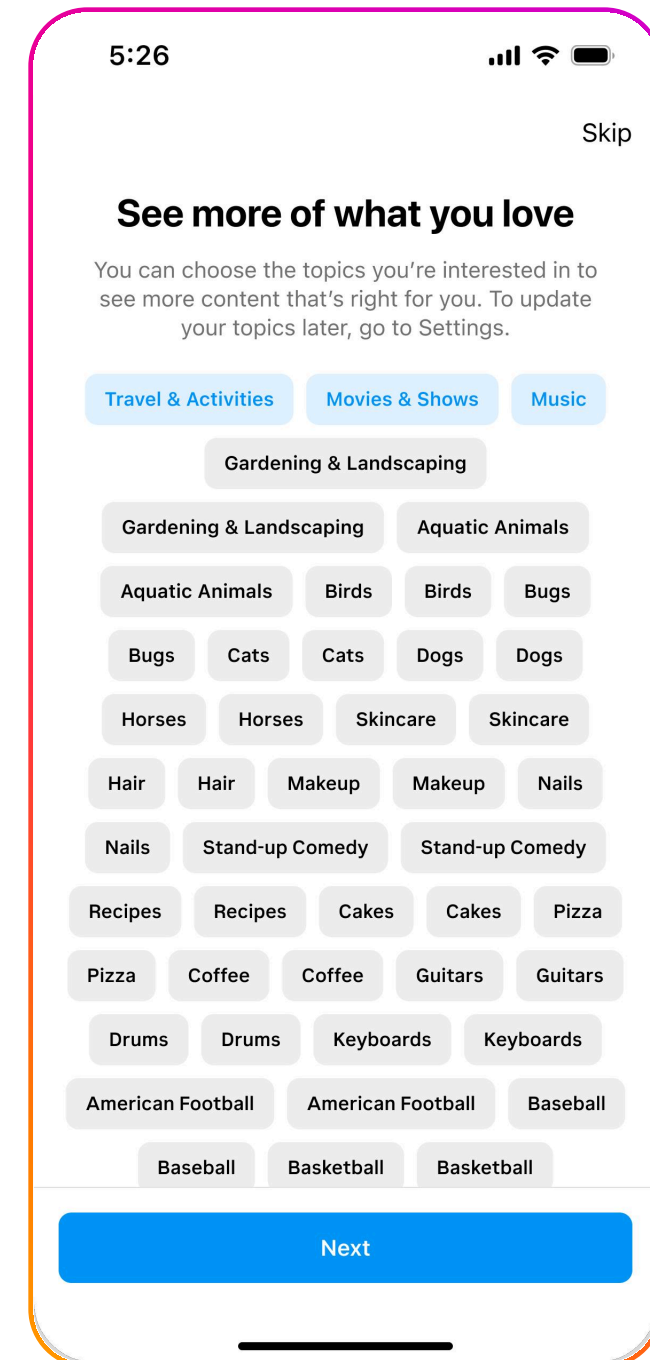
- **Advanced comment filtering:** This setting filters out even more comments and messages that may contain offensive words or phrases.
- **Custom list:** Different things can be offensive to different people, so your teen can also create a custom list of words, phrases, or emojis they don't want to see in comments or messages. Any comments using these terms will be hidden under their posts so that they and their followers don't see them. Direct messages using these terms will filter into your teen's message requests folder.



SETTINGS → PRIVACY →  
HIDDEN WORDS → MANAGE LIST

## Choose topics you're interested in

We are excited to announce a new feature available through Teen Accounts that allows teens to select content categories they are interested in, which will then be integrated throughout their Instagram experience, including in Reels and Explore.



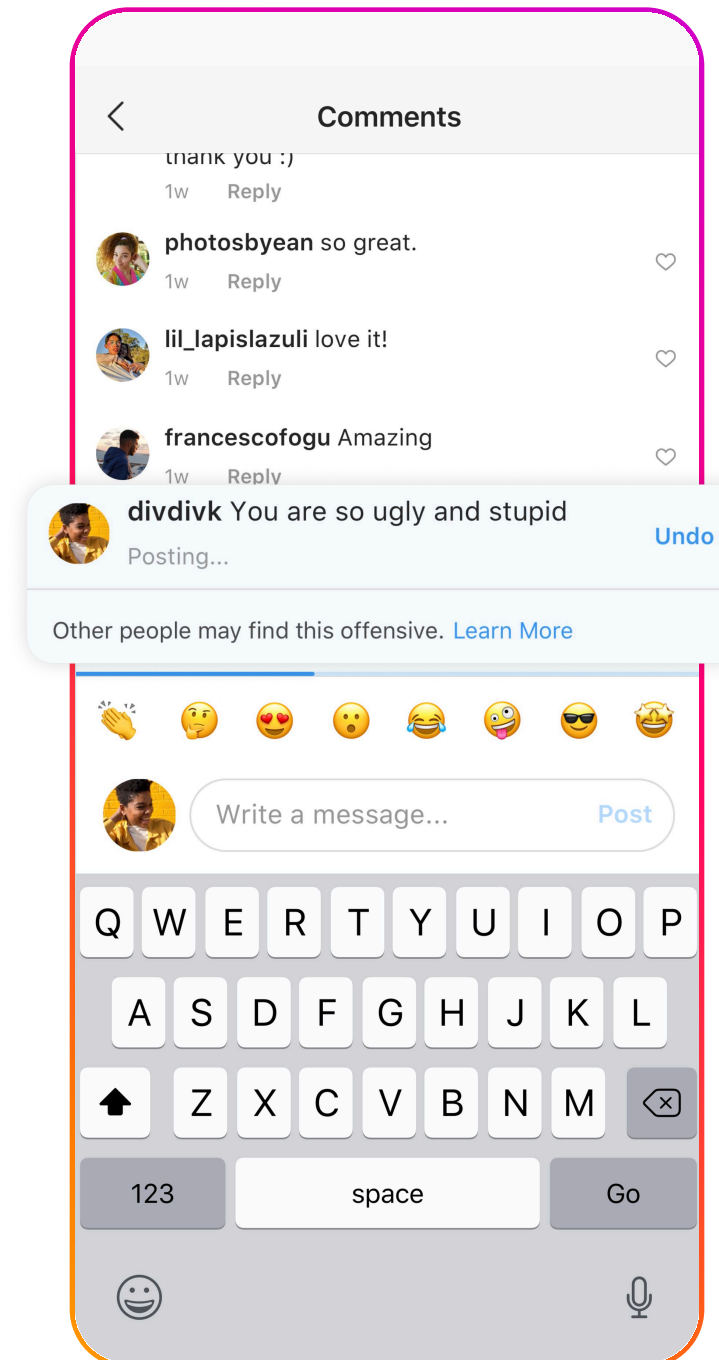
CHOOSE TOPICS YOU'RE INTERESTED IN

## Comment warnings

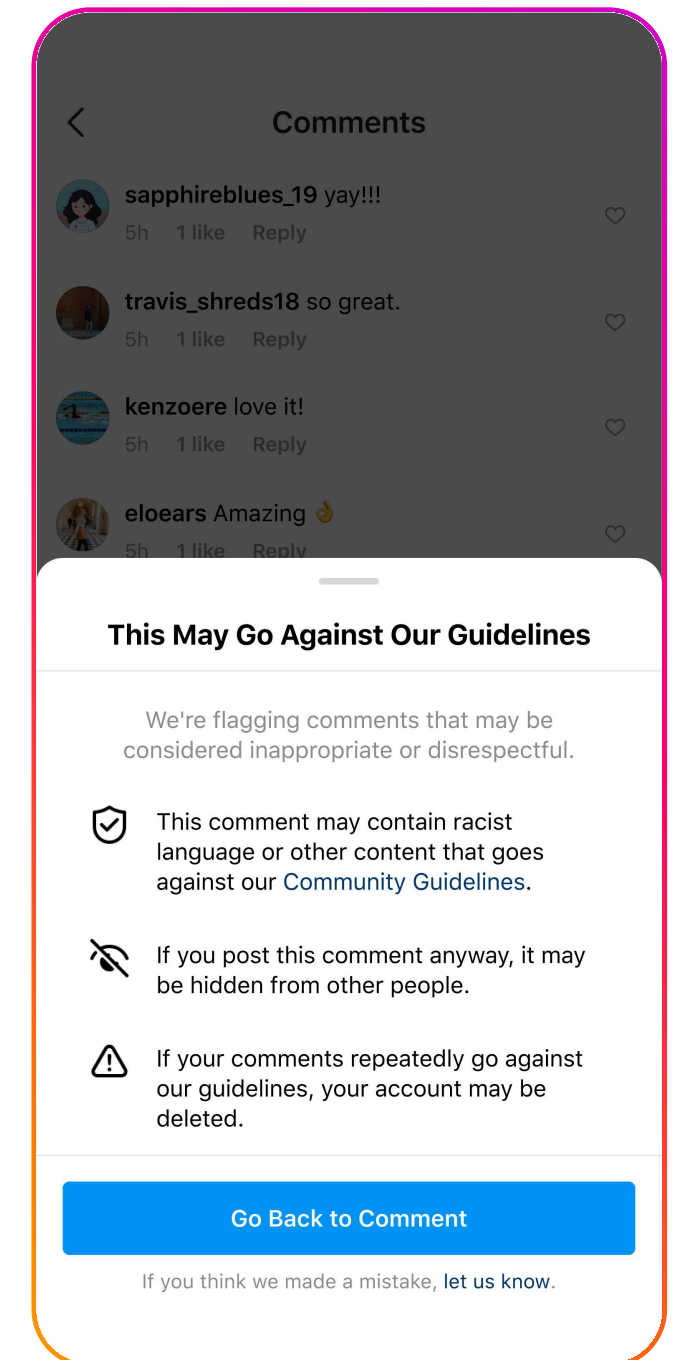
We've learned that there are cases where people mean well but may misjudge how their words could negatively impact others, especially when they're interacting online.

That's why we use artificial intelligence (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 encourage them to pause and consider whether they'd like to edit their comment. This warning reminds them of our Community Guidelines and warns them that we may remove or hide their comment if they choose to post it.

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



WARNING WHEN POSTING OFFENSIVE COMMENTS



COMMUNITY GUIDELINES REMINDER

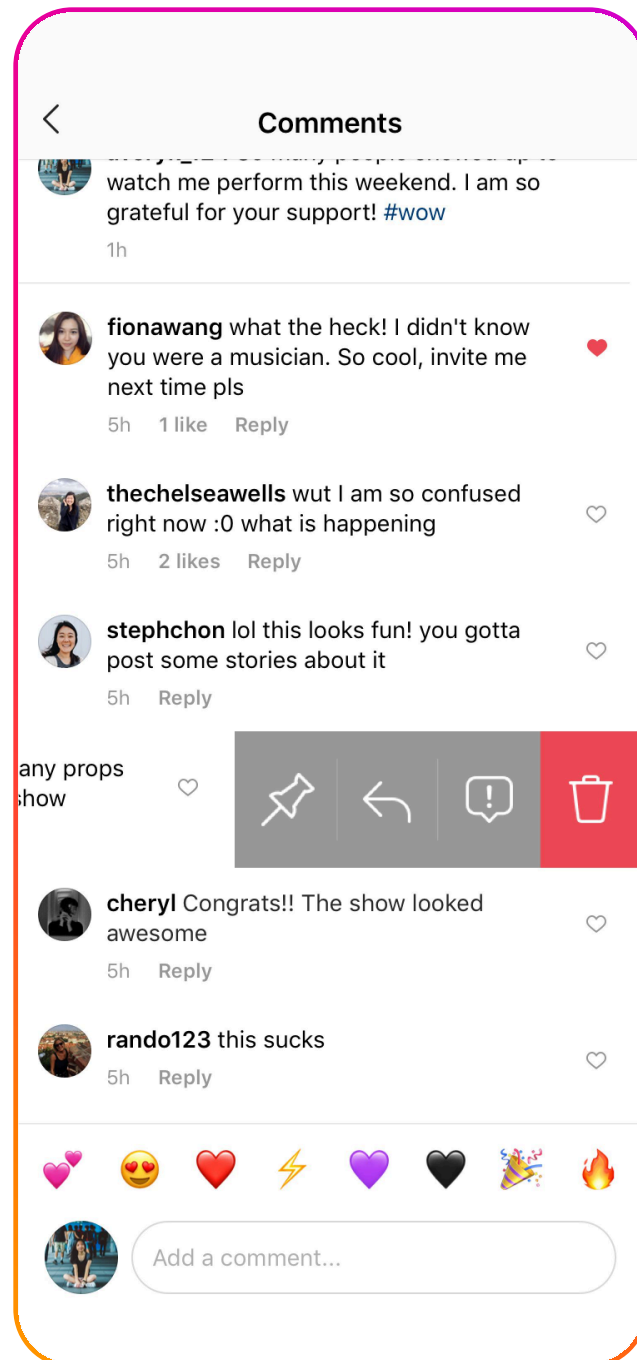




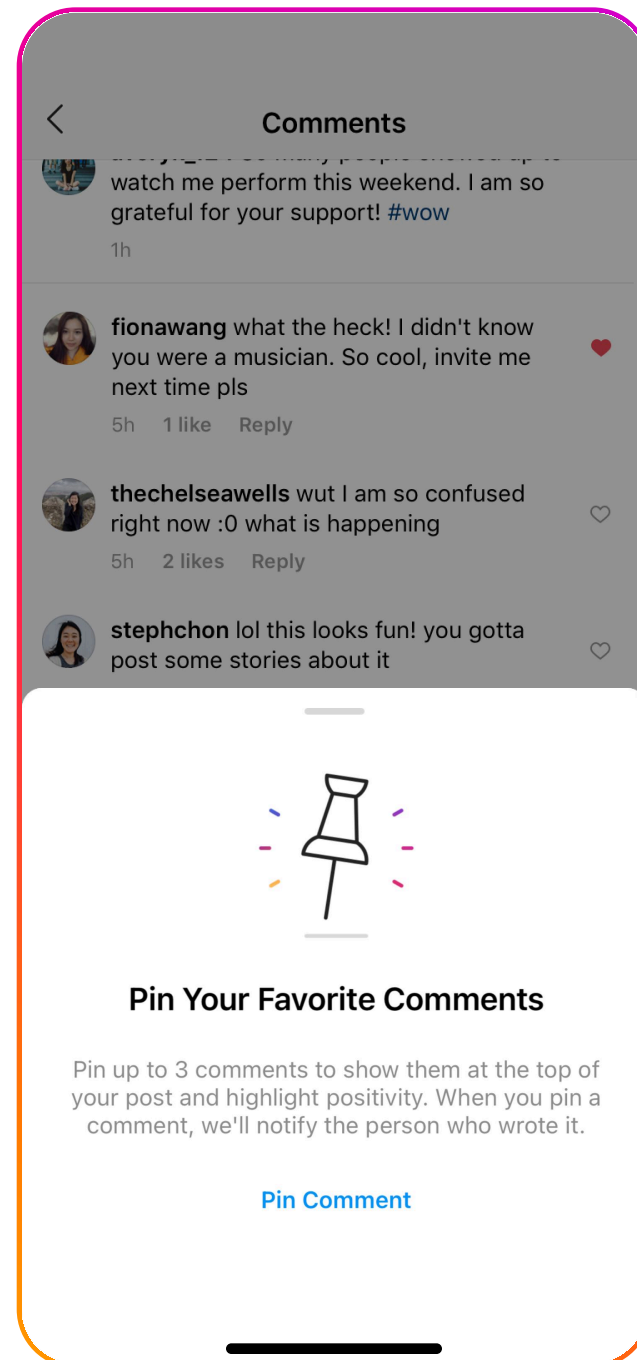
## Pin positive comments

In addition to removing negative comments, we want to provide people with an easy way to amplify and encourage positive interactions. Pinned comments allow your teen to set the tone for their account by pinning a select number of their favorite comments to the top of their comments thread.

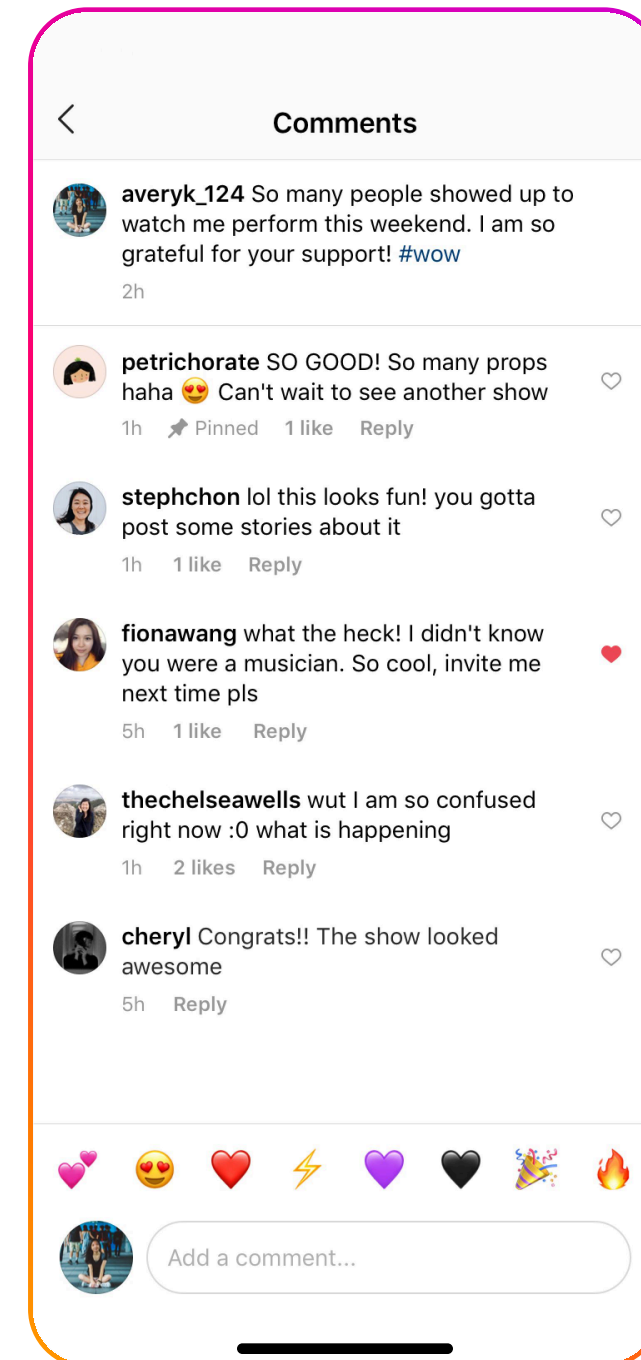
# Pin positive comments



SWIPE LEFT ON COMMENT  
→ TAP “ ”



TAP “PIN COMMENT”



PINNED COMMENTS APPEAR AT TOP  
OF COMMENTS THREAD

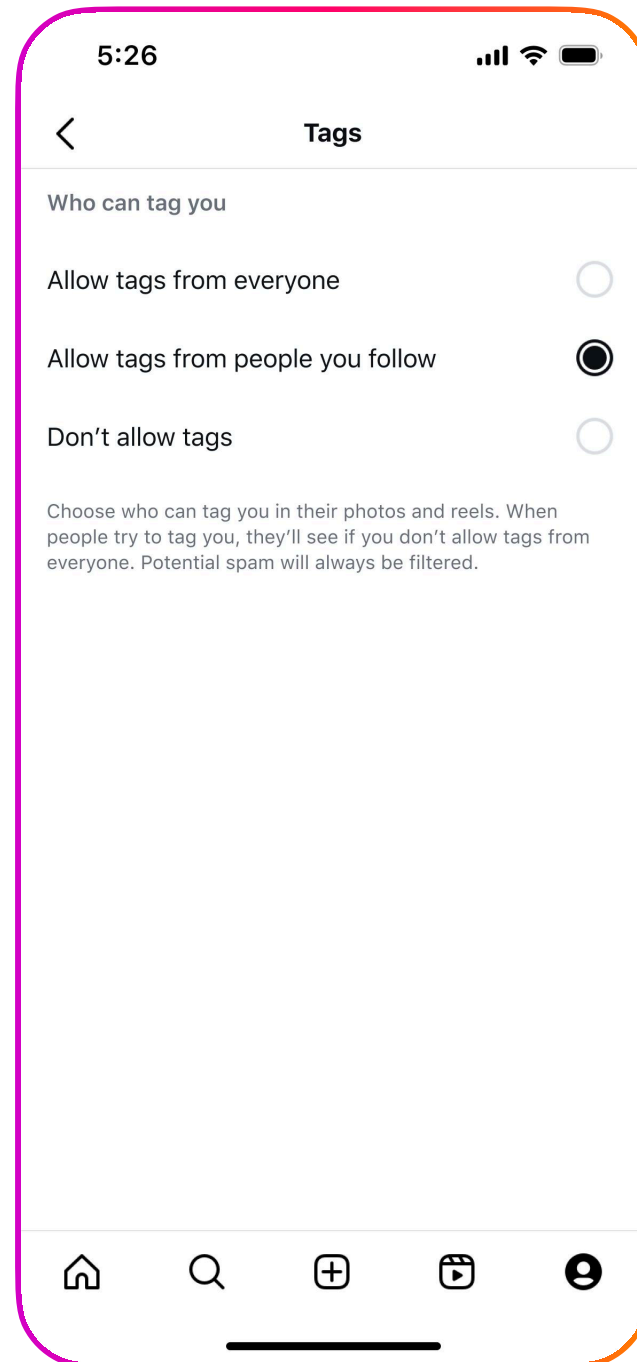


## Control tags and mentions

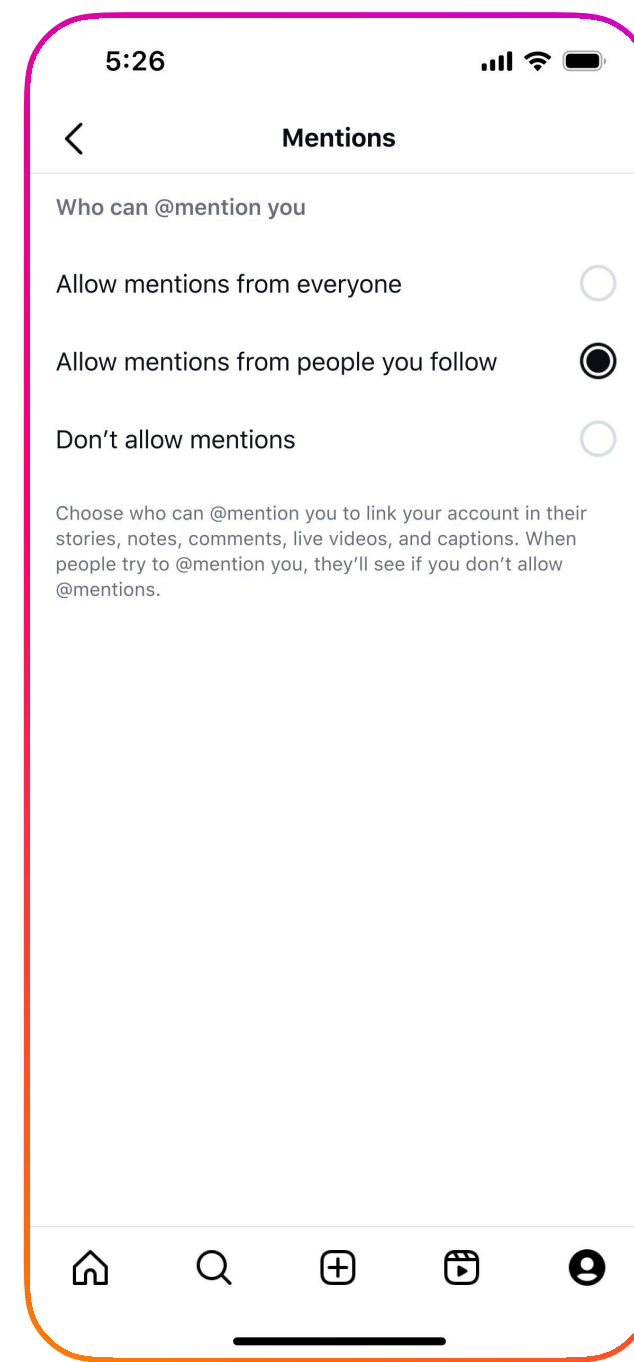
There are controls on Instagram that allow your teen to manage who can tag or mention them.

Teen Accounts by default are only allowed to be tagged or mentioned by accounts that they follow. Teens under 16 will need their parent's permission to change this setting.

## Control tags and mentions



TAGS AND MENTIONS →  
ALLOW TAGS FROM



TAGS AND MENTIONS →  
ALLOW @MENTIONS FROM



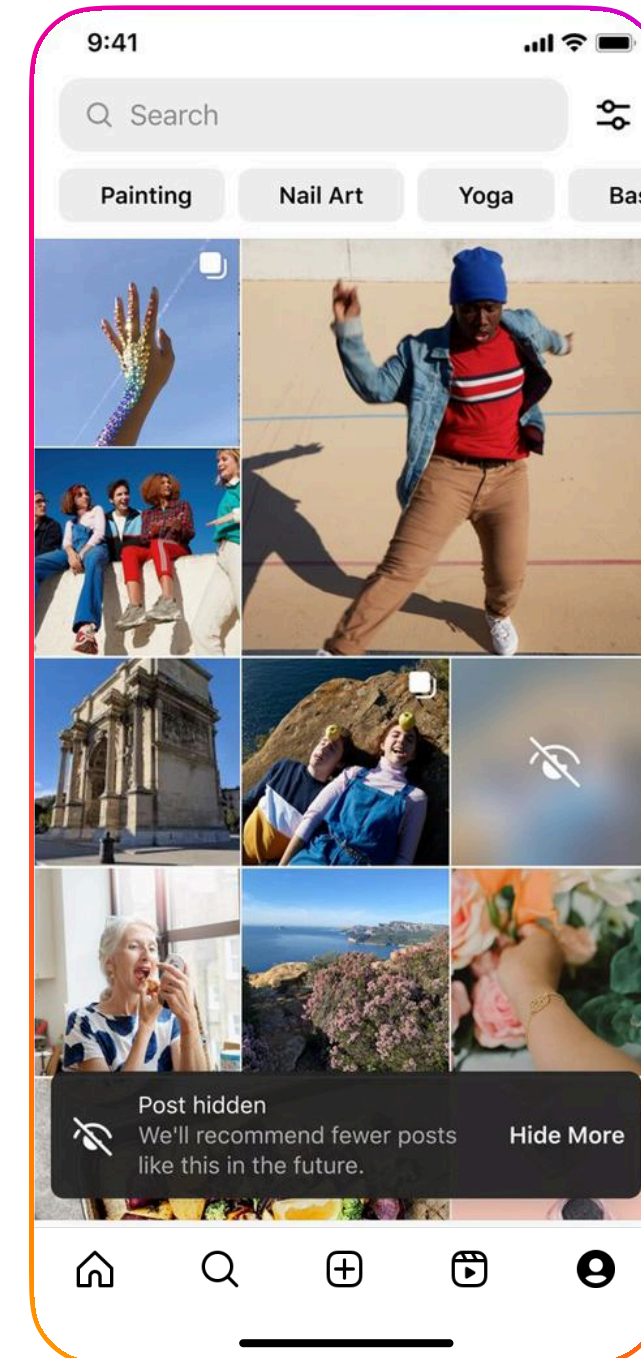
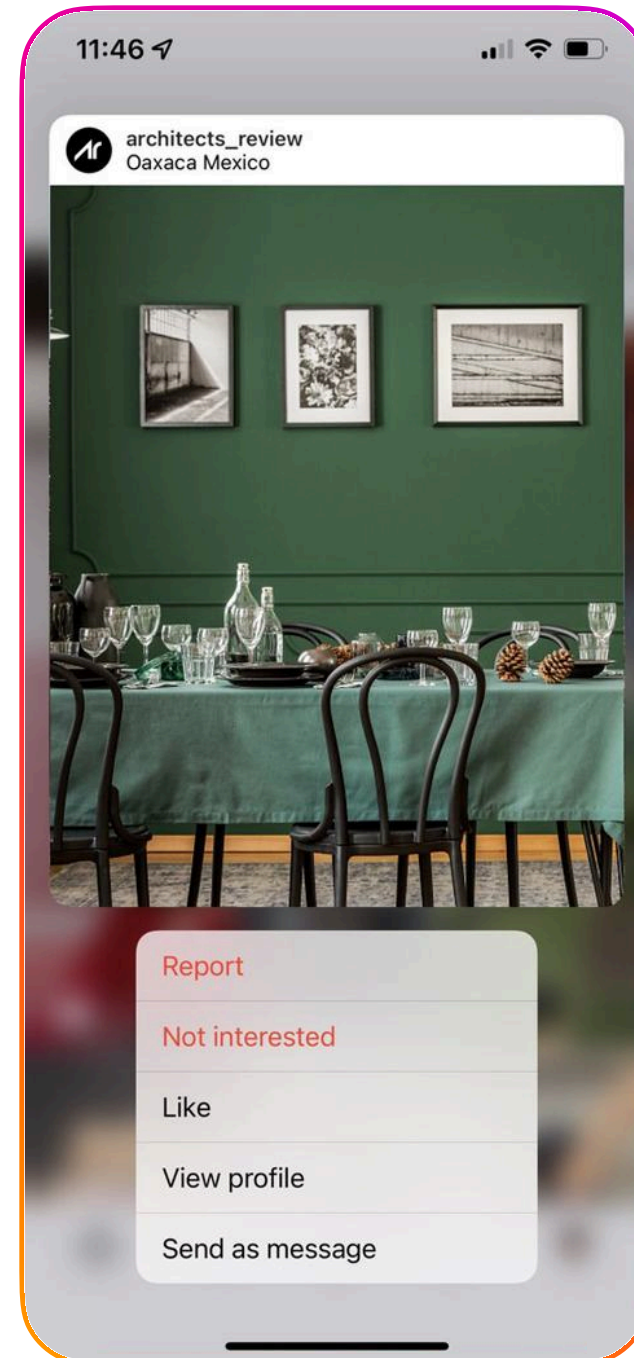
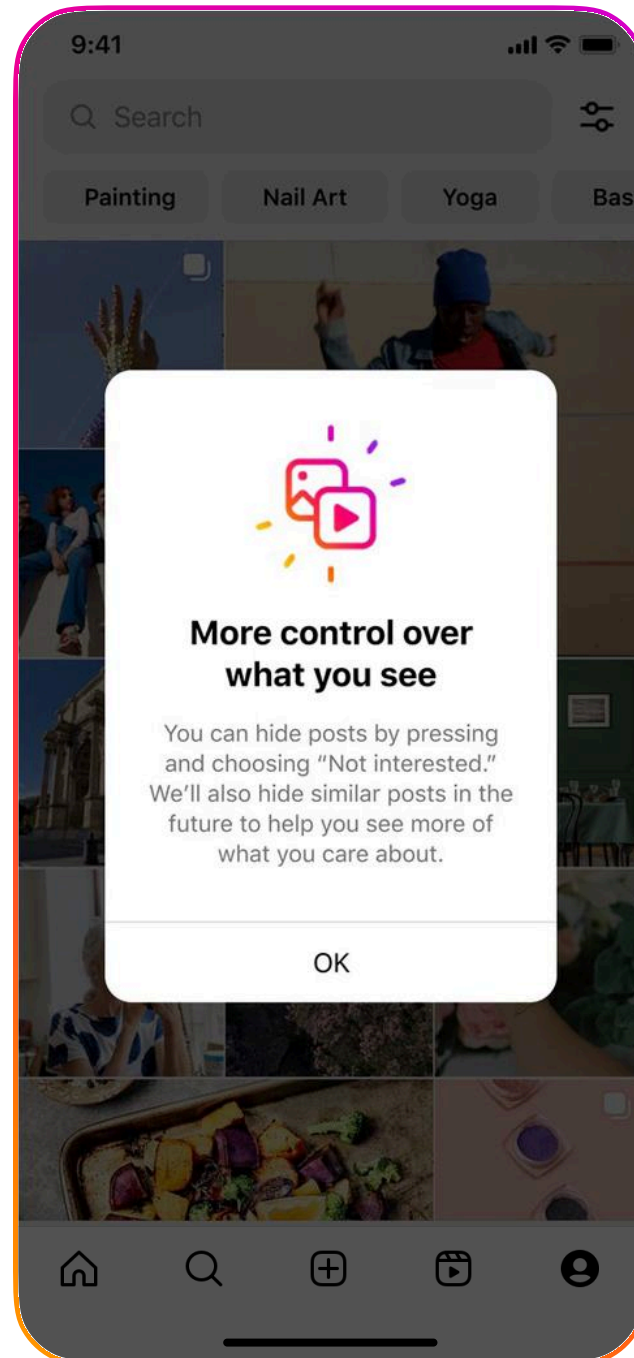
## Controlling your content recommendations

Many people use Instagram to connect with their passions and discover new interests. To create more opportunities for discovery, Instagram recommends personalized content and accounts based on interests. While recommendations provide inspiration and entertainment, we also aim to give people greater control over them.

There are several ways to inform Instagram about the content your teen does not wish to be recommended.

Your teen can choose to hide or indicate that they are “not interested” in content on the Explore page. We will then avoid showing similar content in future recommendations, such as in Reels, Search and other areas. Additionally, your teen can specify words or phrases they wish to avoid, such as “fitness” or “recipes”. We will refrain from recommending content with those words in the caption or hashtag. This feature is accessible in the Hidden Words section of settings.

# Control your content recommendations



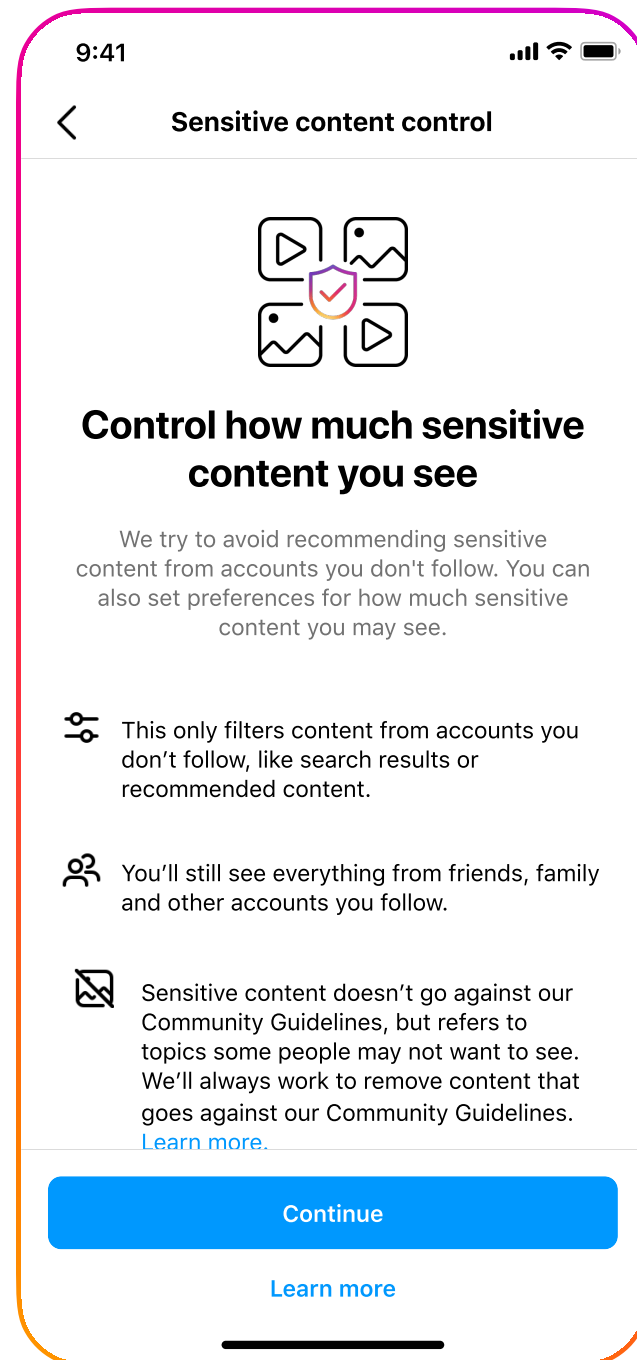


## Sensitive content control

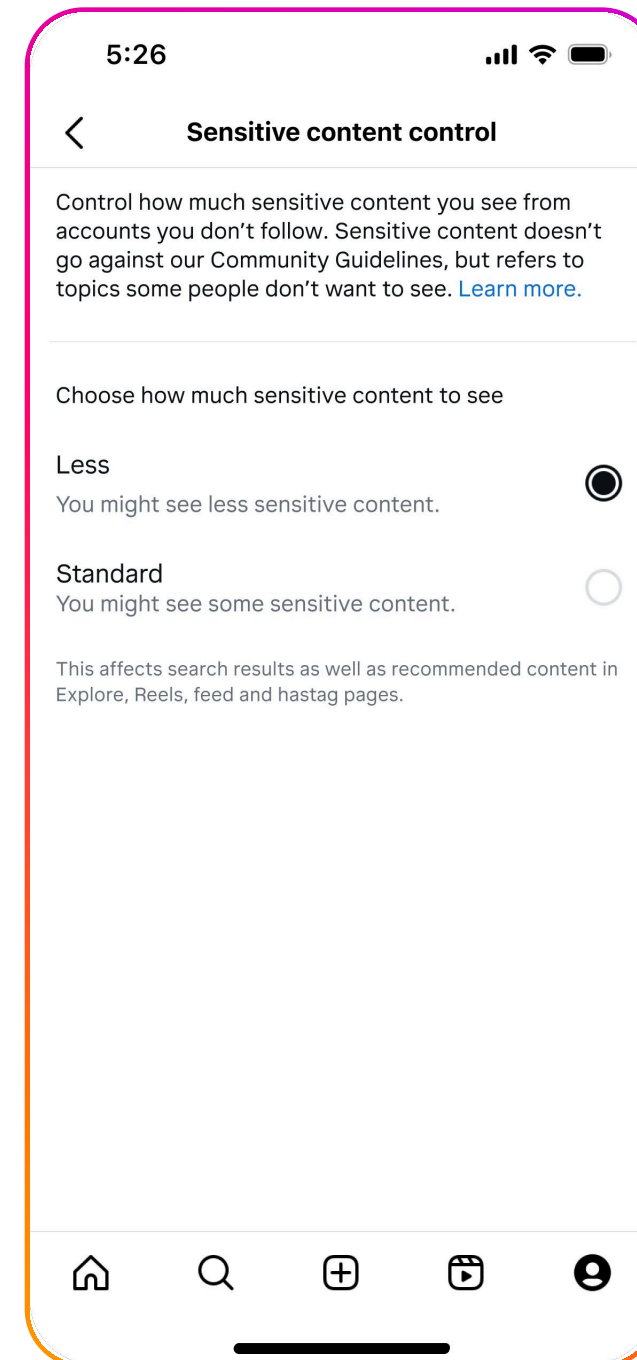
Our sensitive content control feature helps to reduce the likelihood of teens encountering potentially harmful or sensitive content or accounts while using various features on Instagram such as Search, Explore, hashtag pages, Reels, Feed recommendations and suggested accounts.

Teen Accounts are automatically set to “see less” sensitive content. Teens under 16 will need their parent’s permission to change this setting.

# Sensitive content control



SENSITIVE CONTENT CONTROL



SETTINGS → ACCOUNT → SENSITIVE CONTENT CONTROL



09

# 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 app each day or each week. Taking regular breaks can also be important, especially during stressful times.

There are a number of tools and built-in settings to help you and your family understand and manage the time your teen is spending on the app. You can work together to decide what the right balance is for your family. Many of these features are also available with our parental supervision tools (see Section 4: Family Center and parental supervision tools).



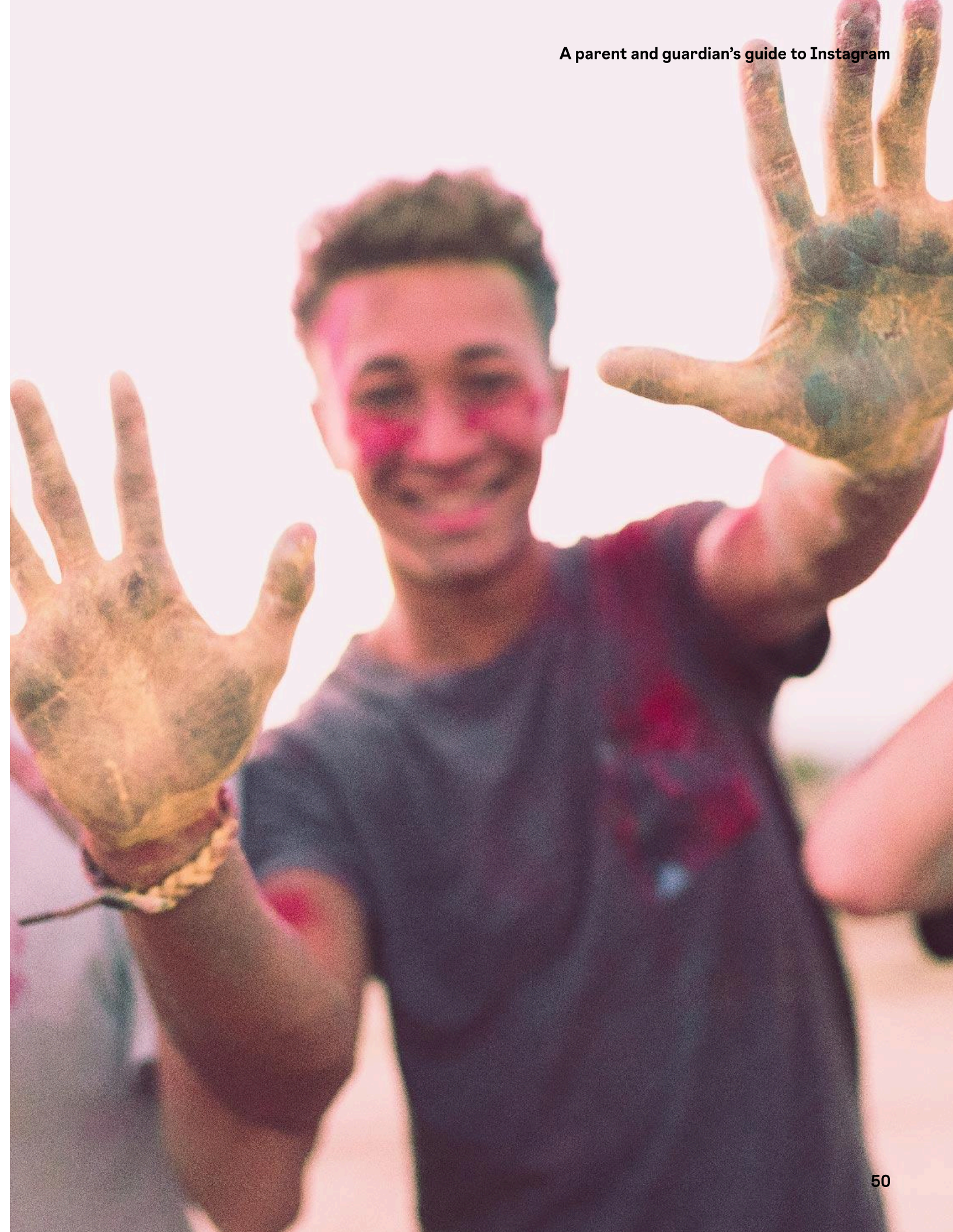
“It’s easy to let screen time rules slide once kids are older and have their own devices, but remember that they still need to strike a balance between online and offline time.

Make sure your kids don’t need to compete with a screen for your attention. Besides setting a good example, this shows them that you care and are interested, which makes them more likely to open up.

Just as important: designating media-free spaces, like bedrooms and the dinner table. Establishing (and enforcing) these limits from a young age teaches kids to be healthy media consumers.”

**Dave Anderson, Ph.D.**

Clinical Psychologist, VP of School & Community Programs, Child Mind Institute



## Tips for helping teens manage screen time

Many parents worry about their teen's screen time. How much is too much? And is there a way to get your teen on board if you need to implement rules?

A good first step is to understand the role that technology and time online play in your teen's life. If you worry that your child is having too much screen time, it's not about how much time that actually is; it's about what it may infringe on. You can ask questions like:

- How long do you go in the morning before checking your phone?
- Do you find yourself getting distracted or anxious without your phone?
- When you hang out with your friends, are you on your phone a lot?
- Is the time you're spending online keeping you from completing your schoolwork or spending time on hobbies and extracurriculars that matter to you?

From there, you can ask follow-up questions to understand how your teen feels about the time they spend online:

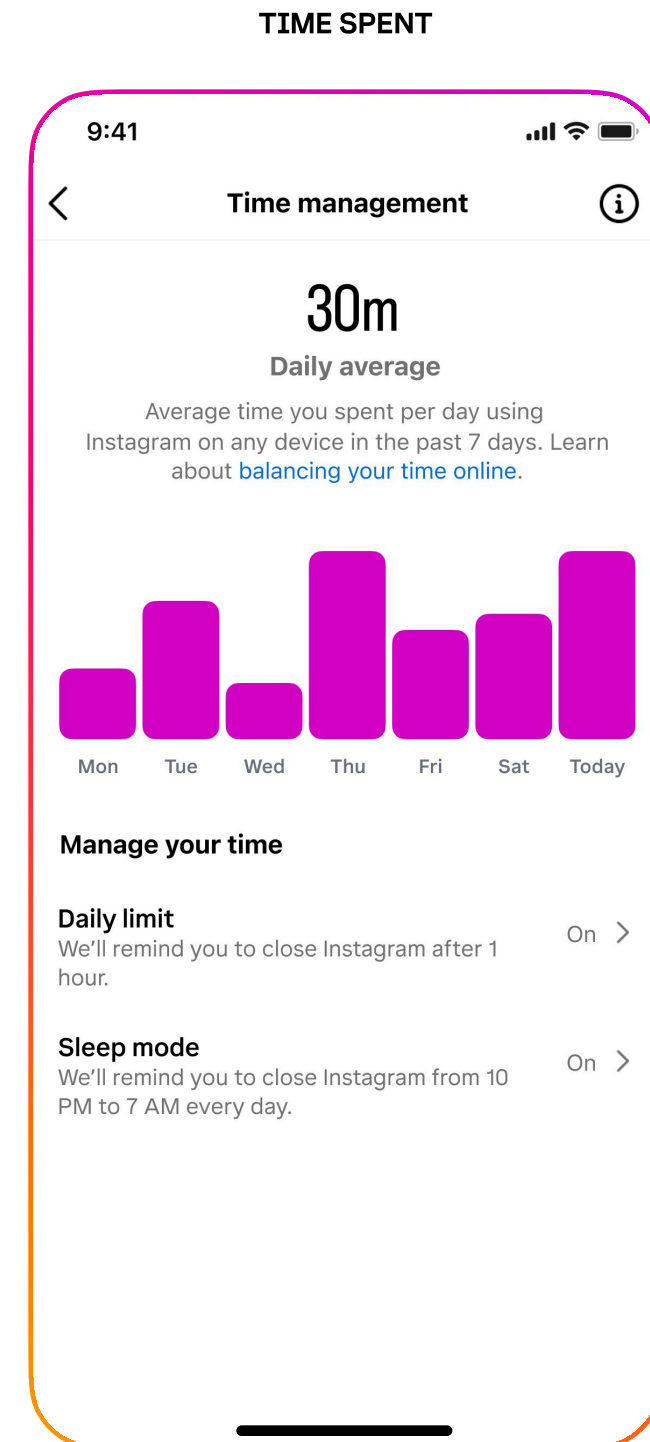
- Do you feel like you are spending too much time online? Do you ever feel like you need a break?
- How is the time you're spending online affecting you, physically or emotionally?

After working through some of these questions, you may decide that you do want to help your teen better manage their screen time. But remember: rules don't need to be rigid or extreme to be helpful. Try these techniques to set healthy boundaries:

- **Start with compassion.** Unstructured screen time is an important source of comfort and entertainment for many teens. Letting your teen know that you understand their needs is a simple way to reduce stress for everyone.
- **Share time management tools.** Understand which tools are offered across social media platforms and other online spaces and discuss those tools with your teen. For example, with Instagram, you can discuss daily limit or sleep mode. Or, you can choose to use parental supervision tools to set time limits with your teen.
- **Model appropriate screen use.** If you make a point of setting aside your own screens during set times, your teens will be more likely to do the same without putting up a fight. Plus, taking breaks from tech has the added benefits of helping you limit your own media intake and giving you moments of mindfulness with your teens.
- **Gather data and reevaluate.** To get older teens to buy into a new screen time rule, it can be helpful to compromise based on their wishes — with the understanding that you'll start with a trial run. For example, your teenager might assure you that using screens after a certain time doesn't affect their sleep, or that homework is easier with a friend online. In cases like those, you can give their version a try and track how it goes for a couple of weeks. Do they wake up on time in the morning? Does all the homework get done? See what you learn, and then readjust as necessary.

## View activity

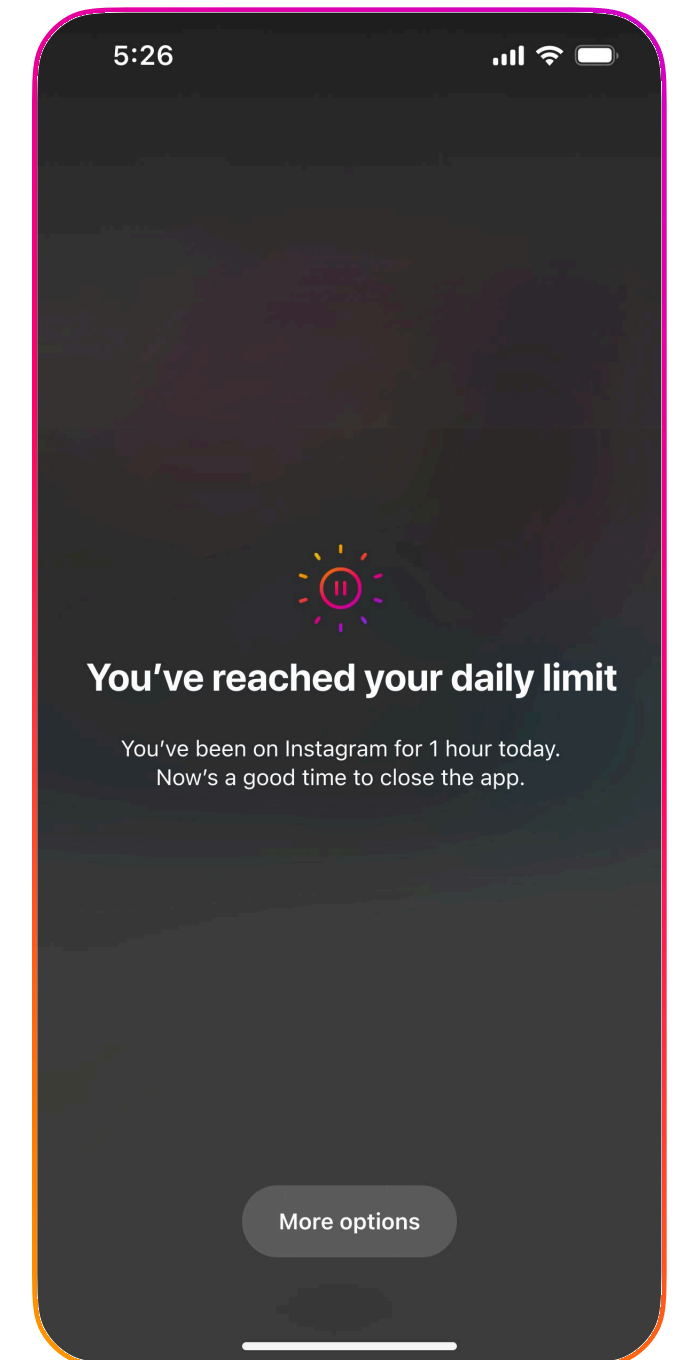
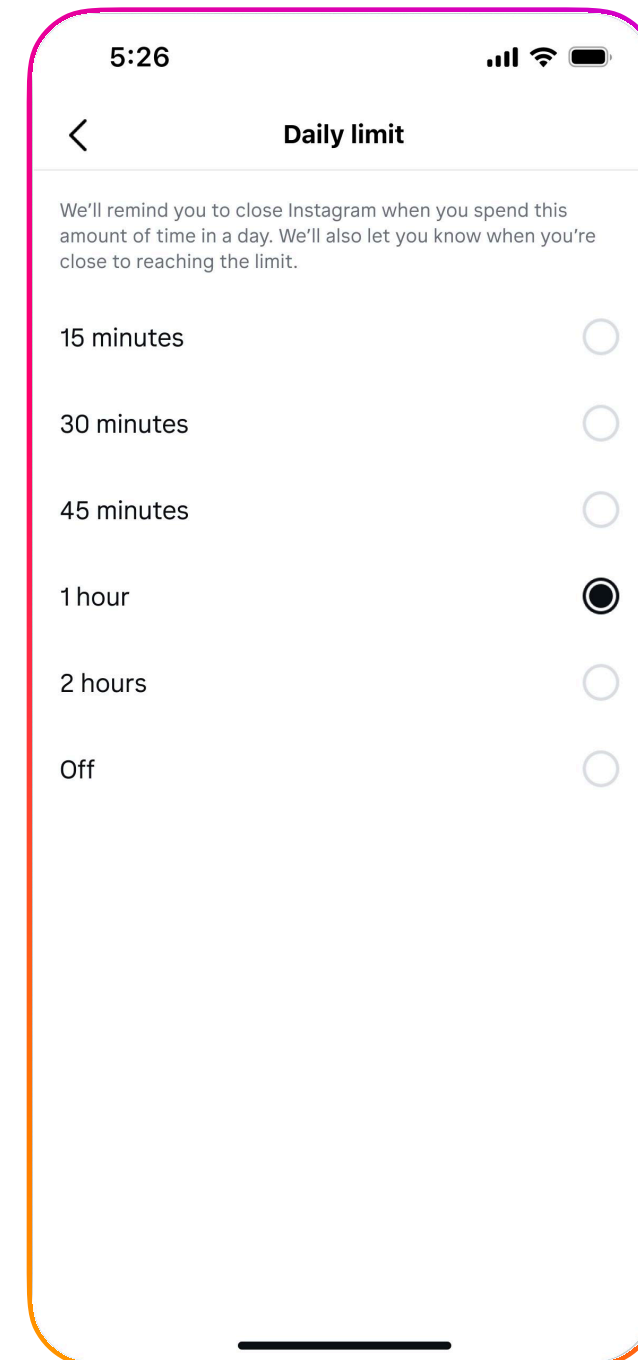
The activity dashboard shows your teen the amount of time they have spent on Instagram in the past day and week, along with their average time on the app. Your teen can tap and hold the blue bars to view the specific amount of time they have spent on Instagram on a particular day.



SETTINGS → YOUR  
ACTIVITY → TIME SPENT

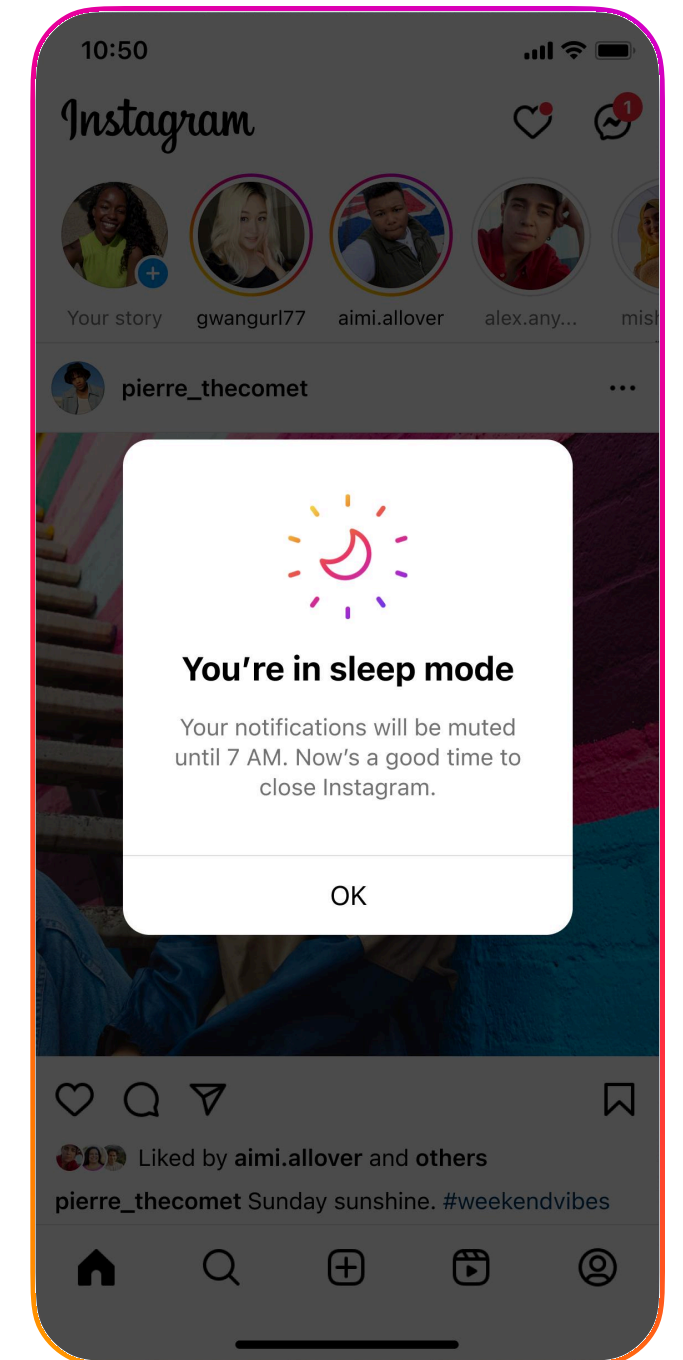
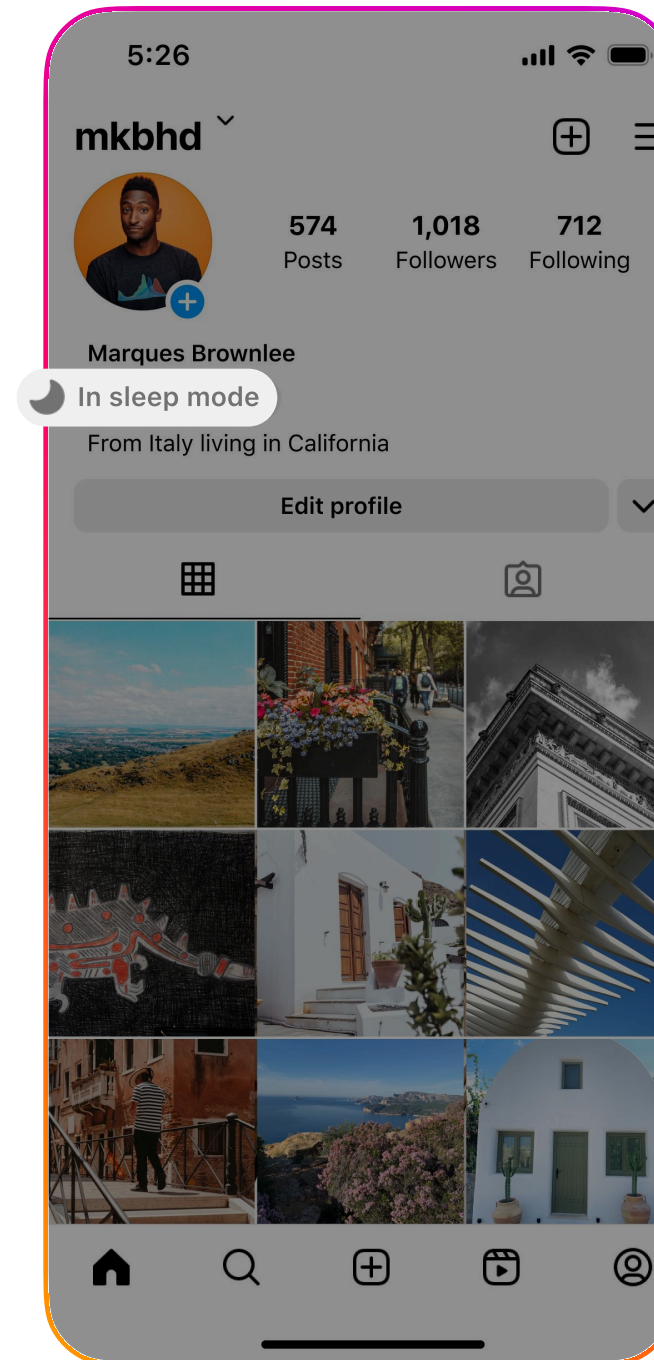
## Set daily time limit

Have a conversation with your teen about how they feel while using the app. Is there a point when they feel they aren't benefiting from it as much? Teen Accounts include a default time limit reminder that prompts teens to leave Instagram after 60 minutes each day. Teens over 16 can extend this time if they prefer, but younger teens will need their parent's permission to turn off this reminder. With supervision turned on, parents can work with teens to set total daily time limits for teen's Instagram usage. Once a teen hits that limit, they'll no longer be able to access the app. Setting a daily time limit together can be a helpful way to discuss how they are utilizing Instagram throughout the day.



## Sleep mode

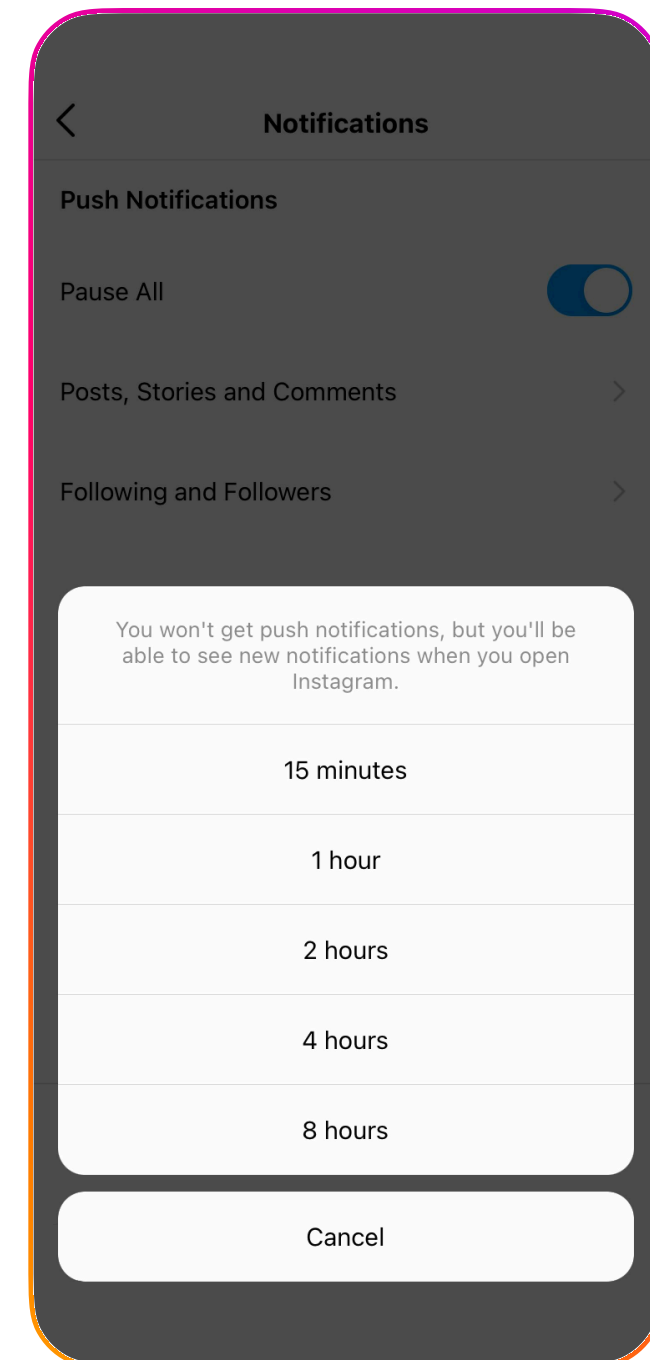
Teen Accounts are automatically placed in “sleep mode” between the hours of 10PM and 7AM, preventing teens from receiving any notifications during this time. With supervision turned on, you can choose to completely block access to Instagram during this time.



## Mute push notifications

Your teen can utilize the “pause all notifications” feature to temporarily silence Instagram notifications. This is a helpful tool for teens who need to concentrate on tasks like homework or studying for a test.

Once the preset time expires, notifications will automatically revert to their original settings without the need for manual adjustment.



SETTINGS → NOTIFICATIONS  
→ PAUSE ALL

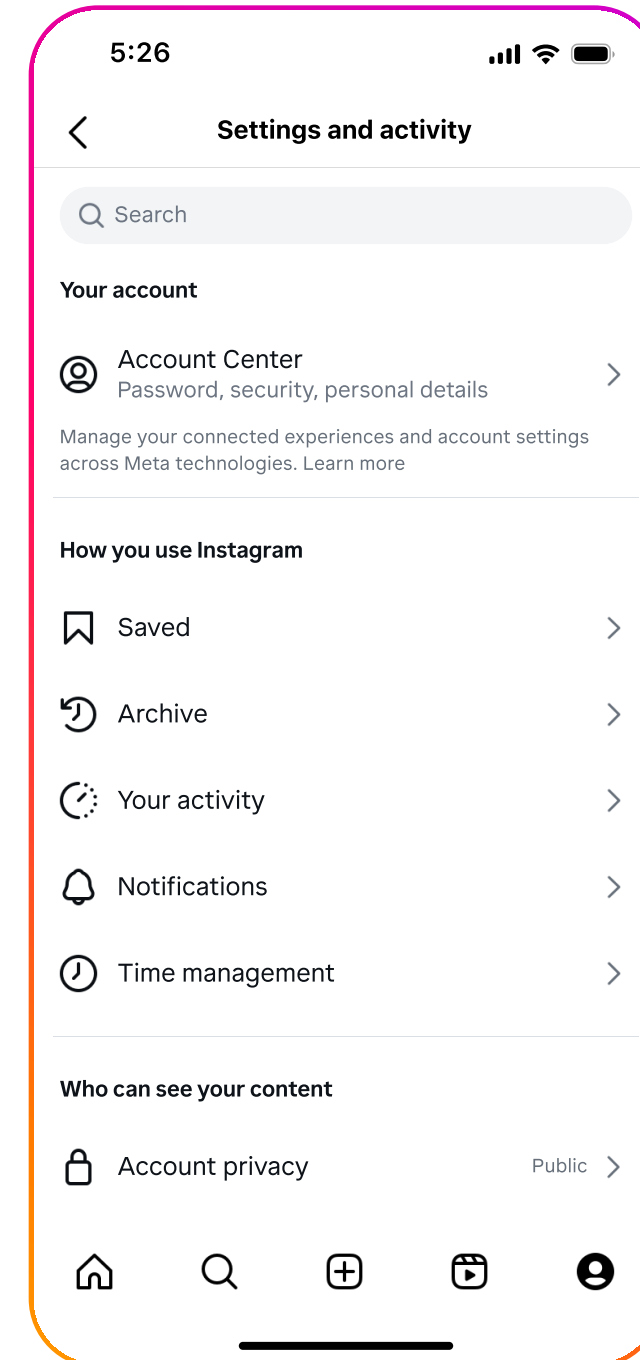
# 10 Manage security





## Security Checkup

Security Checkup guides people through the steps needed to secure their accounts. This includes checking login activity, reviewing profile information, confirming which accounts share login information and updating account recovery contact information such as a phone number or email address.

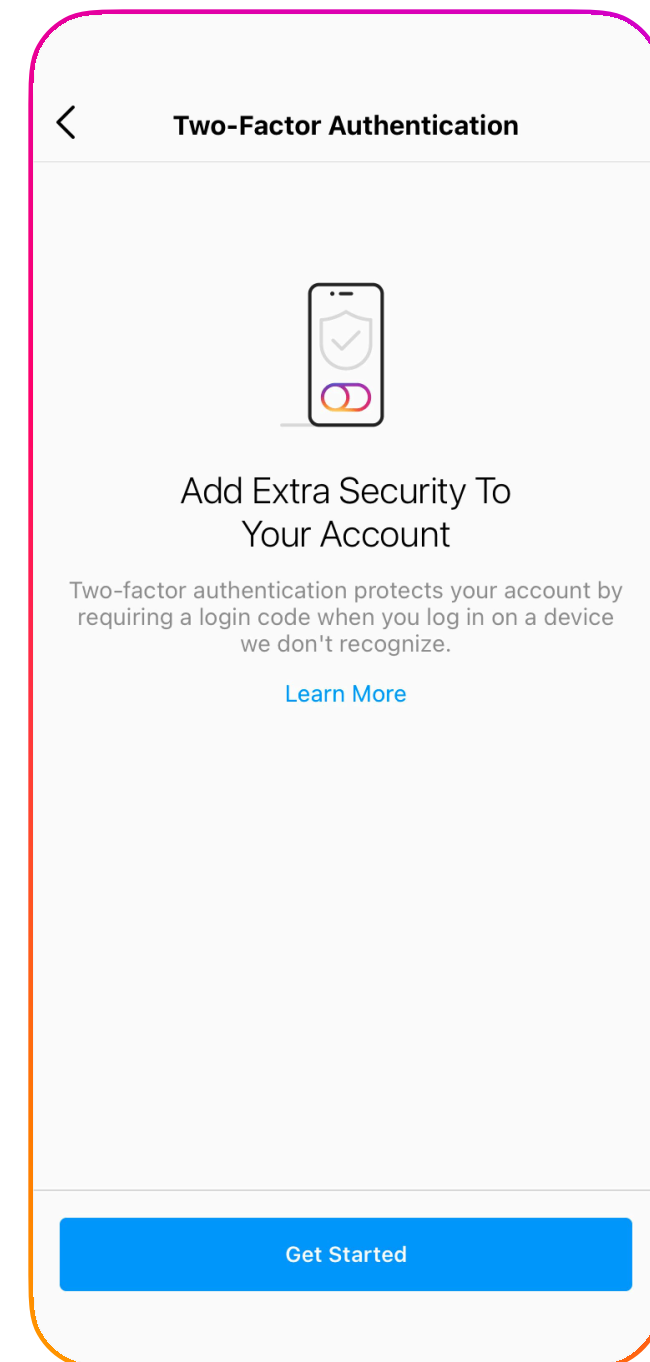


ACCOUNT CENTER > SECURITY >  
SECURITY CHECKUP

## Two-factor authentication

To keep your teen's account secure and their login private, especially across multiple devices, enable two-factor authentication. This additional security layer helps protect an account from unauthorized password usage and can be turned on within Settings.

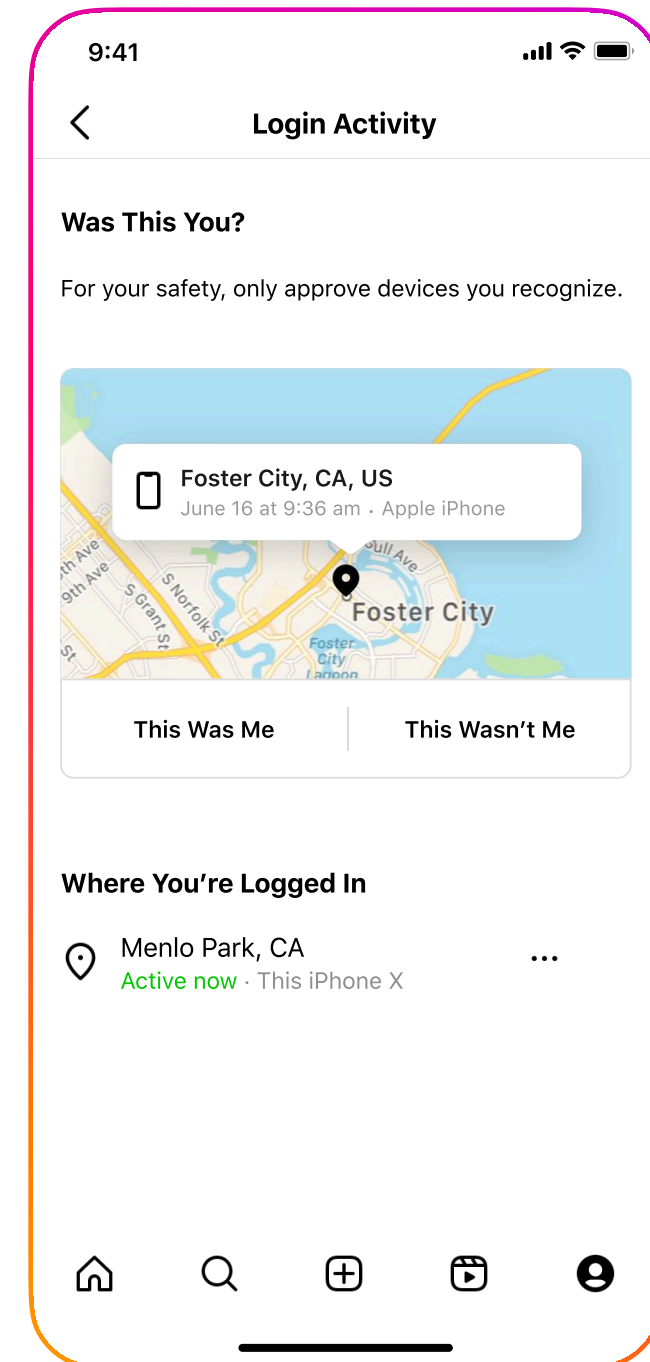
When logging into an Instagram account with two-factor authentication enabled, you will need to enter both your password and secure code. This code is sent through an authenticator app or via text message.



SETTINGS → SECURITY →  
TWO-FACTOR AUTHENTICATION

## Login activity

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



SETTINGS → SECURITY →  
LOGIN ACTIVITY

## 11

# Supporting others

It may never happen, but if your teen sees something on Instagram that leads them to be concerned for someone's well-being, they can anonymously report the post to us. We may then send resources that we've developed with suicide prevention experts to the person. If they appear to be in immediate danger, we may contact emergency services.

We collaborate with suicide prevention experts to shape our products and policies. Additionally, we guide individuals who search for self-harm or suicide-related content to local support organizations, such as the National Suicide Prevention Lifeline, The Trevor Project and the National Alliance on Mental Illness (NAMI).



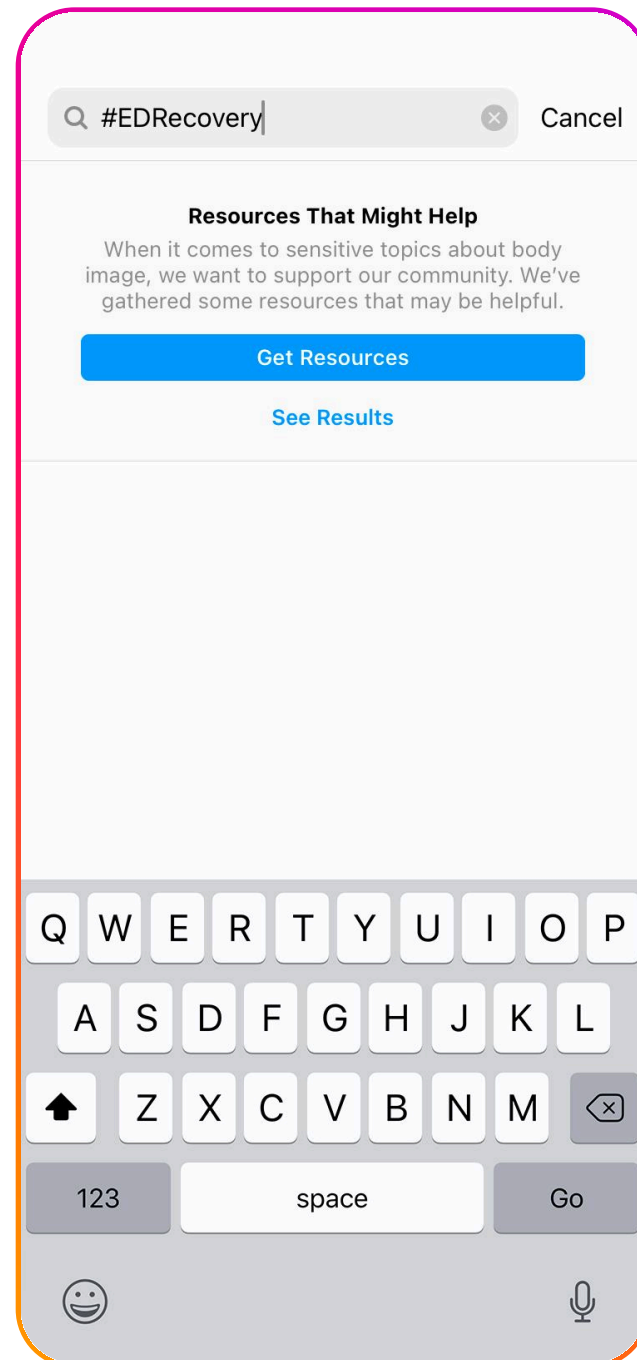


## Eating disorders

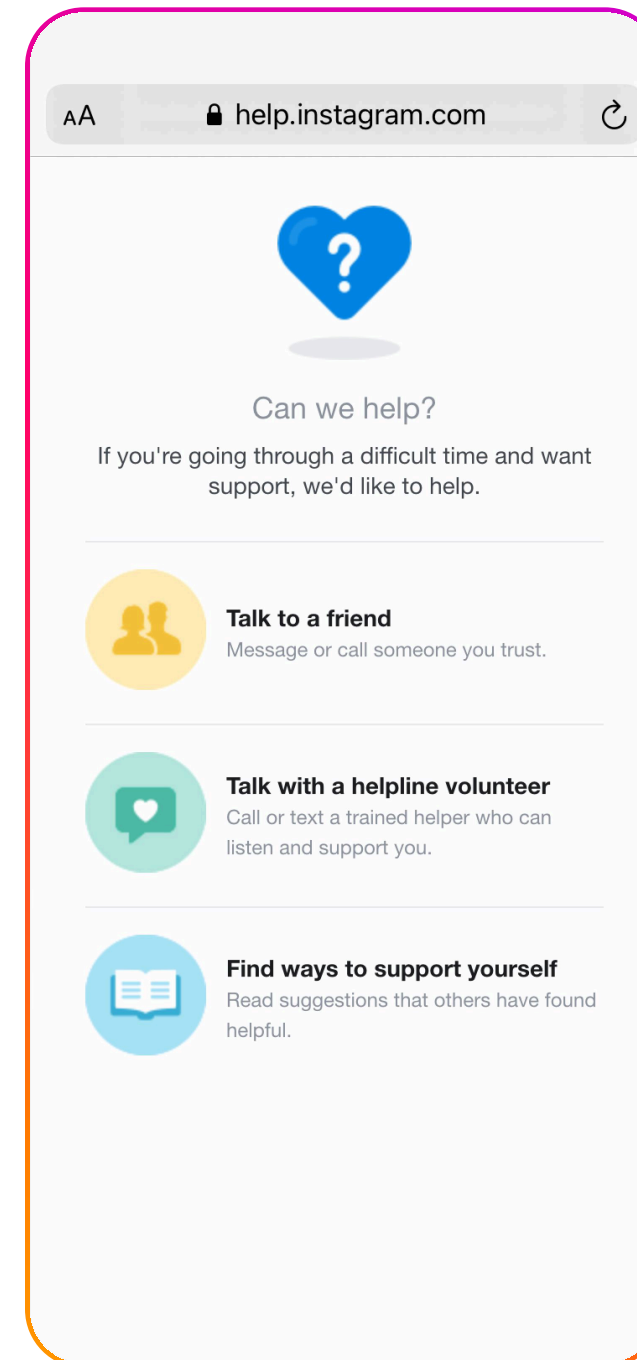
If your teen is struggling with negative body image or an eating disorder, Instagram offers resources to provide assistance. For example, we remove content that promotes or encourages eating disorders. We also offer resources that direct people to local support organizations like the National Eating Disorders Association (NEDA) in the US and display expert-approved resources when searching for eating disorder-related content.

We collaborate with experts to inform our product and policies and work with community leaders and curators to assist in creating and sharing positive, inspiring body image content.

## Seek help through Instagram



RESOURCES SUGGESTED WHEN SEARCHING ON INSTAGRAM



INSTAGRAM RESOURCES



## Negative or self-harm thoughts

Hearing that someone you love and care for is having thoughts of suicide or self-harm is a challenging experience. It can evoke a range of emotions for you as a parent or guardian, and it's crucial to acknowledge and process those feelings.

If you are concerned about a young person's current safety or feel they are unable to keep themselves safe, or if they require medical assistance for self-harm, contact local emergency services.

You can find additional mental health and safety resources at [help.instagram.com/1666662083590610](https://help.instagram.com/1666662083590610).

12

# 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 MESSAGES (DMs)**

Direct message is a feature where people can message each other individually or in groups. They can also share photos and videos exclusively with the people they're messaging.

## **EXPLORE**

Explore is where people can discover photos and videos from accounts and hashtags they may be interested in. Explore varies for each person using Instagram as the content changes based on the accounts and hashtags followed by your teen.

## **FEED**

Feed is where people can view posts from the accounts they follow. Young people typically see Feed posts as being more celebratory or special, which can include photos or videos.

## **LIVE AND VIDEO CHAT**

Your teen can go live to share with their followers in real time. While on live, they can invite friends to join them, co-host a live session, or leave comments and send hearts. They can also Instagram Video Chat in direct messages with up to 4 people.

## **MUTE**

Muting allows teens to avoid seeing posts and Stories from certain people without having to unfollow or block them.

## POST

A post refers to the media being shared on Feed or on Stories, which can be photos or videos.

## PROFILE

Your teen's Instagram profile is where their friends and followers can find their posts and access their Stories. It also includes a short bio. If your teen's profile is private, only their main profile picture and bio are visible.

## REELS

Reels allow people to record and edit short videos up to 90 seconds. You can add effects and music to your Reel or use your own original audio.

## REPORT

Reporting is a way for your teen to let Instagram know that they have seen something inappropriate. Your teen can report anything on Instagram that they believe violates our community guidelines.

## RESTRICT

Restrict is a feature that allows your teen to prevent certain people from messaging them and commenting on their posts, without those individuals knowing.

## STORIES

Stories will disappear from the app after 24 hours unless your teen has enabled archiving. This feature makes their expired Stories available only to them. Your teen can then share these in their Story Highlights, which don't disappear. Anyone who can view your teen's Stories can take a screenshot of them.

## TEEN ACCOUNTS

Teen Accounts are a new, protected experience for teens. Teens on Instagram will automatically be placed in Teen Accounts, which have built-in limits on who can contact them and the content they see, as well as more ways to connect and explore their interests. Teens under 16 need their parent's permission to change these settings.

# 13

# Resources

For more tools and resources to help you navigate positive social media habits with your teen, visit [familycenter.meta.com/resources](https://familycenter.meta.com/resources).





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