

# How services and tools from Meta support age-appropriate experiences

At Meta, we build privacy and safety directly into our technologies. We ground our approach in research, direct feedback from parents, teens, experts, UN children's rights principles and global regulation.

We have been proactive in working with lawmakers and industry experts to make it simpler for parents and guardians to oversee their teens' online lives. We support federal legislation that creates standards for all apps to adhere to in areas such as parental approval, parental

controls, age verification and age-appropriate content, which will empower parents and preserve user privacy. Read more about our [youth policy principles](#).

Here are the resources and tools that we've developed to help ensure that teens and young people enjoy a safe, age-appropriate experience while spending time with the people that they care about and exploring their interests and who they are.



## Parental supervision

### Family Centre

We've launched a central place to access supervision tools across Meta technologies, as well as educational resources for parents and guardians from leading youth and safety, privacy and well-being experts. Once a parent and teen have mutually agreed to set up supervision, parents can help supervise their teen's experience on Facebook, Messenger, Instagram and in VR.

### Supervision tools

These tools allow parents and guardians to monitor and manage their teen's time across Meta technologies, see their following and follower lists, approve or deny their teen's requests to change their default safety and privacy settings, receive insights about filed reports their teen chooses to share and more. On Meta Quest devices, parents and guardians can view time spent in VR, receive notifications about purchases and downloads and block apps and social features as well. Parents can also set up Meta Horizon Worlds parental supervision (currently available in US and Canada) and see and adjust a variety of their teen's settings, among other controls.



## Safeguards for teens

### Messaging restrictions

We restrict unwanted contact from adults over the age of 19 that teens don't follow or have in their contacts on Facebook and Instagram by default.

## Content controls and policies

Our sensitive content control gives users control of how much sensitive content or accounts appear in search, Explore, hashtag pages, Reels, feed recommendations and suggested accounts. Now, by default, all teens will receive the most restrictive setting – less – to limit content that might not be age-appropriate. We will also hide certain sensitive content on Facebook and Instagram even if it's been shared by friends or people that they follow.

## Our policies and guidelines

We've removed content that violates our policies, in line with our [Community Standards](#) and [Community Guidelines](#), and we make it harder for teens to find accounts and content that go against our [recommendation guidelines](#).



## Age verification and detection

### Age verification tools

Our age verification tools, which are flexible and privacy-preserving, help us provide people on Instagram with age-appropriate experiences.

### Using AI to detect if someone is an adult or teen

AI helps us better understand a person's age and is used to help make sure that teens are provided with age-appropriate experiences. This includes restricting teens from accessing Facebook Dating or receiving messages from unknown adults.



## Privacy

### Privacy settings for teens by default

When they first join Facebook and Instagram, teens 16 and under (or 18 in certain countries) are defaulted into private accounts and other more private settings.

### Keeping teens' content private

We switch off the ability for people to tag or mention teens who don't follow them, or to include their content in remixes on Reels or guides by default when they first join Instagram.

### Privacy and transparency resources for teens

We have a dedicated [privacy resource page](#) with more information for teens about privacy settings, defaults and features across Facebook, Messenger, Instagram and Meta Quest.



## Tools for teens

### Take a break

Teens on Facebook and Instagram can turn on break reminders, featuring expert-backed tips on how to take a moment away from social media.

### Quiet mode

Teens now have more ways to focus and set healthy boundaries on Instagram with quiet mode, which mutes notifications, puts the app in dark mode and sends auto-replies if someone messages you.

### Nudges to switch topics

Teens receive notifications on Instagram that encourage them to switch to a different topic if they're looking at one type of content on Explore.

### Restrict

Teens can help protect their accounts from unwanted interactions in a quieter or more subtle way with restrict, so that comments on their posts from a person that has been restricted will only be visible to that person.

### Hiding like counts

People have the option to hide like counts on all posts in feed, keeping the focus on the memories being shared, not the number of likes.



## Age-appropriate ads

### Limiting ad targeting options for teens

Age and location is the only information about a teen that we'll use to show them ads.

### Giving teens more control

Teens can manage the types of ads that they see on Facebook and Instagram with ad topic controls.

### Restricting advertising topics for teens

We prohibit ads about restricted topics, such as alcohol, financial products and weight loss products or services, to be shown to people under 18 (or older in certain countries).

## Education and resources

### [Family Centre](#)

Our Family Centre includes resources and tips from trusted experts and organisations to help support your family's experience across Meta technologies. Parents can also learn more about how our tools work with the [Instagram Parent's Guide](#) and the [Meta Quest parent resource](#).

### [Safety Centre](#)

Our Safety Centre explains our approach to safety across Meta technologies, outlining the policies, tools, partnerships and resources that we've built to help protect and empower communities, including teens and their parents.