# INSTAGRAM: A Parent's Guide

What is Instagram?

Instagram is a photo sharing app that allows users to share images and videos with the world. The app has a live streaming feature and additional add-ons, such as 'Boomerang', 'Hyperlapse' and 'Layout', which can be used to enhance their feed. Users can choose to add filters and make adjustments to their photos, such as brightness/contrast. To make their content more 'searchable', users can include hashtags in their uploads to make them easier to find.

What does it look like?
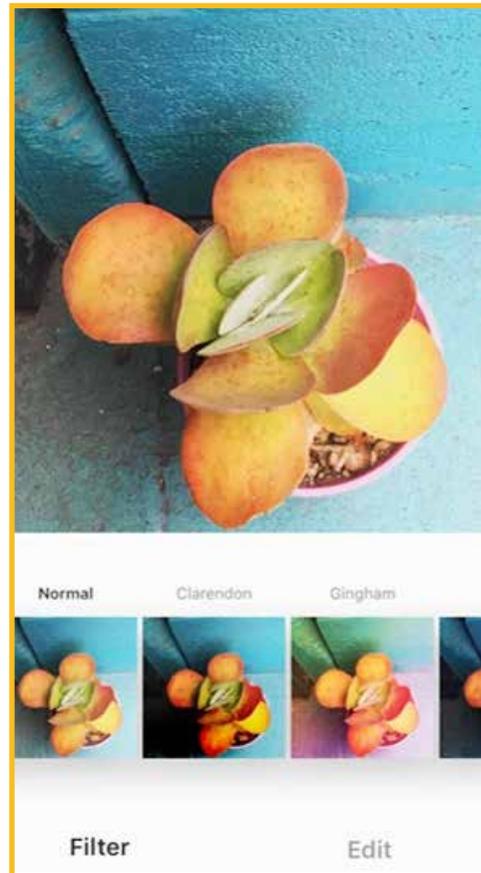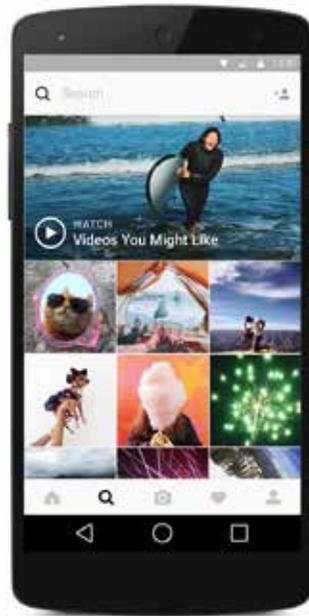
Main Concerns for Parents

Hijacked Hashtags

Like Twitter, hashtags are also an extremely prominent tool in Instagram and with that comes dangers for your child. One person may use a seemingly innocent hashtag with one thing in mind and before you know it, hundreds of people could be using the same hashtag for something inappropriate or dangerous that your child certainly shouldn't be exposed to.

Photo and video sharing

Posting photos and videos is Instagram's biggest selling point, so with sharing images comes risks. A photo which includes landmarks in the area, their school uniform, street name, house and even tagging in the location of the photo uploaded to Instagram can expose the child's location making it easy to locate them. If their account is not set to private, anyone can access their account and see their location.

Regramming

'Regramming' is a term used when an Instagram user posts a photo from someone else's account to their own. While this can be fun for your child to share their friends' pictures, they need to be aware that anyone on the app around the world (if their account is not private) can regram their pictures on their own account.

Damage to confidence, body image & mental health

When people use filters on their photos on Instagram, it can set unrealistic expectations and create feelings of inadequacy and low self-esteem with children. Children may try to strive for a comparable number of likes to a picture that has realistically been edited and risks can include drastically lowering your child's confidence or sense of self worth.

Talk to your child about what they do on Instagram

To try and understand what your child is doing on Instagram, try to express an interest and see whether you deem the kind of photos they're posting as appropriate. Here are some conversation topics them:
• Is your account private?
• What images/videos do you post on your account?
• What type of accounts do you follow?
• Do you use Instagram stories? If so, what do you post?

Filter potentially inappropriate comments

If your child is receiving inappropriate or offensive comments, we advise using the comment filter. To turn it on, do the following:
• Visit your profile and click on the three horizontal lines (iOS) or three vertical lines (Android).
• Tap, 'comments.'
• Click next to, 'Enable Offensive Comment Filter' and press 'Done.'
• Bear in mind, you can also add more specific words that you don't want to show up in the text box when making these changes.

Remove an image of your child

If there has been an image of your child uploaded to Instagram without their permission and you want to get it removed, you can report an image/video as follows:
• Tap the three dots above the post
• Tap Report
• Follow the on-screen instructions
If you don't have an Instagram account and wish to report a photo/video, there is a form on the Instagram website. It is important to be aware that if the reason you want the image to be removed isn't listed in the Instagram guidelines, the image will not be removed.

Make their profile private

By default, any image or video your child uploads to Instagram is visible to anyone. A private account means that you have to approve a request if somebody wants to follow you. We recommend using the privacy settings in the app so only their friends and family can see their account and contact them through direct messages.
To do this:
• Go to your profile by tapping your photo
• Tap the three dots in the corner
• Tap 'Private Account' button

Report underage usage

Instagram is for people aged 13 and over. If your child sees anyone under the age of 13 using the app, encourage them to report this through the Instagram Help Center.

Encourage your child not to share their location

When uploading a photo or video to Instagram, you have the option to tag the location it was taken. To ensure that your child cannot share their location, we recommend turning off the apps location settings. To do this, leave the Instagram app and go to your phone's settings.
• Tap Privacy > Location Services
• Scroll down and tap Instagram
• Select Never or While Using the App to choose location access

Discuss your child's activity

If their profile is not set to private, your child's activity is visible to everyone. Even though your child may be uploading images/videos that will not affect their digital footprint in the future, what they like and comment on may. Make sure your child is aware that their activity on the app is not hidden (if not set to private).
To access someone else's activity on Instagram, tap the heart icon. Here, select 'Following' - this will show your followers' activity.

9:41 AM

Q Search

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