

INSTAGRAM



Age Rating in
the App Store:

13+

Age rating guided by App Store.
Refer to app Terms of Service for further information

Instagram is a visual-centric social media platform where users share photos, videos, and stories. Users create profiles, post content, and engage with others through likes, comments, and direct messages. The platform emphasizes visual aesthetics with filters and editing tools. The algorithm displays content based on user interactions, preferences, and timeliness. Instagram Stories allow ephemeral sharing, while IGTV supports longer videos. Users can follow accounts to curate their feed and discover content. It serves as a space for personal expression, brand promotion, and connection, fostering a global community centered around shared interests and visual storytelling.

Teens are avid users of Instagram and here are some reasons why:

Social Connection:

Connect with friends, share experiences, and stay updated on social activities.

Challenge: Excessive reliance on online interactions may lead to reduced face-to-face communication, potentially impacting the depth and quality of relationships.

Identity Expression and Exploration:

Express and explore identity through curated content.

Challenge: Pressure to conform to certain online personas or trends may lead to authenticity challenges and potential identity confusion.

Entertainment and Trends:

Entertainment, participating in trends, challenges, and meme culture.

Challenge: Involvement in trends without critical thinking may lead to participation in risky or harmful challenges, impacting well-being.

Social Validation:

Seeking likes, comments, and followers provides a sense of social validation and peer approval.

Challenge: The pursuit of online validation may contribute to a sense of inadequacy and anxiety if posts do not receive expected engagement.

Documentation and Memory Sharing:

Document and share memorable moments, creating a digital archive of their lives.

Challenge: The pressure to constantly document experiences may detract from being fully present in the moment, and oversharing can compromise privacy.

Visual Storytelling:

Instagram's visual nature allows young users to express themselves creatively through photos and videos.

Challenge: The pursuit of aesthetic perfection can contribute to body image issues and unrealistic beauty standards, impacting mental well-being.

Influencer Culture:

Many young people follow influencers for inspiration and entertainment.

Challenge: Aspiring to emulate influencers may lead to a sense of inadequacy and pressure to conform to curated lifestyles, impacting self-perception.

Evidence is showing that teens post content to Instagram to seek social validation, express identity, and connect with their peers. Seeking peer validation is age appropriate behaviour and can be expected from teens.

By sharing experiences and visually curating their lives, they aim to garner likes, comments, and followers, fostering a sense of approval and self-worth.

While teens aim for affirmation, it's important for parents, educators, and teens themselves to foster open communication and digital literacy, responsible posting and mindful engagement on Instagram.

Encouraging a balanced approach that considers both the positive aspects and potential risks of Instagram can contribute to a healthier and more positive online experience for teens.

More App Fact Sheets available from the Carly Ryan Foundation. info@carlyryanfoundation.com

For additional support or to report inappropriate contact go to accce.gov.au or esafety.gov.au

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Here are some quick tips for privacy protection on Instagram. Check out our Settings Booklet for more information and detailed instructions.

Private Account: Set the account to private to control who can follow and see the content.

Approved Followers: Manually approve follower requests to ensure only known individuals can access the profile.

Limit Profile Information: Be mindful of the information shared on the profile, limiting personal details.

Careful with Location Services: Turn off or limit location services for the Instagram app to protect location privacy

Review and Adjust Tagging Settings: Review and adjust settings for photo tagging to control who can tag and mention the teen in posts.

To protect location privacy follow these steps:

Turn Off Location Services:

- On your device, go to "Settings."
- Find and select "Privacy."
- Tap on "Location Services."
- Locate Instagram and choose either "Never" or "While Using" (the app) to limit location access.

Review and update settings regularly

Our phone's camera settings can be a sneaky way of unintentionally sharing information. Here are some quick tips to keep that data safe.

Disable Geotagging:

In your device's camera settings, turn off the geotagging feature to prevent location data from being embedded in your photos.

Review Camera App Permissions:

Check and adjust the location permissions for your camera app in your device settings to limit access to location data.

Report a User:

- Go to the profile of the user you want to report.
- Tap the three dots (ellipsis) in the top right corner of their profile
- Select "Report."
- Follow the on-screen instructions to choose the reason for reporting and provide additional details if necessary.

Block a User:

- Go to the profile of the user you want to
- Tap the three dots (ellipsis) in the top right corner of their profile.
- Select "Block."
- Confirm the action when prompted.

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