

A PARENT'S GUIDE TO INSTAGRAM

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In partnership with



A LETTER FROM REACHOUT

An introduction to supporting your teen on Instagram

ReachOut is Australia's leading mental health and wellbeing organisation for young people and their parents. We know from research that parents and carers are worried about their children using social media. We understand that it can feel overwhelming to keep on top of what your child is accessing, and to manage how much time they're spending online.

At the same time, being socially connected is very important for your child's development, and social media is part of socialising and connecting with others today. Teenagers regularly use social media to bond with friends, keep up with their peers, meet new people, and learn about world events and current affairs outside of their immediate life.

Like any form of social engagement, social media comes with risks. Some of the most common of these include spending too much time online and being disconnected from the real world, being affected by online bullying, sharing intimate photos, and having reduced self-esteem from judging oneself or one's own life negatively by comparison with others' 'ideal' lives as shown online on sites such as Instagram.

The good news is, there are things you and your child can do to reduce these risks and enjoy participating in the online world. This guide will help you to understand Instagram and provide practical tips on how to start a conversation with your young person about managing their privacy, comments and time online. One of our favourite features is the “10 questions to help you talk with your teen”, on page 38 of the guide.

If you'd like to understand more about supporting your teen with social media, head to ReachOut Parents webpage on social media. You might also like to chat to other parents in our forums and hear about strategies they've used to support their teenager.

- The ReachOut team

About ReachOut

ReachOut has been changing the way people access help since launching as the world's first online mental health service nearly 20 years ago. For young people aged 14-25, ReachOut provides self-help information, apps and tools, and Australia's largest digital peer support community.

ReachOut's dedicated service for parents makes it easier for them to help their teenagers. You can find a range of content, connect with other parents of teens in our online community and access one-on-one support.

Available for free anytime and pretty much anywhere, ReachOut is accessed by 200,000 people in Australia every month. That's more than 2.4 million each year.

For more information visit ReachOut.com/Parents.

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WHAT IS INSTAGRAM?

Instagram is a photo, video, and message sharing app with a huge following, especially among young people. Young people use it to capture special moments, but also to carry on conversations in a fun way – using photos, videos, filters, comments, captions, emoticons, hashtags and links to talk about things and share their passions.

It's also a way for them to explore their interests, learn about different perspectives and experiences, and connect with the people they care about. It runs on the Apple iPhone, iPad and iPod Touch, Android phones and tablets, and the web.

Whether it's through Stories, Feed, Live, IGTV or Direct, our mission is to bring people closer to the people and things they love. In order to do this, we believe it's essential that Instagram is a safe, supportive place for people to express themselves. The minimum age to have an Instagram account is 13. Australian teens use Instagram to celebrate big milestones, share everyday moments, keep in touch with friends and family, build communities of support and meet others who share their passions and interests.



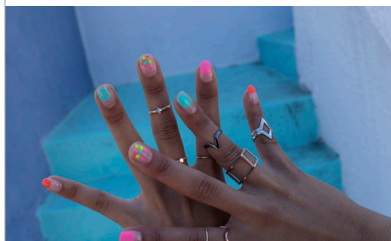
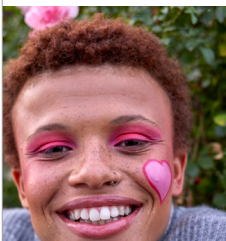
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MANAGE PRIVACY



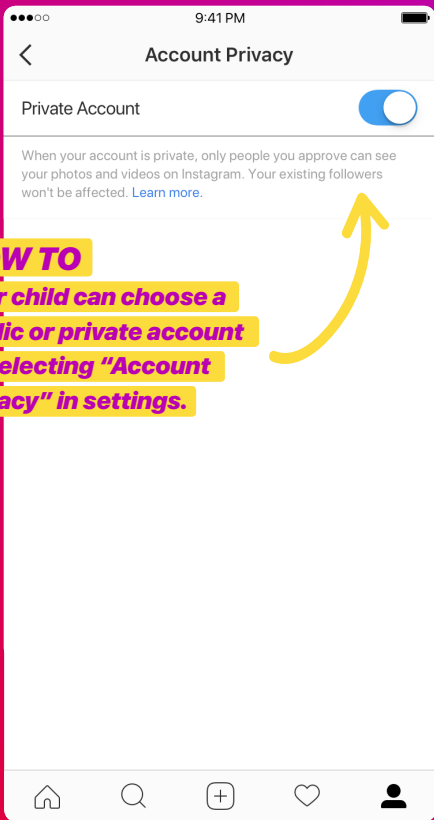


There are a number of tools you can share with your child that will give them more control over their digital identity and footprint. One of the first things you want to talk about with your child is whether their account is going to be public or private. Making sure they understand that they have control over who sees and interacts with the things they post online will empower them to feel like they can be themselves on Instagram, at the same time as being safe online.

MANAGE PRIVACY

ACCOUNT PRIVACY

The first choice you can make with your child is whether their account is public or private. If your child's account is private, they approve the people who follow them, and can remove followers at any time. Private accounts mean your child's content can't be seen by anyone they haven't approved. If your child is public, anyone can see the content they post on Stories, Feed, or Live, and can follow them without needing approval. If your child already has a public account, they can switch to private at any time; they can also go from private to public. They can remove followers, choose who can comment and more. Your child can also turn off "Show Activity Status" so friends can't see when they're online.



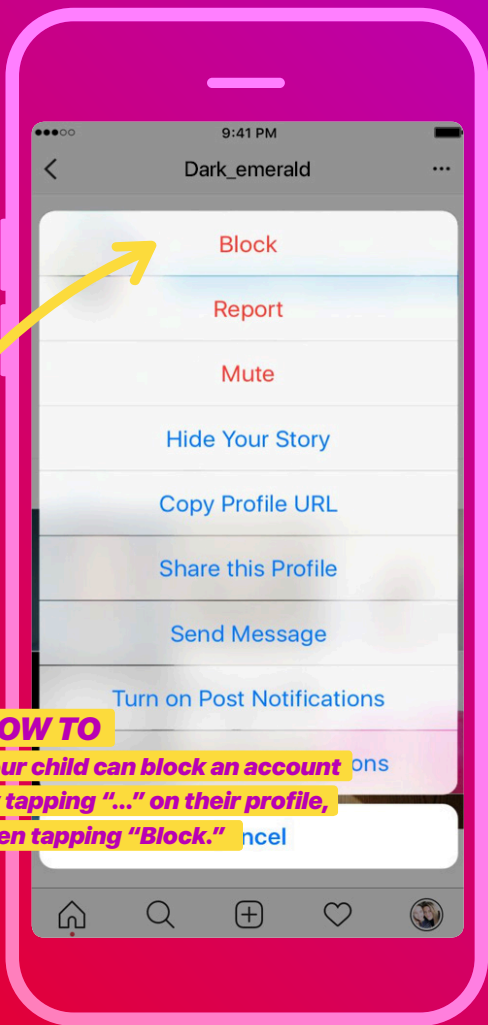
HOW TO

Your child can choose a public or private account by selecting "Account Privacy" in settings.

MANAGE PRIVACY

BLOCK UNWANTED INTERACTIONS

Your child can block accounts they don't want to interact with. This will block people from seeing and commenting on their posts, stories, and Live broadcasts. When you block an account, that person is not notified. You can unblock an account at any time.



HOW TO

Your child can block an account ons
by tapping "..." on their profile,
then tapping "Block." ncel

MANAGE INTERACTIONS



There is no place for bullying of any kind on Instagram and it's against our policies to create an account, post photos, or make comments for the purpose of bullying or harassing someone else. Let your child know that if they spot an account, photo, video, comment, message or story that is intended to bully or harass someone, they can report it from within the app by tapping “...” on the top right corner of the post or profile, swiping left on the comment, or tapping and holding the message, and tapping “Report.”

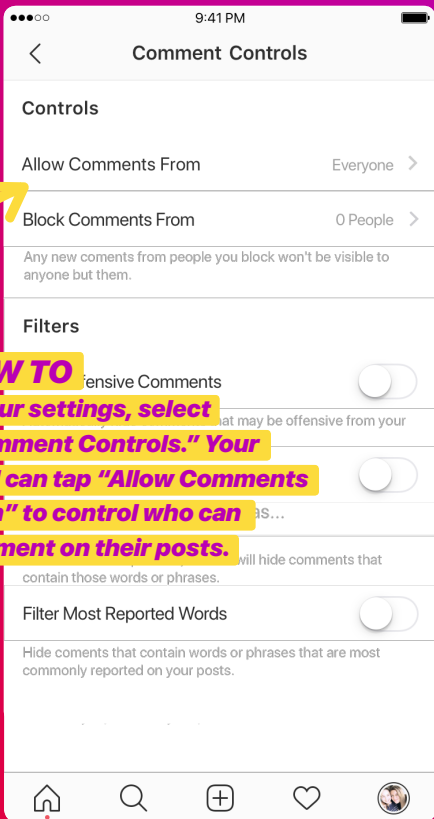
Reporting is totally anonymous; we don't share your child's information with the person who has been reported.

If you are concerned about your child's safety online, the Office of the eSafety Commissioner offers advice and support. **For more information, visit [esafety.gov.au](https://www.esafety.gov.au)**

MANAGE INTERACTIONS

MANAGE COMMENTS

Your child is in control of who can comment on their photos and videos. In the “Comment Controls” section of the app settings, they can choose to allow comments from everyone, people they follow and those people’s followers, just the people they follow, or their followers. Your child can also remove comments entirely from their posts.



HOW TO

In your settings, select

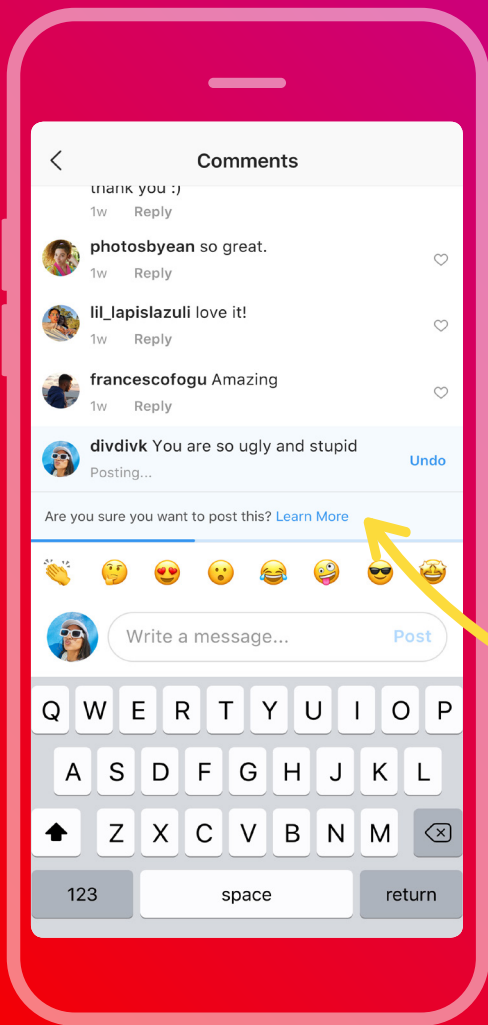
"Comment Controls." Your

child can tap "Allow Comments

From" to control who can

comment on their posts.


A Parent's Guide to Instagram: Manage Interactions

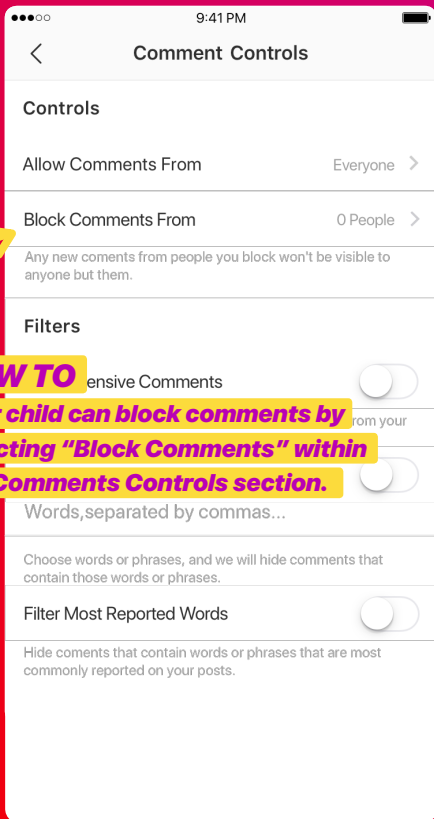


MANAGE INTERACTIONS

COMMENT WARNINGS

We can automatically identify when a comment is found to be hurtful or offensive, and we notify the person making the comment before it is posted, giving them a chance to pause and undo their comment. This intervention prevents the recipient from potentially receiving a harmful comment.





HOW TO

Your child can block comments by selecting "Block Comments" within the Comments Controls section.

MANAGE INTERACTIONS

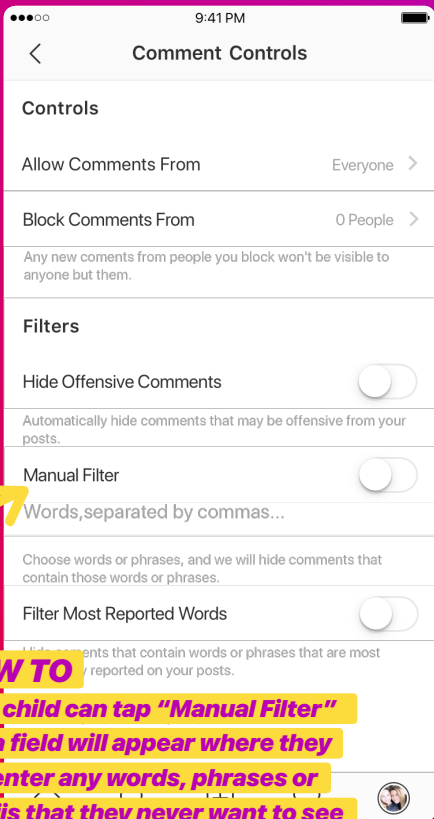
BLOCK COMMENTS

Your child can block accounts that they don't want to interact with. Comments will no longer appear from a blocked account. Your child can turn off comments from all posts or individual posts.

MANAGE INTERACTIONS

FILTER OUT COMMENTS

We have controls that help you manage the content you see and determine when comments are offensive or intended to bully or harass. We've built filters that automatically remove offensive words and phrases and bullying comments. Your child can also create their own list of words or emojis they don't want to have appear in the comments section when they post by going to "Filters" in the Comment Controls section.



HOW TO

Your child can tap "Manual Filter" and a field will appear where they can enter any words, phrases or emojis that they never want to see on their posts.

MANAGE INTERACTIONS

RESTRICT

Sometimes young people aren't comfortable blocking or unfollowing someone because they feel it could lead to uncomfortable or escalated situations. To help, we developed Restrict mode, which allows your child to protect their account from unwanted interactions without making the targeted person aware. Once they Restrict someone, comments from that person will only be visible to that person. Restricted people aren't able to see when you're active on Instagram or when you've read their direct messages.



Photo



HOW TO

Your child can Restrict someone by tapping "..."
on their profile, and then tapping
"Restrict".



Are you having a problem with divdivk?



Protect yourself from unwanted interactions without them knowing.



Only you and divdivk will be able to see their new comments.



They won't see when you're online or when you've read their messages.

[Restrict Account](#)

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 platform each day or each week. Taking regular breaks can also be important, especially during stressful times. There are a number of tools to help you and your family understand and take control of the time your child is spending on the app. You can work together to decide what the right balance is for your family.

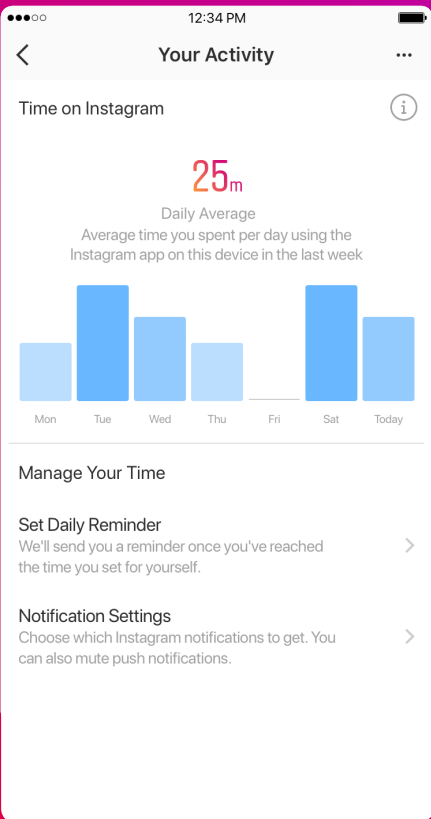




MANAGE TIME

VIEW YOUR ACTIVITY

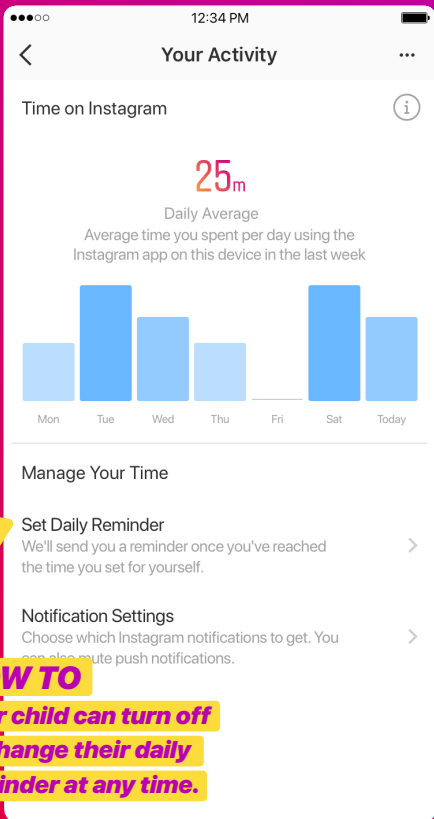
Your Activity Dashboard shows your child how much time they've spent on Instagram for the past day and week, as well as their average time on the app. Your child can tap and hold the blue bars to see how much time they've spent on Instagram on a certain day.



MANAGE TIME

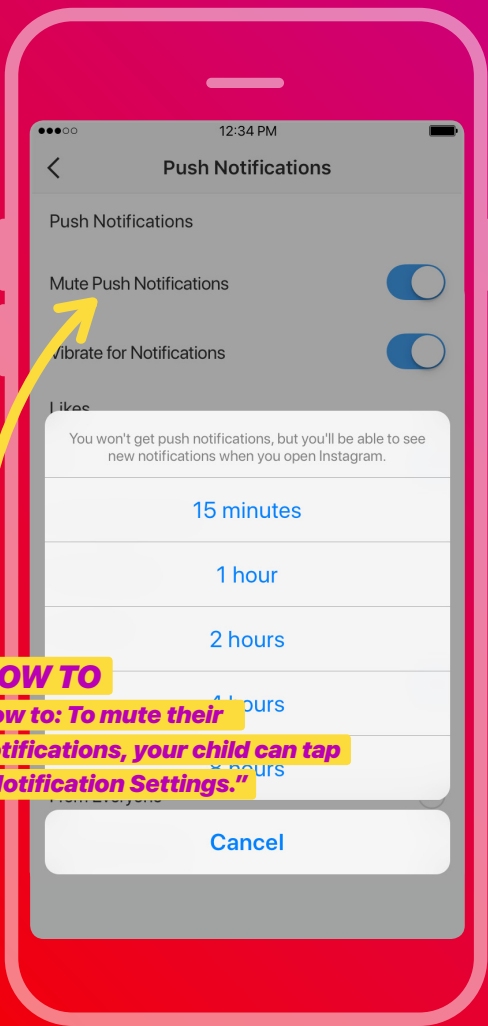
SET A DAILY REMINDER

Your child can use the daily reminder to set a limit on how much time they want to spend on Instagram. Talk with your child about how they feel while using the app. Is there a point when they don't get as much out of it? Setting the daily reminder together can be a good way to talk to your teenager about how they are using Instagram throughout the day.



HOW TO

Your child can turn off or change their daily reminder at any time.



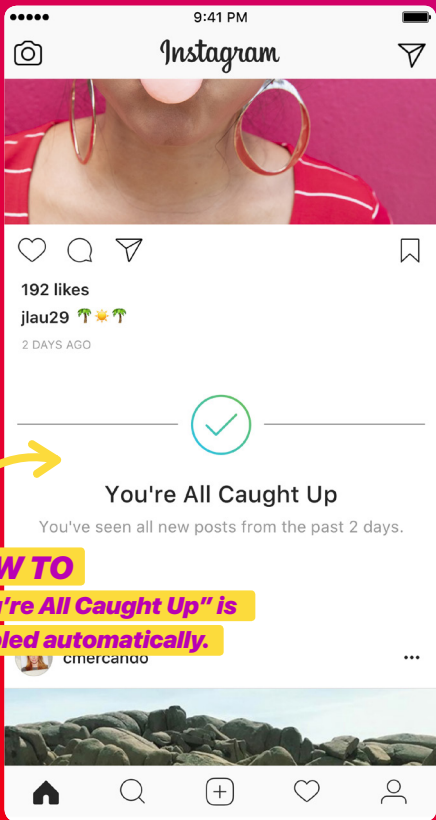
HOW TO

How to: To mute their notifications, your child can tap "Notification Settings."

MANAGE TIME

MUTE PUSH NOTIFICATIONS

Your child can use the “Mute Push Notifications” feature to silence Instagram notifications for a period of time. When the preset time is up, notifications will return to their normal settings without having to reset them.



HOW TO

"You're All Caught Up" is enabled automatically.

MANAGE TIME

YOU'RE ALL CAUGHT UP

Young people can feel pressure to see and interact with all of their friends' posts. When they scroll through every post on their feed since they last logged on, they'll see a message that says "You're All Caught Up."

This way, they'll know that they're up to date on everything their friends and communities are up to.

REACHOUT'S FIVE TIPS TO HELP PARENTS SUPPORT THEIR TEEN WITH SOCIAL MEDIA

- 01 Stay up to date with the social media they're using and know how it works.
- 02 Talk with your teen regularly about online issues, and make sure they know that they can come to you no matter what (even if they've broken the rules).
- 03 Make sure your teen knows how to block, delete or report anyone who is upsetting them online. Keep in mind that bullying and cyberbullying can be something that occurs within friendship groups and by people that your teenager may consider to be their friend.

04 Although it's pretty normal now to make new friends online, encourage your teen to think about who they share their personal details with.

05 Treat cyberbullying as a serious issue, so that your teen doesn't stay quiet if it happens to them or their friends.



TEN QUESTIONS TO HELP YOU START THE CONVERSATION

Instagram partnered with social media and education expert Ana Homayoun, (M.A., P.P.S.), author of *Social Media Wellness*, to create a set of 10 questions you can use to guide a conversation with your child about Instagram. Our intention is that you use these questions to learn more about how your child is using Instagram, and to ensure they're using the app in a positive way.

- 01 What do you like about Instagram?
- 02 What do you wish I knew about Instagram?
- 03 What are the top five Instagram accounts that you enjoy following?
- 04 What are some things you think about before you post something on Instagram?



- 05 If you have multiple Instagram accounts, what do you share in each account?
- 06 How do likes and comments affect how you feel about a post?
- 07 Do you know your followers? (If your child has a private account, ask them how they decide who follows them.) What do you do when someone you don't know tries to contact you via direct message?
- 08 How do you feel about the amount of time you spend online?
- 09 Have you ever felt uncomfortable with something you saw or an experience you had online?
- 10 What would you do if you saw someone being bullied on Instagram? (Do you know about the reporting tools and the offensive comment filter on Instagram?)

GLOSSARY OF INSTAGRAM TERMS



BLOCK

Block is a tool your child can use if someone is bothering them on Instagram. When your child blocks someone, the other person isn't notified, but they'll no longer be able to interact with your child in any way.

COMMENT

A comment is a reaction to the content someone posts on Instagram. Comments appear below posts on your child's feed. Comments 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

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

GLOSSARY OF INSTAGRAM TERMS

EXPLORE

Explore is where young people will see photos and videos from accounts and tags they might be interested in. Explore is different for everyone – the content changes depending on accounts and hashtags your child follows.

FEED

Feed is where young people can see posts from the accounts they follow. Young people generally see feed posts as being more celebratory or special. Feed posts can be photos or videos.

IGTV

IGTV is a place to share video content up to one hour in length. Your child can find videos from their favorite creators, and can make their own longer content. IGTV is a standalone app as well as within Instagram.

LIVE AND VIDEO CHAT

Your child can go live to share with their followers in real time. When live, they can invite friends to join them, co-host a live session or leave comments and send hearts. They can also video chat in Direct with up to four people.

POST

A post refers to the media your child is putting on their Feed or on Stories. This can be video or photos.

PROFILE

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

REPORT

Reporting is a way your child can let Instagram know that a post, account or comment is inappropriate. Your child can report any post or comment that they believe violates our community guidelines.

STORIES

Stories disappear from the app after 24 hours, unless your child has enabled archiving, which makes their expired stories available only to them. Your child can share them in their Stories Highlights. Anyone who can view your child's stories can screenshot them.

For more tools and resources to help you navigate healthy social media habits with your child, visit

Parents.Instagram.com and Reachout.com/Parents

