

Instagram is a photo, video and message sharing app. Users can add filters to their images and create stories – a string of images over 24 hours which they can then share.



66%*
of 12-15 year olds in the UK use Instagram.

Users can:

- share images or video with other users, or the whole community
- ask a question of another user
- use Instagram direct to share with a small group
- post to Instagram story.



Users enjoy exploring creativity and connecting with friends, celebrities, companies and influencers. Some users place importance or value on getting more likes and more followers.

13+

How old you have to be to use it.

Instagram



What parents and carers need to know



Useful tips

- Screenshot images that upset or offend.
- Learn how to report content.
- Learn how to block someone.
- Learn how to share with select followers.

Instagram automatically sets new accounts to public. Instagram has been linked to issues around idealistic images. Creating a private account means the user can control who can see their posts.

Seen something harmful?
Get help from
[ReportHarmfulContent.com](https://www.ReportHarmfulContent.com)



For more on keeping safe online
[hwb.gov.wales](https://www.hwb.gov.wales)

Access Instagram support at
help.instagram.com
Find out more in these checklists
tiny.cc/Checklists

