

# Instagram ("IG")



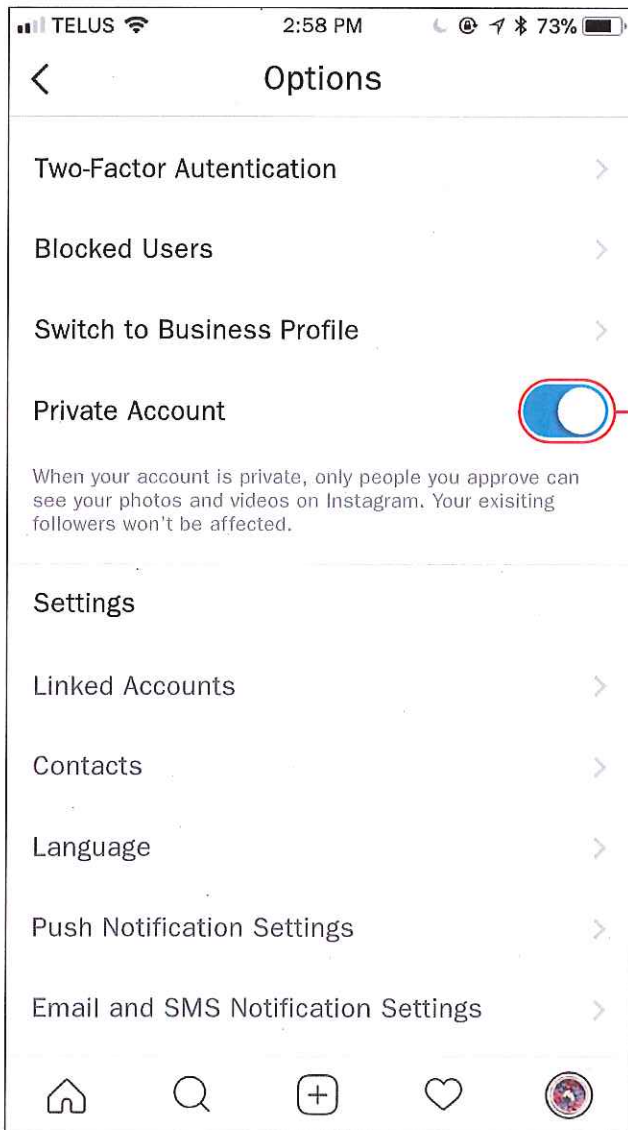
Owned by Facebook, the popular photo-sharing app, Instagram, has over 700 million monthly active users. If you see a youth scrolling up with their thumb on their smartphone looking at photos, chances are they are looking at Instagram.



Hashtags (#) are used often on this platform, grouped together and this gives people a way to be introduced to and follow other users with similar interests.

## Privacy Settings on Instagram

On Instagram you either share your posts with everyone by having a public account, or you have a private account and share only with people that you have **(ideally)** approved to follow you.



### SUGGESTED PRIVACY

We recommend that *all students should have a private Instagram account* for safety reasons. The exception might be a grade 11-12 student wanting to build their digital brand and establish an account that university recruiters and employers can find.

**Enable Private Account**

## Instagram Stories

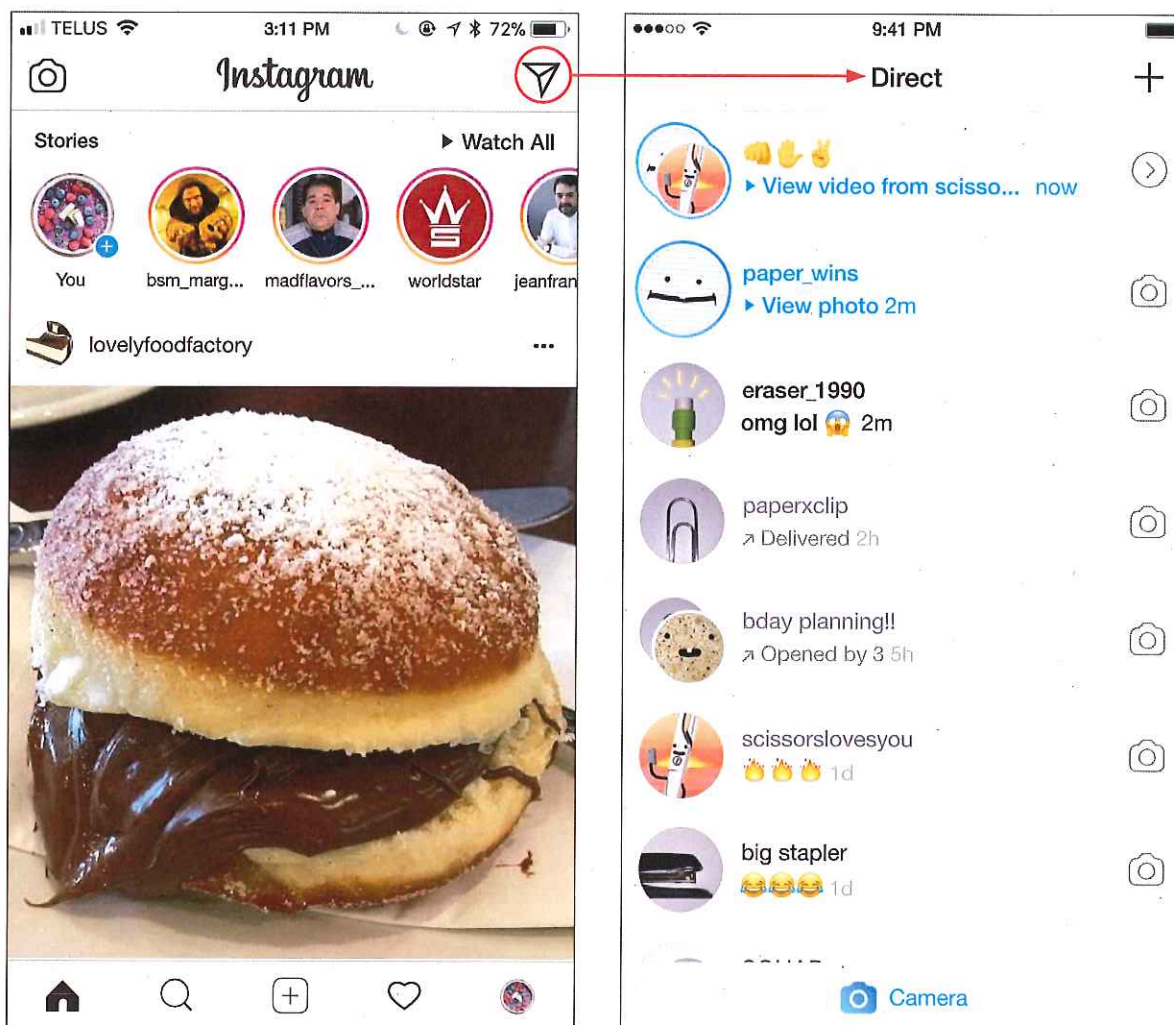
Users are able to post videos and/or photos for their followers to see which are visible for a 24- hour period. You can also send videos and/or photos that will disappear after being viewed once. This concept was copied from the very popular Snapchat usage and has quickly gained usage among youth. Users can see who has watched their Instagram stories.

## Instagram Live

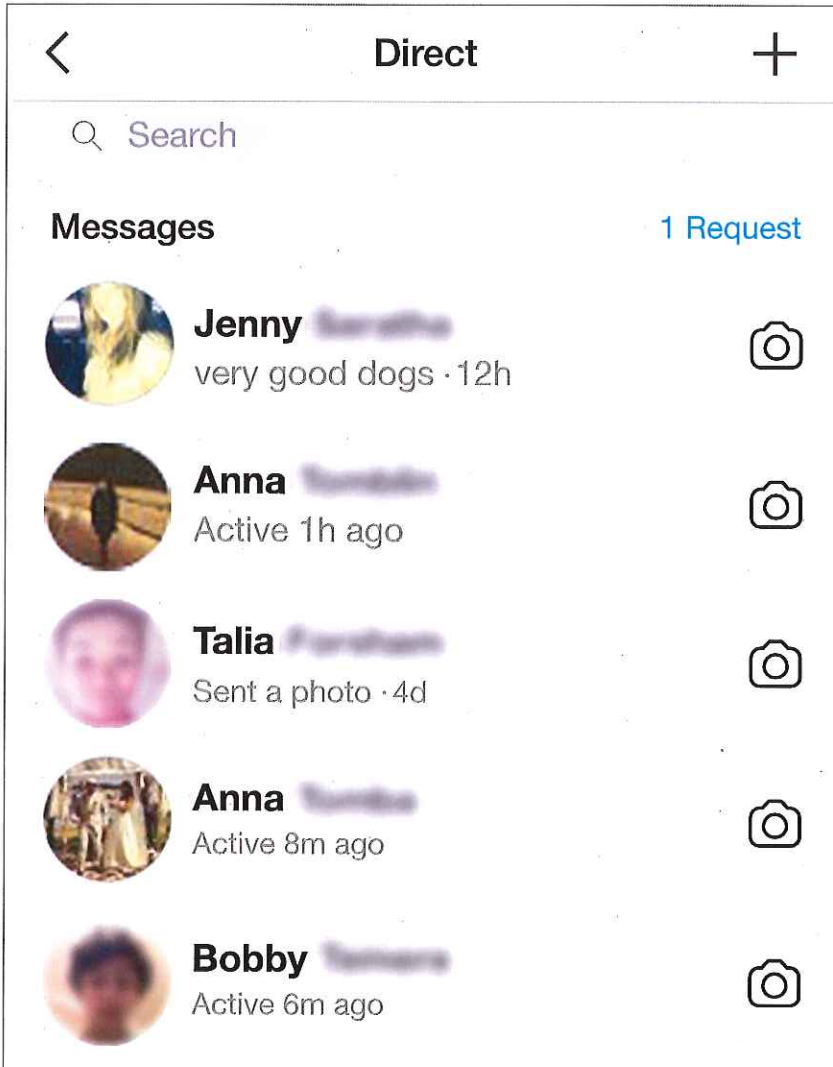
Instagram also joined the live broadcasting market and allows IG users to live stream video to their followers. If your profile is public, anyone is able to watch these videos.

## Be Mindful of Instagram Direct

It is a private message inbox. This is a feature that allows users to privately communicate within the Instagram app, similar to text messaging. It can only be accessed on the user's device. This is where children can receive private messages from their friends, participate in group chats, or even receive messages from strangers. There is no way to turn off Instagram Direct.



## New Feature to watch out for - Activity Status on Direct Messages



As you can see above, this feature automatically shows the last time you were active on Instagram. This could give away information your child may not want to reveal. But it can be turned off easily:

- Go into your profile and tap on the settings
- Scroll down to 'Show activity status'
- Toggle on or off based on your preferences

