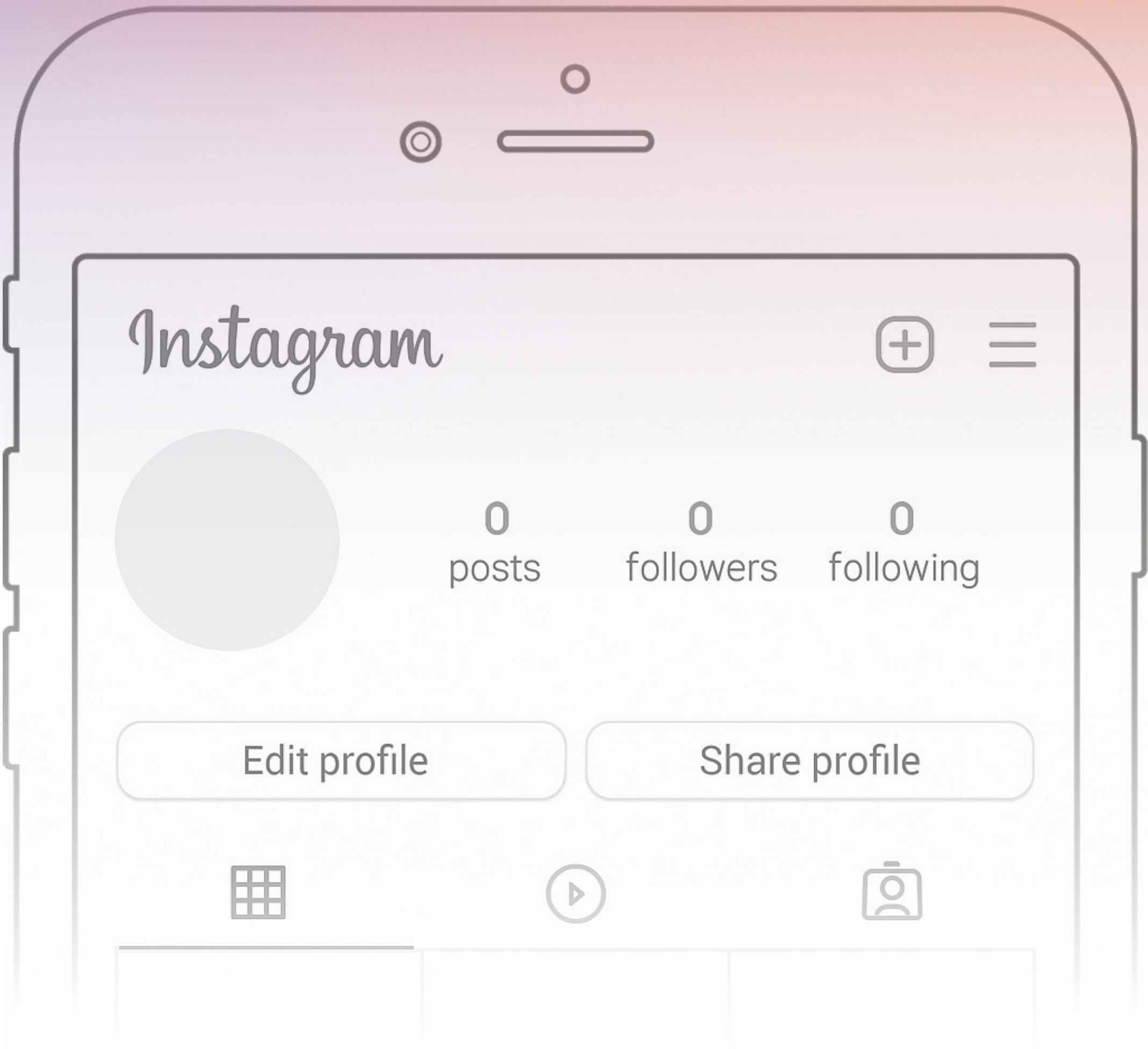




مجلس جودة الحياة الرقمية
DIGITAL WELLBEING COUNCIL

Meta



Teen Accounts on Instagram

A New Digital Feature Enhancing Teen Safety

June 2025



Foreword

Amid the rapid transformations taking place in the digital world, the United Arab Emirates has recognized the importance of digital wellbeing as a cornerstone for building communities that can leverage technology safely and effectively. This vision positions the UAE at the forefront of nations advancing a responsible artificial intelligence landscape, through the launch of the Digital Wellbeing Council, chaired by His Highness Lieutenant General Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister and Minister of the Interior.

The establishment of the Council reflects the nation's commitment to protecting society from digital challenges and fostering a positive and safe digital environment. It aims to reinforce values of citizenship and responsibility while equipping future generations with the tools needed for mindful engagement with modern technologies and social media—aligned with the UAE's deeply rooted values.

At the Council, we focus on developing policies and initiatives in collaboration with our partners to ensure the digital wellbeing of society. This includes promoting the positive use of technology across priority sectors, enhancing digital awareness among all segments of society, and ensuring that legislation remains agile and responsive to the evolving needs of the digital era.

Our vision is grounded in the belief that protecting the digital community is integral to securing the future of nations. Investing in awareness, capacity-building, and the promotion of positive values is the most effective path toward a cohesive, creative, and secure digital society—one that shapes a digital future aligned with the UAE's aspirations and positions it as a global model for enhancing digital wellbeing.

Digital Wellbeing Council

United Arab Emirates



A Message from Parents on Instagram

To the reader of this message, you are likely a parent. Research has shown that many parents have concerns about their teenagers' safety online, and we want to address those concerns.

As parents ourselves—who also work at Instagram—we share these concerns and are committed to tackling them.

We come to work every day with teens in mind. Parenthood brings with it both great responsibility and incredible opportunities. And with all the amazing moments that come with raising children, there are also challenges, especially as we are raising the first generation of digital natives for whom the online world is just as important as the offline one.

We understand that it can be difficult for parents to grasp what their teenager is doing online and why they spend so much time on their phones.

While sharing photos and videos might seem like second nature to teens, many of them put a great deal of thought into what they post online.

It can be challenging for us, as parents, to find the right way to open a dialogue with our teens and keep them safe especially while we ourselves are still learning to navigate this digital space.

We share these concerns, just like everyone who works at Instagram.





We carry a great responsibility to ensure that Instagram is a supportive community where teens can connect and express themselves. We also want to make sure that parents feel informed and equipped with the tools they need to help guide their teens.

We believe the first step is understanding why teens use **Instagram**, and becoming familiar with the tools available to help ensure their experience is positive, intentional, and safe.

With this in mind, we created this guide.

We understand that having these conversations with your teenagers can be challenging. Our goal is to ensure you're equipped with the tools you need to start the dialogue, and we hope this guide makes things just a little easier.

For more information and to watch a video explaining these tools, visit parents.instagram.com.

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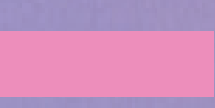
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What is Instagram?

Instagram is a social media app used for sharing photos, videos, and messages.

Our mission is to bring people closer to one another, and closer to the things they love—whether through **Stories, Feed, Live, IGTV, or Direct.**

To make this possible, we believe **Instagram** must be a safe and supportive place where people can express themselves. It's important to note that individuals under the age of 13 are not permitted to create an **Instagram** account.

Teens use **Instagram** to celebrate major milestones, share everyday moments, stay connected with friends and family, build supportive communities, and connect with others who share their passions and interests.

To learn more about how teens use Instagram, refer to the glossary at the end of this guide.



When I use Instagram, I don't think of it as just an app on my phone; I see it as a way to express myself.

Teen journalist Malick Mercier @CLASSYMALICK





Privacy Management

There are a number of tools you can share with your teen that will give them greater control over their identity and digital footprint.

One of the first topics you may want to discuss with your teen is whether their accounts are set to public or private.

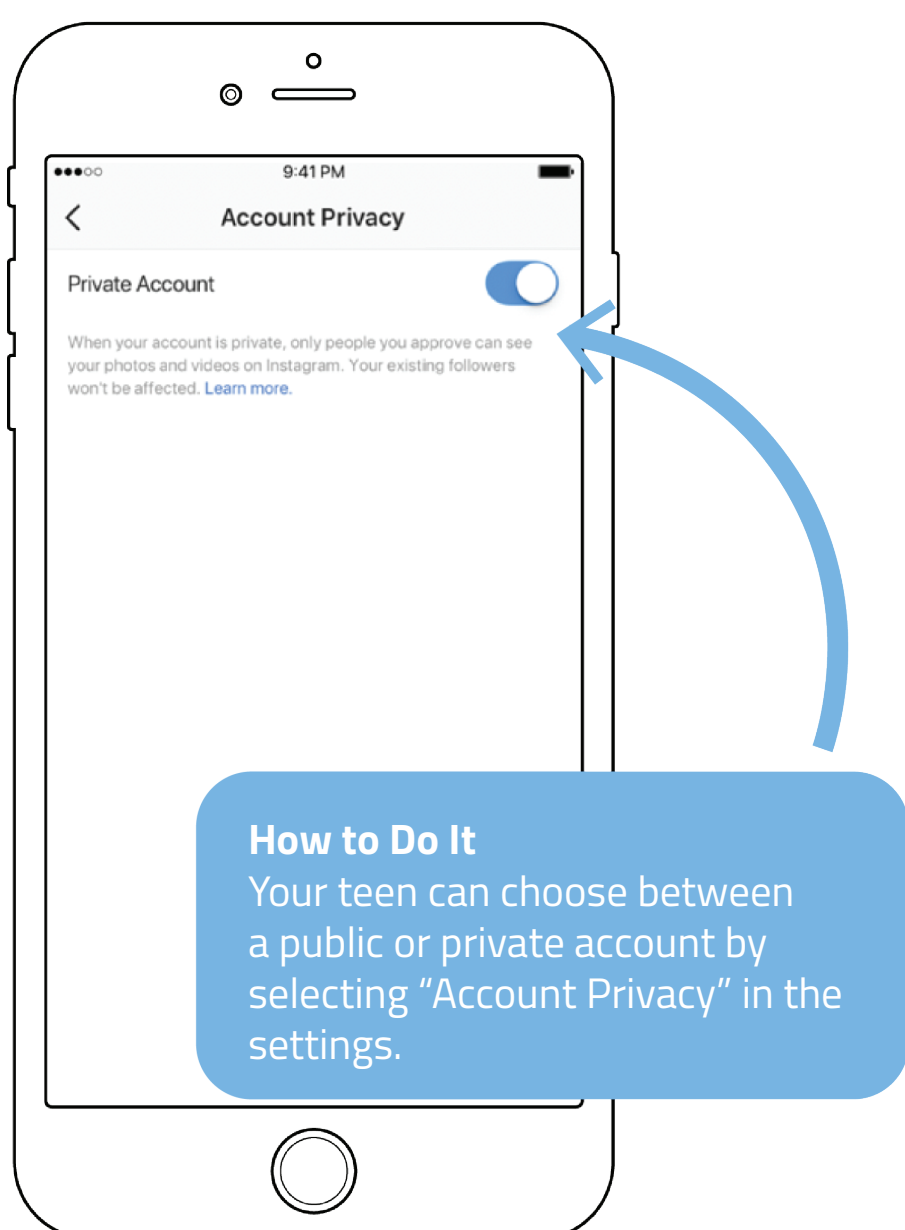
Ensuring that your teen understands how to control who can view and interact with what they share online will empower them to express themselves confidently on **Instagram**.

Privacy

Together with your teen, you can choose whether their account is public or private.

With a private account, your teen approves who can follow them and can remove followers at any time. With a public account, anyone can view their content on **Stories, Live, or Feed** without approval.

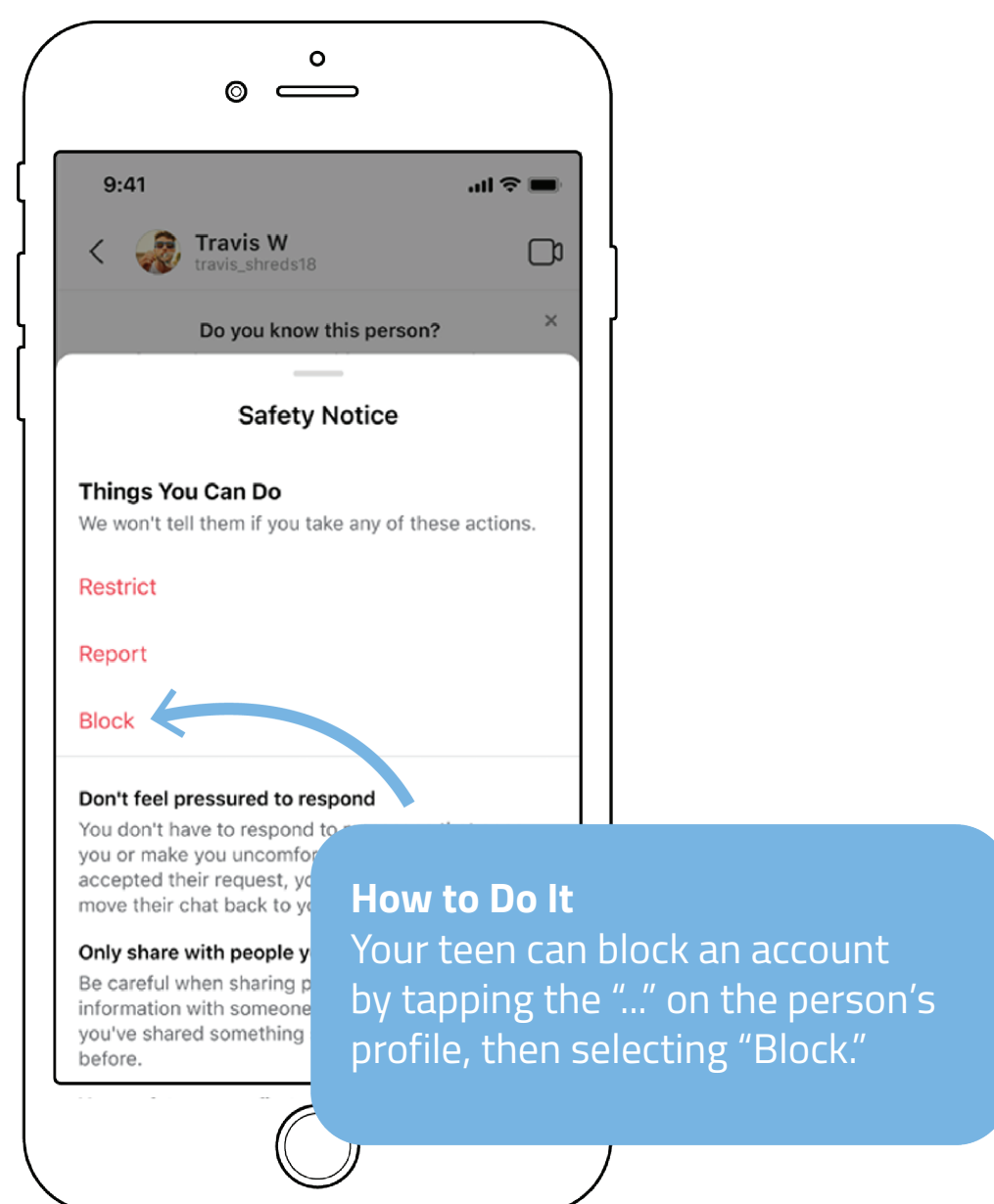
They can switch between account types at any time and also have the ability to remove followers, limit comments, and turn off “**Activity Status**” to hide when they are online.

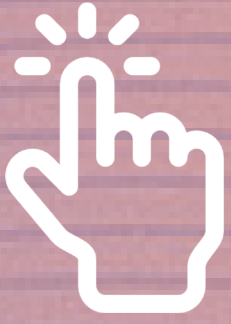


Blocking Unwanted Interactions

Teens can block accounts they do not wish to interact with.

This will prevent those individuals from viewing, commenting on, or interacting with the teen’s posts, stories, and live broadcasts. When an account is blocked, the person is not notified. The block can be lifted at any time.





Interactions Management

While bullying can happen, **Instagram** is committed to being a space where everyone feels safe, respected, and supported. Creating an account, posting photos, or writing comments with the intent to harass or harm someone else is against their policies.

If your teen comes across an account, photo, video, comment, message, or story intended to bully or hurt someone, they can report it directly within the app by tapping the “...” in the top right corner of the post or profile, swiping right on the comment, or pressing and holding on the message and selecting “**Report.**”

If your teen already has a public account, they can switch to a private account at any time and vice versa.

They can also remove followers, choose who can comment, and much more. Your teen can also turn off “**Activity Status**” so their friends won’t be able to see when they are online.

The identity of anyone who submits a report is completely anonymous; your teen’s information will not be shared with the person being reported.



My mom helps me by making sure no one is posting negative comments on my posts. If it happens, we either ignore it or block the person.

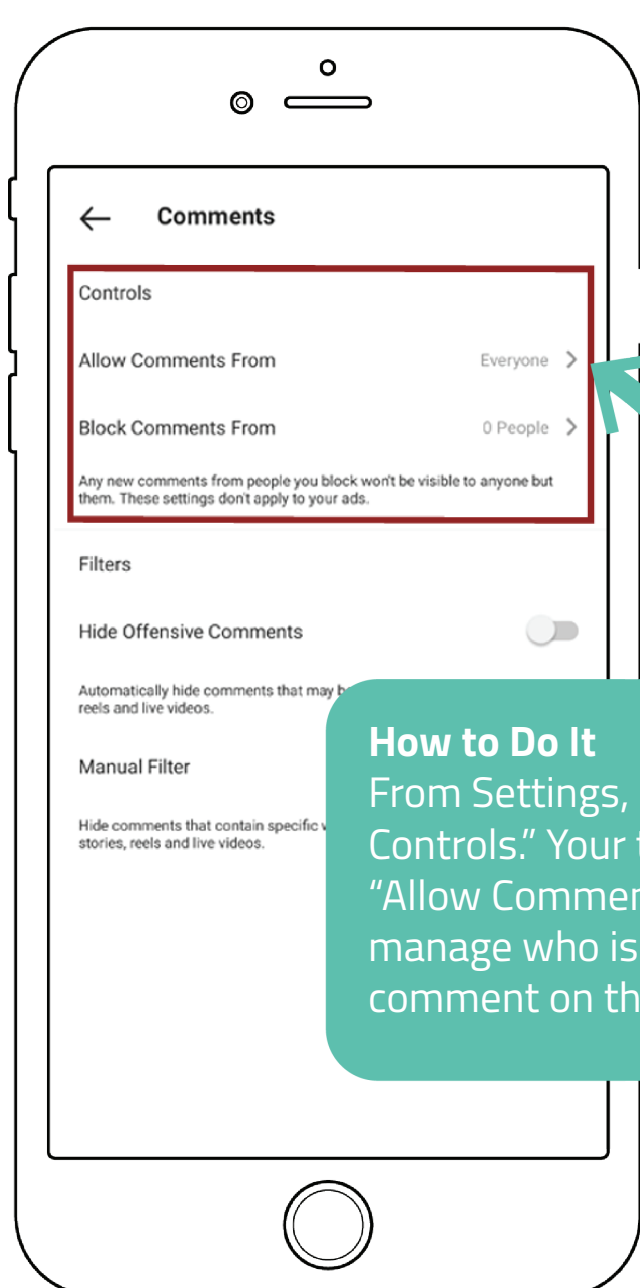
Writer Lexi P. @CURLANISTAS



Managing Comments

Your teen has control over 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 their followers, only people they follow, or only their followers.

Teens can also remove comments entirely from their posts.

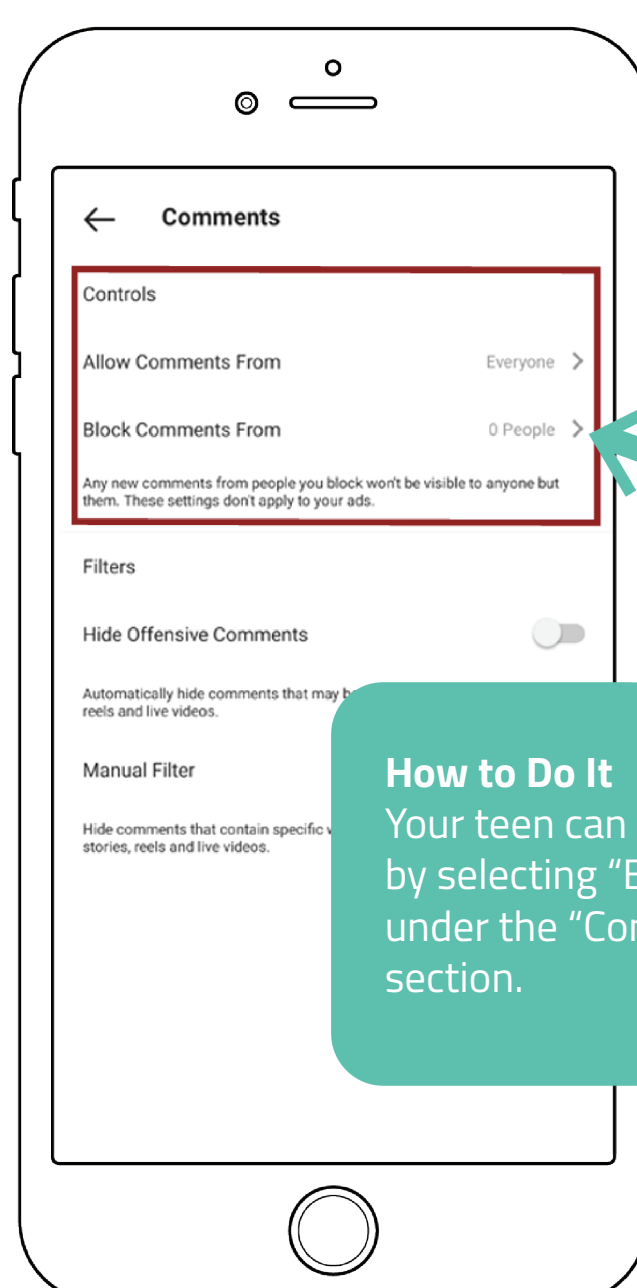


How to Do It
From Settings, select “Comment Controls.” Your teen can tap “Allow Comments From” to manage who is allowed to comment on their posts.

Blocking Comments

Teens can block accounts they don’t like to interact with.

Once an account is blocked, any comments from that account will no longer appear. Teens can also turn off comments entirely—either for all posts or for individual ones.



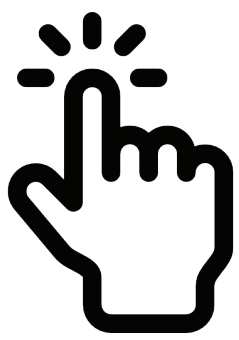
How to Do It
Your teen can block comments by selecting “Block Comments” under the “Comment Controls” section.

“

My life took a different path because of this account. I’ve been through so many experiences and met people I never thought I’d have the chance to meet.

Lizzy Howl @LIZZY.DANCES

”

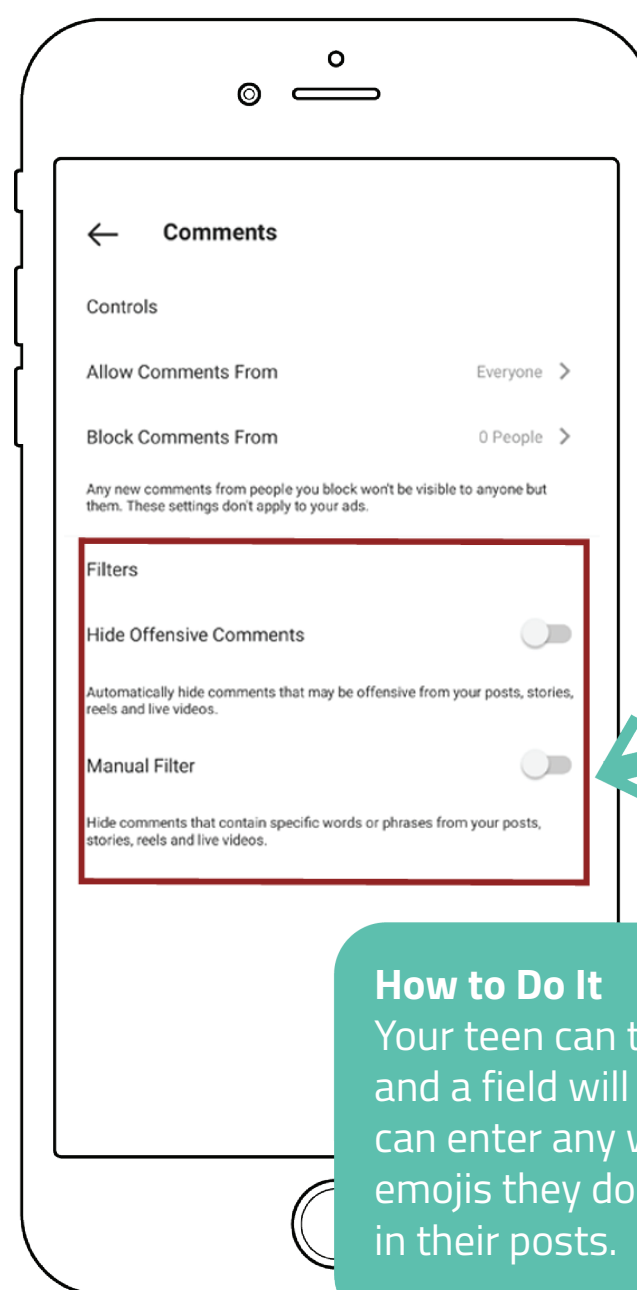


Filtering Comments

Instagram offer controls that help you manage the content you see and determine when comments are offensive or intended to harass or harm.

They built filters that automatically remove offensive words, phrases, and bullying comments.

Your teen can also create a custom list of words or emojis they don't want to appear in the comment section of their posts. This can be done by going to "Filters" under the "Comment Controls" section.



How to Do It

Your teen can tap "Manual Filter," and a field will appear where they can enter any words, phrases, or emojis they don't want to appear in their posts.



Social media can be powerful and incredibly impactful—it can offer you a sense of community that you may not find elsewhere.

Activist Eleanor Wheeler @ELLIEWHEELS





Time Management

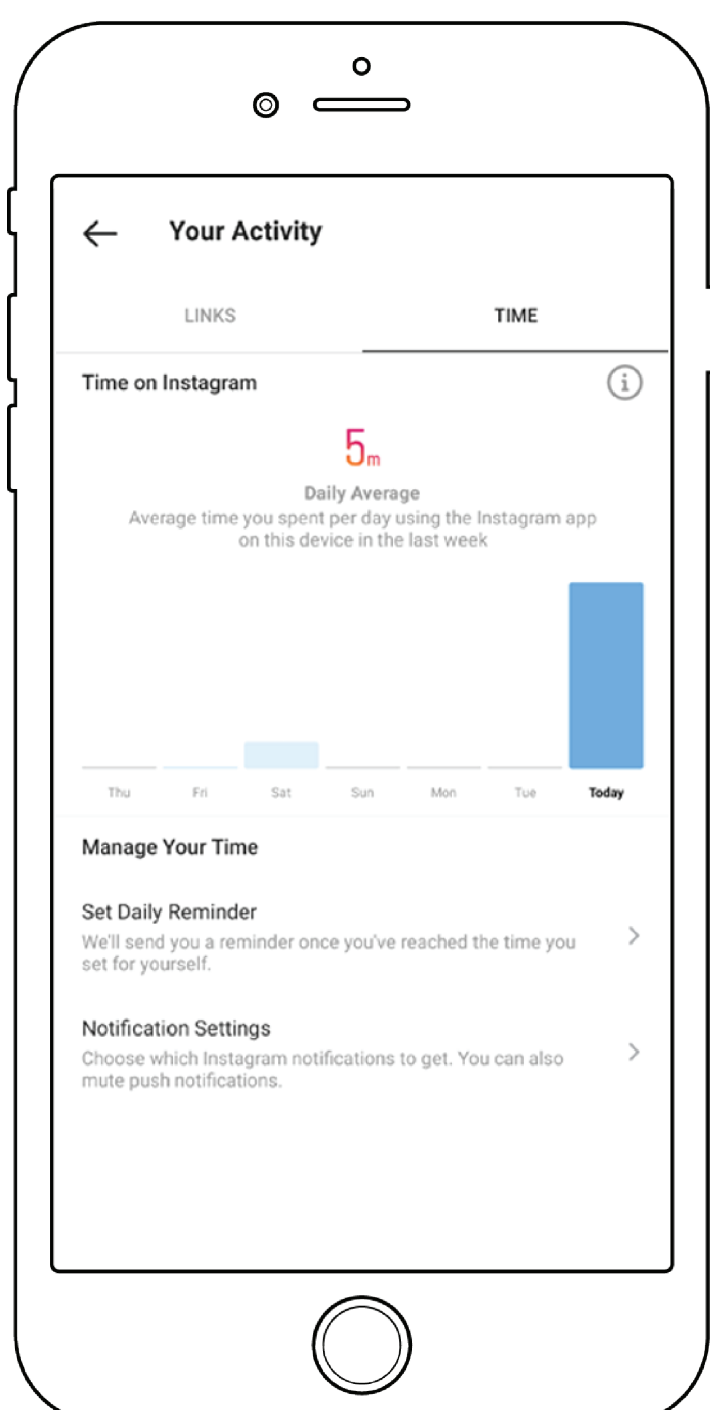
There are a number of tools available to help you and your family understand and manage the time your teen spends on the app. You can work together to find the right balance that suits your family's needs.

When it comes to time spent on **Instagram**, there's no right or wrong answer to the question of whether it's too much or just enough.

Viewing Your Activity

The Activity Dashboard shows your teen how much time they've spent on Instagram over the past day and week, along with their average daily usage.

Your teen can also press and hold the blue bars to see the exact amount of time spent on **Instagram** on a specific day.

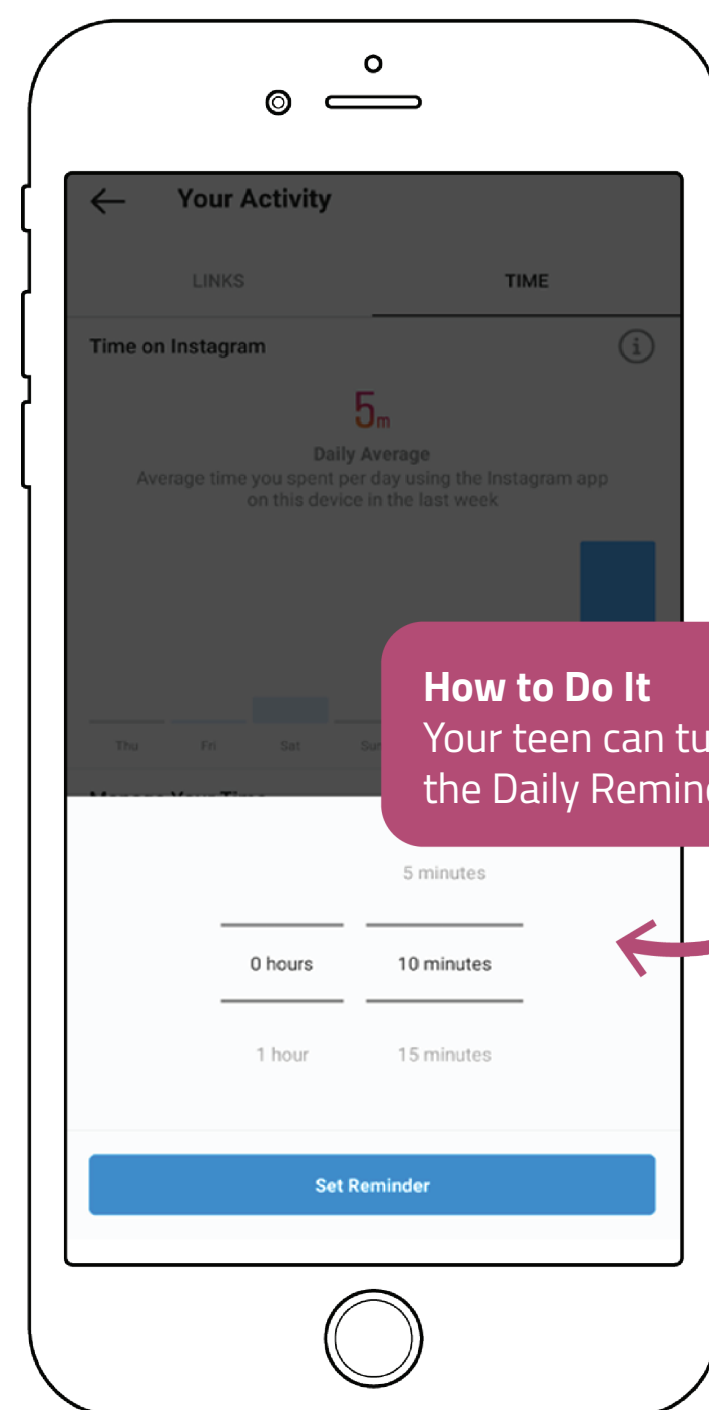


Setting Daily Reminders

Your teens can use the Daily Reminder feature to set a limit on how much time they want to spend on **Instagram**.

Talk to your teen about how they feel while using the app. Is there a sense that they're not getting the most out of their time?

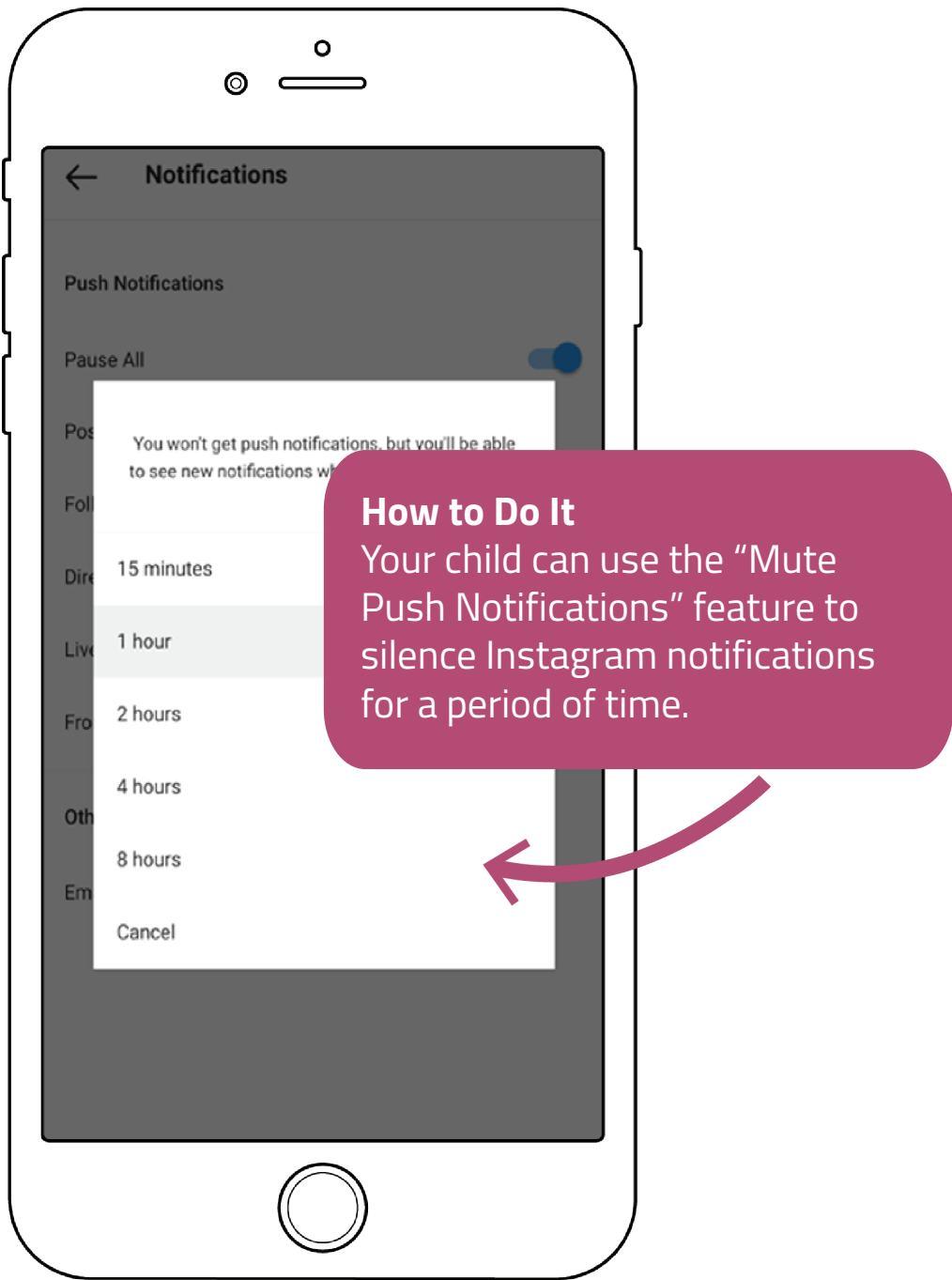
Setting a daily reminder together can be a great way to open up a conversation about how they use **Instagram** throughout the day.



How to Do It
Your teen can turn off or adjust the Daily Reminder at any time.

Mute Push Notifications

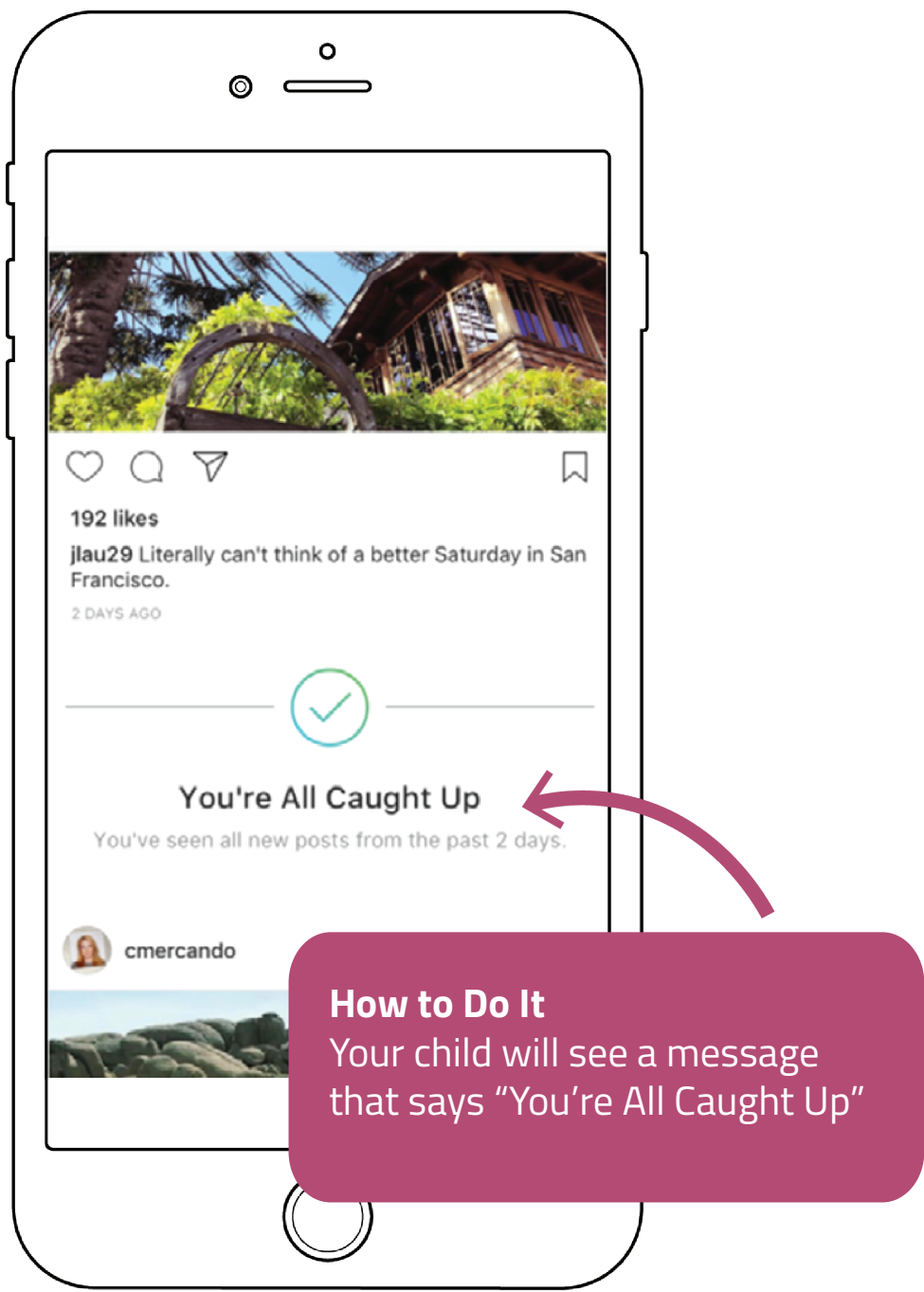
Your teen can use the “Mute Push Notifications” feature to silence **Instagram** notifications for a set period of time. Once the selected time ends, notifications will return to their normal settings automatically—no need to reset them manually.



You’re All Caught Up

Teens may feel pressured to view and engage with all their friends’ posts. Once they’ve scrolled through every post in their feed since their last login, a message saying “You’re All Caught Up” will appear.

This lets them know they’ve seen all the latest updates from their friends and communities.



“

My son sees Instagram as the gateway to building relationships with his peers.

Photographer and father Ruddy Roye @RUDDYROYEK

”

10 Questions to Help You Start the Conversation

We partnered with social media and education expert Ana Homayoun, who holds a Master of Arts degree, is a certified student services provider, and author of Social Media Wellness, to create a set of 10 questions you can use to start a conversation with your teen about Instagram.

Our goal is to use these questions to better understand how your teens are using **Instagram** and to ensure they are using it in a positive and intentional way.

What would like to know from me about **Instagram**?

What do you like about **Instagram**?

How do you feel about the time you spend online?

What are your top five favorite **Instagram** accounts to follow?

What are some things you think about before posting something on **Instagram**?

If you have multiple **Instagram** accounts, what do you share on each one?

How do likes and comments affect how you feel about a post?

Have you ever felt uncomfortable about something you saw or experienced online?

Do you know your followers? (If your teen has a private account, ask how they decide who can follow them.) What do you do when someone you don't know tries to reach out via direct message?

What would you do if you saw someone being bullied on **Instagram**? (Do you know about **Instagram**'s reporting tools and offensive comment filters?)



Glossary of Terms

Block

Your teen can use the block feature if someone is bothering them on Instagram. The person will not be notified, and once blocked, they will no longer be able to interact with your teen in any way.

Comment

A comment is an interaction that appears below Instagram posts and can include words or emojis. Failure to follow the guidelines may result in the content being removed or the account being restricted.

Community Guidelines

We strive to build a positive and diverse community, and users are expected to follow guidelines that ensure a safe environment free from inappropriate content and hate speech.

Stories

Stories disappear after 24 hours unless archiving is enabled, and they can be shared in the «Highlights» section. Others may also take screenshots of them.

IGTV

IGTV is a space for long-form vertical videos (up to one hour), allowing your teen to watch their favorite content or create their own. It is available as a standalone app and within Instagram.

Direct

Instagram Direct is where teens can send messages to each other, either one-on-one or in groups. They can also share photos and videos only with the people they are messaging.

Reporting

Reporting is one way your teen can notify Instagram about an inappropriate post, account, or comment. Your teen can report any content or comment they believe violates our Community Guidelines.

Live Broadcast and Video Chat

Your teen can go live with their followers, invite friends to join, and engage through comments and likes. They can also video chat in Direct with up to four people.

Explore

The explore section displays content tailored to your teen's interests and changes based on the accounts and hashtags they follow.

Post

A post refers to the media your teen shares on their Feed or Stories. It can be a video or a photo.

Feed

The feed is where teens can view posts from the accounts they follow. Teens often see Feed posts as more polished or special. These posts can be photos or videos.

Profile

The profile displays your teen's posts, stories, and bio. If the account is set to private, only the profile photo and bio are visible to people they don't follow.

To explore more tools
and resources that can
help you navigate healthy
and positive social media
habits with your teen,

parents.instagram.com