



Fact sheet

# INSTAGRAM (For parents)



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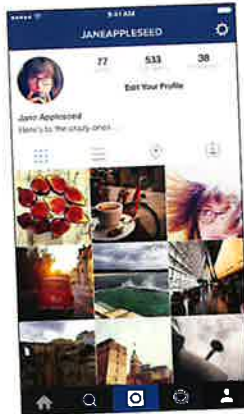


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## What is Instagram?

Instagram is a photo-sharing app which allows users to take photos and videos, apply filters and share these with either followers or the general public. Users are able to 'like' and comment on photos as well as send these images directly to individuals through a private messaging option. Private messaging is accessed by the inbox symbol at the top right corner of the home page.



## What is the age classification for Instagram?

Instagram users must be 13 years or older. This service is owned by Facebook and usually links to a Facebook account where a user's age can also be verified. There may be content on Instagram, which is confronting, graphic or not appropriate for children and younger teens.

## How are young people using Instagram?

Instagram is being used by young people to share photos, occasions and situations with their friends. The ability to like and comment on photos provides a useful communication function for young people as they explore and express their personality.

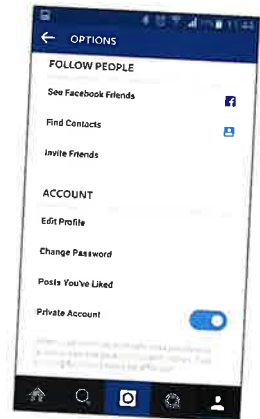
## Should I be worried if my child is using Instagram?

Any application when used incorrectly, has the potential to cause harm. It is important that you openly communicate with your child about how they may be using an application and the legal and ethical ramifications of inappropriate use. They also need to be aware the dangers of communicating with people they don't know via any mobile application.

## Who can see my child's photos on Instagram?

An Instagram account can be made visible to the public, or to approved followers only. Account settings can be changed through the Instagram app on a mobile device

by selecting the 'Profile' option on the lower right-hand side of the screen. Click 'Options' (signified by three dots), under 'Account' ensure 'Private Account' is in the 'On' position. It is important to note that even if an account is private, content shared on Instagram can easily be posted to a linked Facebook account which means Facebook friends can also see the post.



## What could be revealed through an image?

There is a lot of information which can be revealed through a photo when it is shared online, in particular your location. This is revealed through a process called 'geotagging'. Geotagging is when the GPS coordinates of where an image was taken or a post was made, are stored within that post. This means that people may be able to find out location specifics such as where your child lives, works, or goes to school.

## How to limit sharing location information?

It is important to turn off the location function for the camera on your child's mobile device, especially if they are using social media apps such as Instagram. For most devices, you can find where to do this in the 'Settings' menu. If you are unsure how to do this on your child's device, you can look up the device's user guide online.

It is also best to avoid using the Photo Map function on Instagram as this will pinpoint where photos have been taken on a map, potentially showing others the locations where your child spends much of their time. It is important to maintain open lines of communication between yourself and your child and discuss safe privacy settings.

## What are the potential problems with Instagram?

Potential problems faced when using Instagram include the sharing of private information through photos, such as a home address or where a child goes to school. Your child may post a photo and receive negative comments





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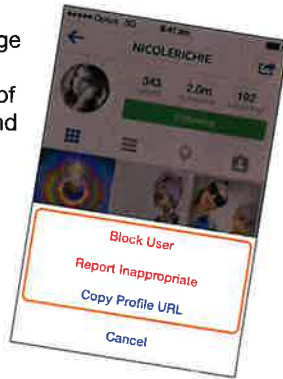


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from other users or have their images shared without their permission. They may also be exposed to photos which are rude, offensive or upsetting to them. It's important you and your child know how to block and report inappropriate users on Instagram.

You can block users via the Instagram app on your mobile device. Open the profile page of the offensive user and select the **Further Options** icon on the upper right-hand side of the screen. Select the **Block User** option and when prompted by the dialog box, select **Yes, I'm sure**.

If your child experiences cyberbullying report it to the social media platform in first instance. If it hasn't been removed in 48 hours, you can report it on the Office of the Children's e-safety Commissioner's eSafety hotline ([eSafety.gov.au](http://eSafety.gov.au)).



## How can I delete my child's account?

If after talking with your child about the ethical use of Instagram and your family's rules around technology, you may think it's appropriate to delete the Instagram account.

To delete an Instagram account log into the account at [instagram.com](http://instagram.com), click the account username in the top right and select **Edit Profile**, click **I'd like to delete my account** in the bottom right.

**Note:** Accounts can not be reactivated and photos may be lost.

Open and supportive discussions around technology usage are vital in ensuring your child understands their responsibilities when using technology. Simply removing the technology is not the best response as it could potentially make your child hide their usage where there are fewer opportunities for you to support them.



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