

Instagram

Parent / Carer Advice



13

What is Instagram?

Instagram is a social media platform which focuses on the creation and sharing of images, providing users with a range of filters and special effects popular among younger users.

Despite requiring users to be 13 or older, a study in January 2017 indicated that 43% of 8-11 year olds in Britain are using Instagram.

Reasons for concern



Privacy settings

A key concern regarding children's use of Instagram is the fact that the default privacy setting for accounts is 'public'. As such, unless a child actively alters their privacy settings, all of the pictures they post to Instagram will be available to anybody. This could result in their images being seen by inappropriate individuals and might lead to receiving unwanted communication.



Follower lists

In a world where celebrity success is measured by numbers of social media followers, it is understandable that children might want to grow their own list of followers. A child's non-private account can quickly grow with followers, some of whom might not have entirely innocent motives.



Terms and conditions

Instagram's 5,000-word terms and conditions states that users agree that Instagram can use and sell their sell images for others to use (without paying or further consent). Instagram also retains the right to store, use and share the personal information and direct messages of their users.



Grooming

In 2019 the NSPCC reported that Instagram was involved in more online grooming cases than any other online platform. Where the police recorded the method of communication, Instagram was used in 32% of cases, in contrast to Facebook at 23% and Snapchat at 14%.



Mental health issues

A report by the Royal Society for Public Health found that Instagram rated as the worst social media platform when it comes to its impact on young people's mental health. Being image-centred the RSPH claimed that Instagram (along with Snapchat) appears to be driving feelings of inadequacy and anxiety in young people.

Safety Tips



As with all Internet activity, talk to your child about how they use Instagram, the importance of not 'oversharing, and any issues they have faced.



It is safest to change the default privacy settings in your child's account from public to private. If your child is older and you agree for them to have a public account, you should discuss strategies for coping with negative feedback and for blocking users. You should also monitor messages they receive.



Given Instagram's reported impact on young people's mental health, keep an eye out for early warning signs of such issues with your child. Seek professional support or consult online services



such as Shout at the earliest point of concern.



Regularly spring-clean your child's Instagram account with them by removing any posts and images you agree are inappropriate and blocking any concerning contacts. If you have any concerns that somebody might be trying to groom your



child you should immediately contact CEOP.