



# Instagram

Instagram is a picture and video sharing app. Users can post content on their profile grid or to their stories, which last 24 hours. You can follow your friends, family, celebrities and companies on Instagram. Instagram also has a live streaming feature.



**13+** Official age rating



**14+** Parent age rating [What do parents say?](#)

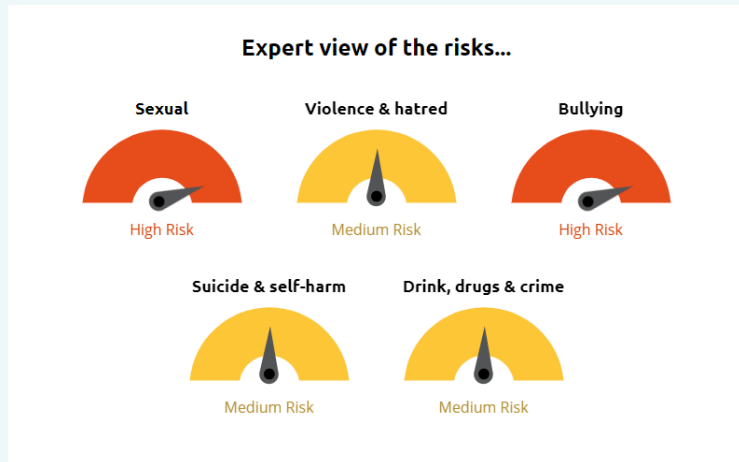
**12+** Child age rating [What do children say?](#)

## At a glance

**Kids use this to...**

Play  Create 

Learn  Connect 



## Kids

### What do children and young people dislike about Instagram?

- People you don't know can comment on your posts, message you or follow you
- Sometimes you can see upsetting or inappropriate posts
- People write mean or bullying comments on your posts

“ I like that you can use it to communicate with friends and family. You do get some rude or distressing content posted on Instagram but you can report it immediately. Instagram always responds to what you've reported and tells you if what you reported was removed.  
**Girl, 14**

## Parents

### We asked parents about the following areas of Instagram:

#### Signing up

“ A little too easy I would say. I entered an old email address and then I was allowed immediate access, no confirming email, no security codes or anything. I did not have to enter my DOB or confirm my age at any point.  
**Father of three**

“ It is too easy to sign up for multiple accounts which can then be used for trolling or bullying.  
**Dad of a 17 year old**

### What do children and young people like about Instagram?

- It's a fun way to see what your friends, family and celebrities are up to.
- It's easy to communicate with your friends
- You can follow pages with things you're interested in
- Posting photos and videos in a creative way

“ I like the ability to easily be able to message friends and family, send them videos and pictures and more. You can easily post a comment or picture of yourself on your profile that anyone who looks on your profile (whether they're following you or not) can see.

**Girl, 14**

### Reporting

Overall, parents thought it was easy to report unsuitable content and behaviour, and block people from contacting you.

“ I have reported inappropriate content before which is easy to do and was responded to quickly.

**Mum of 14 and 17 year olds**

### Privacy settings

Most parents thought it was easy to change the settings so that your profile, account and location are private.

“ Fairly easy but you have to search through settings. It would be easier if it had its own security section at the top of the settings menu.

**Father of three**

“ I could not turn off location services on the app, but can do it using settings on my iPhone.

**Mum of 15 and 17 year olds**

**You can find more top tip and safety information at**

<https://www.net-aware.org.uk/networks/instagram/>

## Other Similar Apps



### Snapchat

Snapchat lets you send photos, short videos or messages to your friends.



### Pinterest

Pinterest is an online interactive pin board used for photo-sharing.



### Facebook and Messenger

Facebook is a social network which lets you create a page about yourself and connect with friends.



### Tumblr

Tumblr is a microblogging site that lets you share things like text, photos and videos.