

**Instagram is a photo, video and message sharing app.** Users can add filters to their images and create stories – a string of images over 24 hours which they can then share.



**66%\***  
of 12-15 year olds in the UK use Instagram.

### Users can:

- share images or video with other users, or the whole community
- ask a question of another user
- use Instagram direct to share with a small group
- post to Instagram story.



Users enjoy exploring creativity and connecting with friends, celebrities, companies and influencers. Some users place importance or value on getting more likes and more followers.

**13+**

How old you have to be to use it.

# Instagram



## What parents and carers need to know



### Useful tips

- Screenshot images that upset or offend.
- Learn how to report content.
- Learn how to block someone.
- Learn how to share with select followers.

Instagram automatically sets new accounts to public. Instagram has been linked to issues around idealistic images. Creating a private account means the user can control who can see their posts.

### Seen something harmful?

Get help from [ReportHarmfulContent.com](https://ReportHarmfulContent.com)



### For more on keeping safe online

[hwb.gov.wales](https://hwb.gov.wales)

WG40631

Access Instagram support at [help.instagram.com](https://help.instagram.com)

Find out more in these checklists [tiny.cc/Checklists](https://tiny.cc/Checklists)



\*Source Ofcom: Children and Parents Media Use and Attitudes survey 2020.