



# INSTAGRAM GUIDE

Instagram is a photo and video sharing social networking service.  
You must be aged 13 or over to use Instagram.

## 01

### Photo & Video Sharing

Users can share photos and short videos with their followers, coupled with a caption and up to 30 hashtags (#). Profiles can either be private or public. Users can report and block inappropriate content.

## 02

### Comments & Likes

Users can comment on posts, or 'like' posts by clicking the heart icon. Users can report comments which are unpleasant or make them feel uncomfortable.

## 03

### Direct messages (DMs)

You can send direct (private) messages to one or more people - including people you don't follow and who don't follow you. Messages from strangers are sent as requests which you can choose to read or block.

## 04

### Disappearing messages

This is a feature within DMs that lets you send timed photo or video messages that recipients can only view once before they disappear, similar to Snapchat.

## 05

### Stories

These are 15-second photos & videos which are separate from your main content, and last for 24 hours. Using the Story Controls, you can limit who sees it, restrict message replies, and allow sharing.

## 06

### Instagram TV (IGTV)

IGTV is a platform within Instagram for longer videos. Instagram allows videos of up to 60 seconds, whereas IGTV allows videos of up to an hour.

## 07

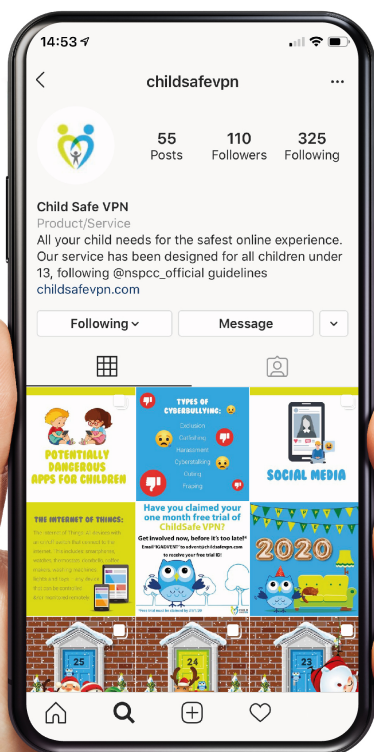
### Mental Health Awareness

Instagram allows users to create an 'image' of how they wish to be seen by others. This means that what you see on Instagram isn't always the truth.

## 08

### Concerns

Focus on perfection, skewed body image ('perfect' selfies, filters), taking risks for likes, effect of 'influencers'.



## Getting Help:

If social media has left you feeling depressed and anxious, or you have experienced any form of cyberbullying, you can talk to someone at ChildLine, a free confidential 24/7 helpline for children and young people. You can call 0800 1111 or chat online at [www.childline.org.uk](http://www.childline.org.uk) (ChildLine is run by the NSPCC.)

