



What parents need to know about INSTAGRAM

AGE RESTRICTION
13+
Anyone over the age of 13 can create an account

Instagram is a hugely popular social networking app with over 1 billion users worldwide. The app, which is accessible on iOS and Android devices, allows users to upload images and videos to their feed, create interactive 'stories', exchange private messages or search, explore and follow other accounts they like. Images and videos can be transformed with an array of filters to edit the shot before sharing and anyone with an account can see others' online 'galleries' if their account is not private. To make posts easier to find, users can include searchable hashtags and captions to their uploads. That's why we've created this guide to help parents and carers understand exactly what Instagram is about.

HOOKED ON SCROLLING

Many social media platforms, Instagram included, have been designed in a way to keep us engaged on them for as long as possible. Behavioural economist, Nir Eyal, calls this the 'Hook Model' and the Instagram feed is a great example of this. Children and adults may find themselves scrolling to try and get a 'dopamine release'. Scrolling may become addictive and it can be difficult to stop until children find that 'something' they are looking for, quickly losing track of time as they get deeper into their Instagram feed.

SLIDING INTO DMS

Direct messages (or DMs) on Instagram allow users to share posts, images, videos, voice messages and calls between each other privately (or in a private group). Even if your child's account is set to private, anybody has the option to message them and send them content. If the person is not on your child's friends list, the message will still be sent to their inbox but the user has to accept their request to see the message.

INFLUENCER CULTURE

Influencers are sometimes paid thousands of pounds to promote a product, service, app and much more on social media. When celebrities or influencers post such an advert, they should add a disclaimer somewhere in the post which states that they have been paid for it. Commonly, this is well-hidden in the hashtags or in the comments of their post, making it unclear that their photo/video is actually an advert. This can be very misleading to young people who may be influenced into buying/wanting something promoted by somebody they admire, creating a false sense of reality and potentially affecting their mental health and wellbeing.

IMPACT ON WELLBEING

In a report by the RSPH, Instagram was ranked the worst for young people's mental health. Using filters on photos on Instagram can set unrealistic expectations and create feelings of inadequacy. Children may strive for more 'likes' by using realistically edited photos. Judging themselves against other users on the app might threaten their confidence or self-worth. In early 2019, Instagram banned images of self-harm and suicide, following the suicide of 14-year-old Molly Russell, who had reportedly been looking at such material on the platform. They since extended the ban to include drawings, cartoons and memes.

LIVE STREAMING TO STRANGERS

Live streaming on Instagram allows users to connect with friends and followers in real-time and comment on videos during broadcast. If your child's account is private, only their approved followers can see their story. It's important to note they may have accepted a friend request from someone they don't know, which means they could be live streaming to strangers. Children also risk sharing content they later regret, which could be re-shared online for years to come. Public accounts allow anybody to view, so we suggest your child blocks followers they don't know. In early 2019, data gathered by the NSPCC found that sex offenders were grooming children on Instagram more than on any other online platform.

IN-APP PAYMENTS

Instagram allows payments for products directly through the app. It operates under the same rules as Facebook Payments, which state that if you are under the age of 18, you can only use this feature with the involvement of a parent or guardian.

EXPOSING LOCATION

Public locations can be added to a user's photos/videos and also to their stories. While this may seem like a good idea at the time, it can expose the location of your child. This is particularly more of a risk if it is on their story, as it is real time. A photo which includes landmarks in the area, their school uniform, street name, house and even tagging in the location of the photo uploaded to Instagram can expose the child's location, making it easy to locate them. If their account is public, anyone can access their account and see their location.

HIJACKED HASHTAGS

Hashtags are an integral part of how Instagram works, but they can come with risks. One person may use a seemingly innocent hashtag with one particular thing in mind, and before you know it hundreds of people could be using the same hashtag for something inappropriate or dangerous that your child shouldn't be exposed to.

IGTV

Instagram TV (IGTV) works similar to YouTube. Users can watch videos from favourite accounts on the platform or create their own channel and post their own videos. It's important to note anyone can create an Instagram TV channel and doesn't have to be friends with a person to follow an account and watch their videos. In 2018 Instagram apologised and removed some of its TV content which featured sexually suggestive imagery of children. As the feature may encourage spending more time using the app, it's important to set time limits to avoid children's sleep or education being disturbed.

Top Tips for Parents & Carers

RESTRICT DIRECT MESSAGES

If your child receives a message from somebody they do not know, encourage them not to accept their message request and 'block' this person; this is the only way to stop them messaging your child again. Children can also 'tap and hold' the individual message to report it directly to Instagram as well as reporting the account itself.

LOOK OUT FOR #ADS

In 2019, the UK's Competition and Markets Authority launched an investigation into celebrities who were posting adverts on social media and not declaring that they were paid for. Influencers must clearly state that they have been paid for their posts, for example using a hashtag like #ad or #sponsored. Teach your child to look out for the signs of a paid post/advert and discuss with them that not everything they see from celebrities is their personal choice and opinion.

MANAGE NEGATIVE INTERACTIONS

If your child is receiving unwanted or negative comments, they can block that account so that they can't interact with them. This stops them seeing and commenting on their posts, stories and live broadcasts. In addition, your child can instantly delete unwanted comments from their posts, turn them off completely and control who can tag and mention them in comments, captions or stories, from everyone, only people they follow, or no one at all.

MANAGE DIGITAL WELLBEING

Instagram now has an in-built activity dashboard that allows users to monitor and control how much time they spend on the app. Users can add a 'daily reminder' to set a limit on how much time they want to spend on Instagram, prompting them to consider if it's been too long. In addition, once users have caught up with all the previous posts since they last logged on, they'll receive a 'You've completely caught up' message. Both features can help you have a conversation with your child about how much time they are spending on the app and to set healthy time limits.

PROTECT PERSONAL INFORMATION

Your child may unknowingly give away personal information on their profile or in their live streams. Talk to them about what their personal information is and make sure that they do not disclose anything, including their location, to anyone during a livestream, comment, direct message or any other tool for communication on the platform, even to their friends.

USE A PRIVATE ACCOUNT

By default, any image or video your child uploads to Instagram is visible to anyone. A private account means that you have to approve a request if somebody wants to follow you and only people you approve will see your posts and videos. Children should also use a secure password and enable a two-factor authentication to add an extra layer of security to their account.

FILTER INAPPROPRIATE COMMENTS

Instagram has an 'anti-bullying' filter, which hides comments relating to a person's appearance or character, as well as threats to a person's wellbeing or health. The filter will also alert Instagram to repeated problems so that they can take action against the user if necessary. This is an automatic filter, which should always be enabled. Children can also report abusive behaviour or inappropriate/offensive material directly to Instagram from the app. This includes posts, comments and accounts.

TURN OFF SHARING

Even though this feature will not stop people from taking screenshots, it will stop others being able to directly share photos and videos from a story as a message to another user. This feature can be turned off in the settings. We also recommend turning off the feature which automatically shares photos and videos from a story to a Facebook account.

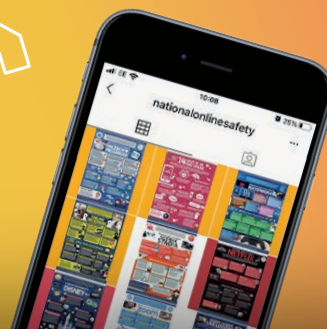
REMOVE PAYMENT METHODS

If you are happy for your child to have a card associated with their Instagram account, we suggest adding a PIN which needs to be entered before making a payment; this will also help prevent unauthorised purchases. This can be added in the payment settings tab.

DON'T FORGET TO BE VIGILANT & TALK TO YOUR CHILD ABOUT THEIR ONLINE ACTIVITIES!

Meet our expert

Parven Kaur is a social media expert and digital media consultant who is passionate about improving digital literacy for parents and children. She has extensive experience of working in the social media arena and is the founder of Kids N Clicks, a web resource helping parents and children thrive in a digital world.



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13+

Twitter is a social networking site where users can post 'tweets' or short messages, photos and videos publicly. They can also share 'tweets' written by others to their followers. Twitter is popular with young people, as it allows them to interact with celebrities, stay up to date with news, trends and current social relevance.



What parents need to know about Twitter

TWITTER TROLLS

A 'troll' is somebody who deliberately posts negative or offensive comments online in a bid to provoke an individual for a reaction.

Trolling, can include bullying, harassment, stalking, virtual mobbing and much more; it is very common on Twitter. The motive may be that the 'troll' wishes to promote an opinion or make people laugh, however, the pragmatics of what they post could be much more damaging, posting anything from racial, homophobic to sexist hate. Trolling can lead to devastating consequences for some victims.

INAPPROPRIATE CONTENT

Twitter gives users the opportunity and freedom to post their personal thoughts and opinions, meaning they can pretty much post anything they want despite restrictions on the platform. Swearing and inappropriate language is allowed if it does not violate the rules. If your child sees any inappropriate content, they might feel the need to replicate it at home or amongst their peers. Additionally, there are also a number of unofficial pornographic profiles on the platform that can easily be found and viewed without restrictions.

FAKE PROFILES

Fake Twitter accounts are made to impersonate a person, celebrity or public figure. As the accounts are not endorsed by the person they are pretending to be, they can often be used to scam or take advantage of young people who think that they're the real deal.

FAKE NEWS

The speed in which 'tweets' are shared on Twitter can be unbelievably fast, meaning that fake news can often be circulated across the platform very quickly. Fake news articles and posts can often be harmful and upsetting to young people and those associated with the fake news. In addition to this, it's very easy for people to quickly and unexpectedly retweet a tweet posted by your child, meaning there is no going back.

HIJACKED HASHTAGS

One of the most commonly used aspects of Twitter is the hashtag (#) – these allow users to easily search for specific trends, topics or subjects. However, due to the astronomical number of Twitter users, many hashtags can have 'different' intentions. One person may use a seemingly innocent hashtag, and before you know it, hundreds of people could be using the same hashtag for something inappropriate or dangerous that your child shouldn't be exposed to. This is common with 'trending' tweets, as people know that their tweet will be seen by a greater number of people.

MEMES NORMALISING RACISM, SEXISM AND HOMOPHOBIA

Twitter is a popular platform for sharing Internet memes, helping to make concepts or ideas go viral across the Internet. However, despite most meme's being innocent and harmless, some often include sexist, racist or homophobic messages. Although they are typically sent as a joke, this type of content is contributing to the normalisation of topics including racism, sexism and homophobia.

PROPAGANDA, EXTREMISM & RADICALISATION

Social media offers a continuous stream of real-time coverage of extremist activity. Twitter is one of the many platforms that is exploited by extremist groups to help promote violence, radicalise and recruit people to support their cause. These groups cleverly target vulnerable victims, often young people, and find a way to manipulate them into supporting their beliefs.

EVERYONE HAS ACCESS

Twitter has over 335 million monthly active users across all age groups. When a user signs up, tweets are public by default, meaning anyone can view and interact with posts instantly. Your child may change their mind about a tweet they have posted but even if they delete it, there's always a chance that someone can screenshot, retweet it or post it onto another platform.

Top Tips for Parents

CHECK ACCOUNT SETTINGS

We strongly advise that you thoroughly check your child's privacy settings. To take away some of the fear of your child's tweets being shared by anyone, you can always make their account protected.

This means that anyone who wants to view what your child has posted, it requires approval from them. In addition to this, you can change the settings so that they cannot receive 'direct' messages from anyone on the platform and that their location is not shared.

BLOCKING & REPORTING

If a particular account is causing your child trouble on Twitter, whether it's cyberbullying or upsetting content, you can simply block and report them. Blocking them will help to prevent them from viewing, messaging or following your child, and vice versa. Reporting an account will alert Twitter to investigate the profile.

MUTING ACCOUNTS

The 'mute' feature allows your child to remove an account's tweets from their timeline without unfollowing or blocking them. This means your child will stop getting notifications about a particular conversation but can still view it in their timeline. This can be useful if they are friends with someone but don't really like what they share. The other user will not know that they have been banned.

TWITTER TROLLS & THE LAW

From 2016, the CPS were able to exercise new laws that could see those who create "derogatory hashtags" or post "humiliating" photoshopped images jailed. They also announced the launch of a hate crime consultation, issuing a series of public policy statements centred on combating crimes against disabled people, as well as racial, religious, homophobic and transphobic hate crime. It's important your child knows about building a positive online reputation, as well as showing respect for others online and offline.

SENSITIVE CONTENT

By default, if Twitter has found a tweet that 'may contain sensitive content', Twitter will hide the content in the news feed and you will be shown a warning that states the content is sensitive. You then have the option to view it or not. This gives a chance for you to moderate potentially harmful images/videos before your child sees them. Unfortunately, some content may slip through the cracks and will be shown in the news feed. So, if you do see any sensitive content, you can report it. Twitter should then inspect the tweet and decide whether they deem it to be 'sensitive'.

MUTE HASHTAGS & PHRASES

Within the account settings, you have the ability to block certain words, hashtags or phrases from your child's timeline or notifications (e.g. swear words, inappropriate phrases, emojis, etc.)

TURN OFF VIDEO AUTOPLAY

'Autoplay' is a feature that automatically starts playing a new video seconds after another one ends on the platform. To avoid your child going from watching something innocent and harmless to something much more graphic or disturbing, you can turn this feature off in the settings and easily moderate the videos your child watches before they see them.

CONVERSATION & MONITORING

We always promote that you have regular open conversation with your child about their online activity, ensuring that they understand what healthy relationships are, what respect is, and how to be sensitive towards others' feelings. It's also important to monitor what they're doing online, including what they use the platform for, who they are talking to, and if they are viewing/taking part in anything that they shouldn't be. Discuss the dangers of the online world, such as fake news and online bullying - why do people involve themselves in these activities and what your child can do to prevent them.

TWITTER LISTS

Twitter lists allow your child to create other feeds besides the main timeline that only include certain accounts - this is a great way to segment followers based on common topics and interests.

SOURCES: Sources: <https://help.twitter.com/en/using-twitter/blocking-and-unblocking-accounts> | <https://help.twitter.com/en/safety-and-security/twitter-location-services-for-mobile> | <https://help.twitter.com/en/managing-your-account/two-factor-authentication> | <https://help.twitter.com/en/safety-and-security/how-to-make-twitter-private-and-public> | <https://help.twitter.com/en/safety-and-security/public-and-protected-tweets> | <https://www.statista.com/statistics/493795/twitter-most-retweeted-posts/> | Smallbiztrends.com: 'What is Hashtag Hijacking?': <https://smallbiztrends.com/2013/08/what-is-hashtag-hijacking-2.html> | Christiededman.com: '5 things you should know about hashtags and your kids': <http://christiededman.com/5-things-you-should-know-about-hashtags-your-kids/>



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