



What is Instagram? It is a simple photo and short video clip app that has a huge following, especially among young people. People can capture special moments, take “selfies” and then using filters, comments captions, emoticons, hashtags and links can share their creations with their friends. The best way for you to learn about Instagram is to ask them how it works and you will get an insight into how they use the app to socialise online with their friends.

Why do kids love Instagram? Kids love Instagram because it is photo enhanced socialising, very visual and immediate. They can take, enhance, share and comment on their own and their friends photos.

Does Instagram have a minimum age? Instagram's minimum age is 13 however you do not have to specify your age when you create your account and there are many users under 13. Instagram will delete underage accounts if they are notified and can verify the user is under 13.

What are the risks in using Instagram? There is nothing inherently dangerous about Instagram. As with most social media the risks are exposure to inappropriate media, photos posted that can hurt a child's reputation, cyberbullying, and predatory behaviour by unknown users. All of these can be avoided with proper online behaviour education.

How can I help my kids stay safe in Instagram? The best way to stay safe is by maintaining proper online social etiquette. Such as remembering that whatever you post online is part of your digital footprint forever, respect others in how their photos are shared, tagged and commented on and never sharing any personal information, as well as using a nickname and not your real name for your account.

Should my child's profile be Private? Having a public account on Instagram means anyone can follow you, which leaves you open to harassment from strangers. A private account is better where friends have to be approved before becoming a friend.

Responsible Photo-Sharing

Control your privacy – ensure photos are private.

Profiles are Public – anyone can see your profile photo, username and bio.

Respect Other's Privacy – If someone else is in the photo you want to post, get their permission first.

Do Not Use Location Sharing – using the Add to your Photo Map function allows everyone to know where you were when the photo was taken, possibly even where you live.

Your Photos Represent You – if you would not want your grandmother to see the photo, then don't post it.

Manage Your Profile – check your Photos of You section regularly and remove any photos you don't like or untag yourself.

Consider The Whole Photo – what is in the background of a photo can be just as damaging as the photo itself.

1. Ensure you meet the age limit requirements
2. Ensure your account is Private.
3. Use a nickname, NOT your real name or something provocative.
4. Ensure the information being shared is appropriate and responsible photo sharing steps have been followed.
5. Talk to your children about being SMART online.