



# Instagram

---

**CONVERSATION CARD**  
[cybersafetyproject.com.au](http://cybersafetyproject.com.au)

**CYBERSAFETY PROJECT**



## INSTAGRAM – WHAT IS IT?

### Get to know Instagram

Instagram is a social networking application used by more than one billion people around the world. Instagram users share photos, videos & messages within private and public spaces within the platform.

An Instagram user can share content via their **Feed**, Share posts and communicate with friends/connections within their **Stories**, **Reels** and through **Direct Messaging**.

Instagram is commonly used to communicate, consume, shop, observe and share everyday moments, keep in touch with friends and family, build communities of support and meet others who share their passions and interests.

Instagram lets you **follow** people and have your own followers, but unlike Facebook it's not necessarily a two-way street. You can follow someone even if they don't follow you and vice versa. Users with a private account can control who can follow them (and see their feed). It's important to know that unless you change your profile status to private, your profile is automatically set to public which means anyone can see what you post.

Instagram is constantly updating its features where you can now shop, watch longer form videos through IGTV (**Instagram TV**), experience suggested content you might like, from accounts you don't yet follow in the Discover mode. Instagram has also introduced a feature called **Reels** to compete with TikTok's short form video editing.



## LEARN THE LINGO

### Key Features and terms to help you converse about Instagram

#### Feed

Your feed is a scrollable list of posts published by those you choose to follow. This updates and refreshes daily. Instagram's algorithms will determine which posts you see on your feed.

#### Hashtag

When posting images or commenting on Instagram you can include #hashtags to help make your images searchable for by other who may be interesting in exploring posts for this topic.

#### Stories

An image or video that you post to your stories. This lasts for 24 hours and can be kept on your profile by selecting it as a highlight.

#### Reels

A short form video editing tool within Instagram including music overlays, filters and sound effects.

#### Influencer

An Instagram user with a significantly large following who is often sponsored or paid to post/promote products or services.

#### Filter

The ability to morph or edit your photo or image before posting. This will include shade, tone, colour or even augmented items over the top of your images/videos.



## SAFE SET UP GUIDE

### Before setting up an account and profile

Gauge what your child already knows about Instagram. Ask your child to talk through the features they know of, why they would like to use this App and who they will be connecting with.

### Get your settings right from the start!



#### 1. Settings > Privacy > Account Privacy >

- **Private Account** > Set to ON

By default anyone can see your profile and posts on Instagram. You can make your account private so that only followers you approve can see what you share. If your account is set to private, only your approved followers will see your photos or videos on hashtag or location pages.



#### 2. Settings > Privacy > Interaction > Comments >

#### COMMENT CONTROLS

- **Allow Comments** > 'People You Know'
- **Block Comments** > 'Search for accounts'

This setting allows you to block any comments from specific people that you add within this setting.



### 3. Settings > Privacy > Interaction > Comments > Filters

#### Hide Offensive Comments > ON

This setting uses artificial intelligence to automatically hide comments that may be offensive. This will block swear words and commonly known nasty phrases from your posts, stories, reels and live videos.

#### Manual Offensive Comments > ON

This setting allows users to choose words or phrases to be added to the Offensive Comment filter. This feature gives you control over words or phrases you don't want to appear. This feature is great for bullying terms that you might find offensive but not commonly known by Instagram.

#### Filter Most Reported Words > ON

Hide comments that contain words or phrases that are commonly reported.



#### 4. Settings > Privacy > Interaction > Messages >

### MESSAGE CONTROLS

Set up how you want people to be able to contact you in the private area of Instagram. This is also known Direct Messaging (DM).

### POTENTIAL CONNECTIONS

As you may know, Instagram is owned by Facebook. For users that have accounts on both platforms, 'potential' friends may be suggested.

- **Your followers on Instagram** > Enable Requests
- **Facebook friends or people you've chatted to on Messenger** > Enable Requests
- **Friends of Friends on Facebook** > Don't receive requests
- **People with your phone number** > Don't receive requests

### OTHER PEOPLE

- **Others on Instagram** > Enable Requests
- **Others on Facebook** > Enable Requests



## 5. Settings > CONNECTIONS

### RESTRICTED ACCOUNTS

Protect yourself from unwanted interactions without having to block or unfollow people you know. This setting is activated by searching for specific users and adding them to your Restricted Accounts list.

### BLOCKED ACCOUNTS

Choosing to block an account/user means that person will not be able to find your profile, posts or stories. Users that are blocked are not notified when you block them.

### MUTED ACCOUNTS

Muting an account will mean none of their posts or stories will appear in your feed, but they will still be able to see you posts. Both accounts can still visit each other's account pages.

### ACCOUNTS YOU FOLLOW

Review who you follow and who is following you. Consider an audit and remove accounts or people that

- You don't know in your real/offline life
- Post content that doesn't make you feel good
- Do not add value to your daily life



## WHILST USING INSTAGRAM

### Start the chat with the conversation cues



What does it feel like when someone 'likes' or comments of your posts?

Are you connected with anyone that you don't know in real life?

Is what we see of someone on Instagram a true reflection of reality?

Do you ever feel like you are missing out?

Are you connected with anyone that impacts on your mental wellbeing?

How can you take control of who connects with you and sees what you are posting?

How could all of the photos and images you post over time paint a picture to your audience about who you are?