

## Do you know how to report content?

If you see something that isn't following Instagram's Community Guidelines (e.g. nudity or self-harm), you can report it from within the app or on Instagram.com.

- Tap ... (iOS) or ... (Android) above the post
- Tap **Report**
- Follow the on-screen instructions
- If you want to report someone that is impersonating you or someone you know, you can do that from within the Instagram app or on Instagram.com.
- Tap ... (iOS) or ... (Android) in the top right of the profile
- Tap **Report**
- Follow the on-screen instructions



## Do you know who your followers are?

If you have a public account, anyone can follow you and see your posts. If you have a private account, you'll have to accept any request to follow you and people will only be able to see your photos or videos if you approve them as a follower.

If your account is set to private, you can remove people from your followers list:

- Go to your profile
- Tap **Followers** at the top of the screen
- Tap ... (iPhone) or ... (Android) to the right of the follower you'd like to remove, then select **Remove** (Note: You can't remove someone who is following you. (See: Do you know how to block someone?)

You can also block someone to stop them following you. Instagram has a simple privacy setting: you either share your posts with anyone (a public account) or only share with people whom you have approved to follow you (a private account).

To set your account to private:

- Go to your profile, then tap ≡
- Tap **Settings**
- Tap **Privacy > Account Privacy**
- Tap next to **Private Account** to make your account private



## Do you know about Instagram's anti-bullying features?

### Restrict

Sometimes blocking or reporting someone doesn't feel right. Restrict empowers you to quietly protect your account from unwanted interactions.

You can Restrict by:

- Swiping left on a comment
  - Using the **Privacy** tab in **Settings**
  - Selecting the three dots on the user's profile
- Once you have restricted a user, their comments on your posts will only be visible to them. You can view their comments by tapping **See Comment**, then approving, selecting, or ignoring them.
- You will not receive their notifications and direct messages will go to Message Requests. If you read their messages, the Restricted user will not be able to see your online status or read receipts.



### Encouraging Positive Interactions

This feature notifies you if you've written a comment that may be considered offensive. It gives you the chance to reflect and remove the comment before the recipient receives it.

## Other safety features

Instagram's Community Hub is a central point of brilliant advice, guides for parents and young people, as well as privacy checks. <https://about.instagram.com/community>  
[https://help.instagram.com/294841155546579ef9ig\\_about](https://help.instagram.com/294841155546579ef9ig_about)  
<https://about.instagram.com/community/anti-bullying>

## Useful resources

- Instagram Help Center:** [help.instagram.com](https://help.instagram.com)
  - Meta Safety Center:** [about.meta.com/safety](https://about.meta.com/safety)
  - UK Safer Internet Centre:** [saferinternet.org.uk](https://saferinternet.org.uk)
- This toolkit was created by SWGfL, as part of the UK Safer Internet Centre in collaboration with Instagram. Pick up a copy of this toolkit along with other online safety materials on the SWGfL Store: [www.swgfhire.com](https://www.swgfhire.com)

**Report Harmful Content:** [reportharmfulcontent.com](https://reportharmfulcontent.com)

**SWGfL:** [www.swgfhire.com](https://www.swgfhire.com)




Privacy & Safety Checklist

## Do you know how to share with a direct group of your followers?

With Instagram Direct, you can send messages, photos, and videos to a select group of people. Messages sent through Instagram Direct can be shared through Instagram to other sites like Facebook or Twitter and won't appear on a hashtag or location page.

To send a message using Instagram Direct:

- Tap  in the top right or swipe left from anywhere in **Feed**
- Tap the button located in the top right of the screen
- Select people you'd like to send a message to, then tap **create chat**
- Type a message. You can also tap to take and share photos or videos, or to select a photo or video from your library
- Tap **Send**

To message someone you follow, you can also go to their profile and tap **Message**.

Alternatively you can also share a post or story with a selected close friends list.

- To share a story with close friends, create the story and then click **Close Friends** at the bottom
- To share a post with Close Friends, create your post and then select **Audience - Close Friends**
- To choose or edit your close friends list go to **Settings and Privacy**, located at the top right of your profile, scroll down to **Close Friends** and then select/deselect


## Do you know how to block someone?

When you block someone, they can't see your profile or posts. To block or unblock someone:

- Go to their profile by finding them in your followers list or by searching for their name or username
  - Tap their username to open their profile and then tap **...** (iOS) or **⋮** (Android) in the top right-hand corner
  - Tap **Block User**
- To unblock someone, follow the steps above and then tap **Unblock User**.

## Do you know how to delete or report comments?





You can delete comments you've made, including photo or video captions, and comments that other people have left on your posts. You can also report comments you see on any post as being abusive or spam/scan.

- Tap  below the post or tap any comment
- Swipe left over the comment (iOS) or tap and hold the comment (Android) you'd like to delete
- Choose if you want to **Delete Comment (In)** or **Delete Comment and Report Abuse (R)**



## Hide comments and message requests

You can also choose to hide comments that may contain offensive words, phrases or emojis as well as unwanted message requests by turning on the following settings:

- Go to your profile, then tap  then click **Settings**
- Go to **How others can interact with you** on the left
- Click on **Hidden words**, and then you can:
  - Click  next to **Hide comments** to turn it off
  - Click  next to **Advanced comment filtering** to turn it on
  - Click  next to **Hide message requests** to turn it on



## Do you know how to delete your account?

When you delete your account, your profile, photos, videos, comments, likes and followers will be removed. If you'd just like to take a break, you can temporarily disable your account instead.

To temporarily disable your account:

- Log into Instagram.com from a computer
- Click your username in the top right and then click **Edit Profile**
- Click **Temporarily disable my account** in the bottom right

To permanently delete your account:

- Go to **Instagram.com/accounts/remove/request/permanent/** if you're not logged into Instagram on the web, you'll be asked to log in first. You can't delete your account from within the Instagram app
- Select an option from the drop-down menu next to **Why are you deleting your account?** and re-enter your password
- Select **Permanently delete my account**