

Addressing the pressure
to be perfect toolkit



internet
matters.org

Advice for
young people:

Make Instagram work for you

*Use these tips and Instagram
tools to customise your experience
and keep things positive.*

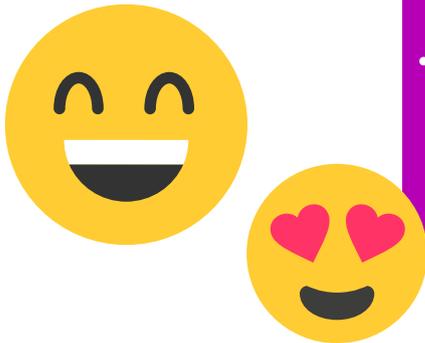


Follow your feelings and stay positive

Check in with yourself after you've been online for a bit. If you're thinking about all the things you need to change – your hair, your body, the way you dress – maybe you need to adjust the way you are experiencing Instagram. Look for people and accounts that connect you to new and existing interests, and make you feel good about yourself.

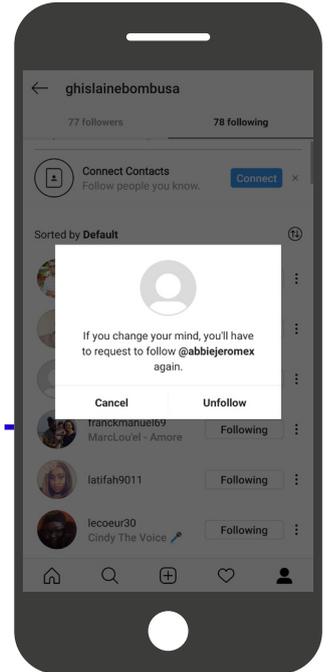
Perform routine maintenance

Try going through the list of accounts you follow every once in a while and edit. **Trimming down your follow list every now and then**, can open up space for new people who lift you up.



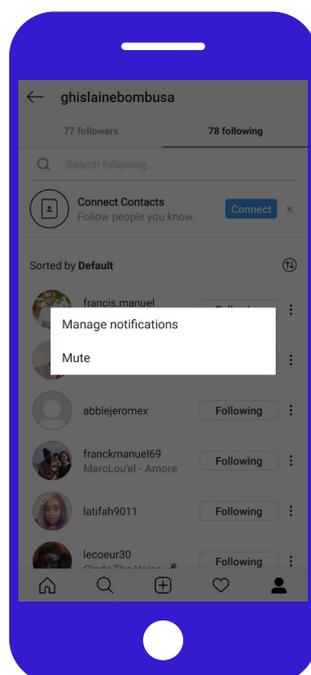
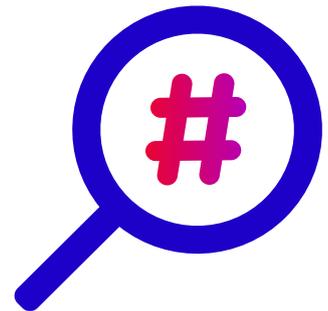
How to follow/unfollow

- On your profile, click **“Following.”**
- Scroll through and tap the **“Following”** button next to anyone’s name you want to unfollow.
- The button will turn blue. You can also go to someone’s profile and tap **“Unfollow.”**



Find new follows

You can enrich your experience by regularly looking for new and interesting people to follow. The Explore page is one way to browse through accounts and topics – tap the magnifying glass when you open the app and try searching on a tag for something you enjoy like #baking, #bookstagram, #photography, or #nailart.



Mute people you don’t want to unfollow

If you need to take a break from someone but **you don’t want to hurt their feelings by unfollowing**, mute them. They’ll never know, and you can relax.

How to mute an account

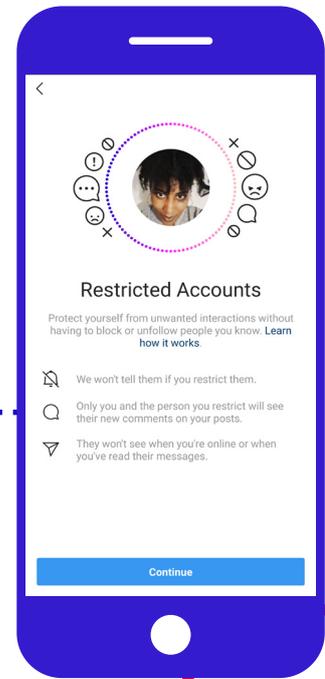
Tap the **“...”** menu in the corner of one of their posts. **You can choose whether to mute feed posts, story posts or both from an account.** You can also mute someone by pressing and holding on a story.

Use “Restrict” to moderate comments

Restrict is a new way to protect your account from unwanted interactions. If someone is being aggressive or negative in your comment section, you can put them on a “Restricted” list. Comments from people you restrict will only be visible to them unless you approve them. Restricted people also won’t be able to see when you’re online or when you’ve read their messages.

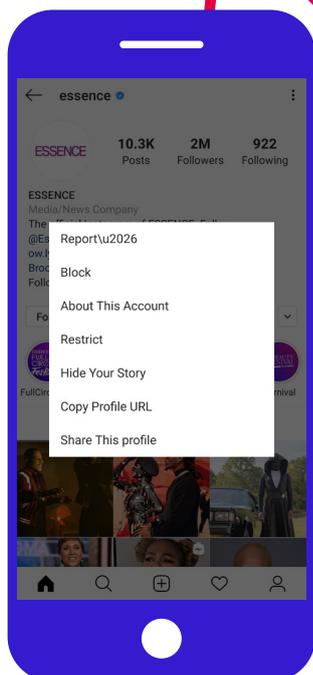
How to restrict an account

- You can restrict someone by swiping left on a comment, through the Privacy tab in Settings, or directly on the profile of the account you intend to restrict.
- Tap “**Restrict**” to add the account to your restricted list.



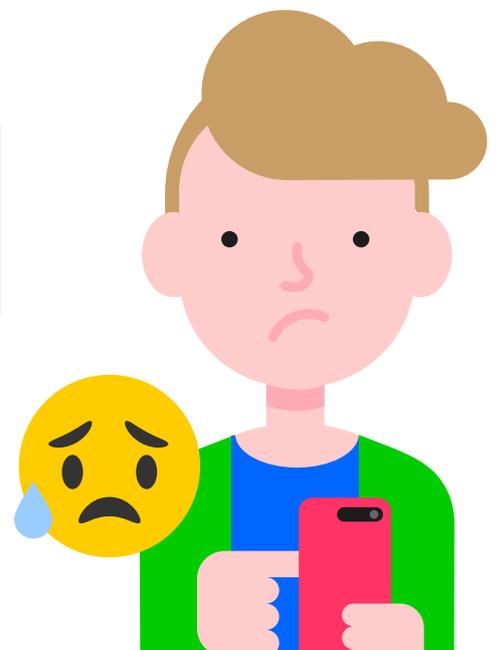
Block when necessary

If someone’s behaviour is impacting you negatively and muting isn’t enough, **block them**. It’s the best way to stop drama in its tracks. They won’t be able to view your posts or find you in search, and they won’t be notified that you did it.



How to block an account

- Tap “**...**” on their profile
- Tap “**Block.**”



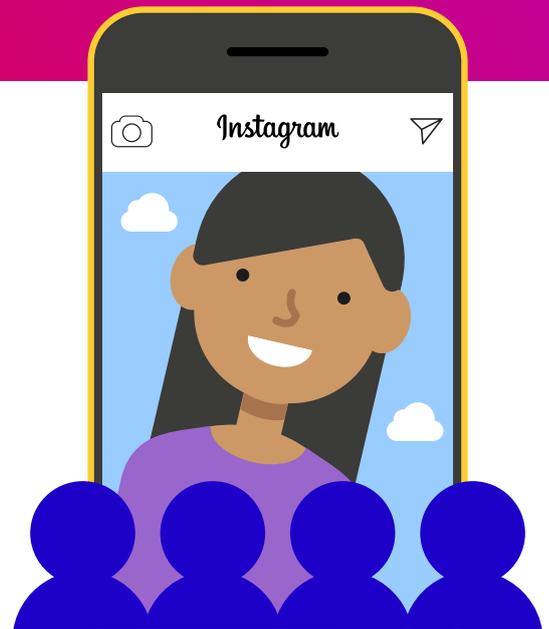
Make connections, not comparisons



You want to get inspired to make changes and explore new things, but not get into a space where you feel like you can't win because you are lacking something someone else has. Try to keep in mind that you're just seeing one part of their life, one that they've perfected and polished.

Choose your audience

Being public on Instagram is public in the true sense of the word. **Anyone can see what you post** – and once something is out there, it's pretty much impossible to get it back. You might want to make your account private so the only people who see your posts are the people that you want to see your posts.

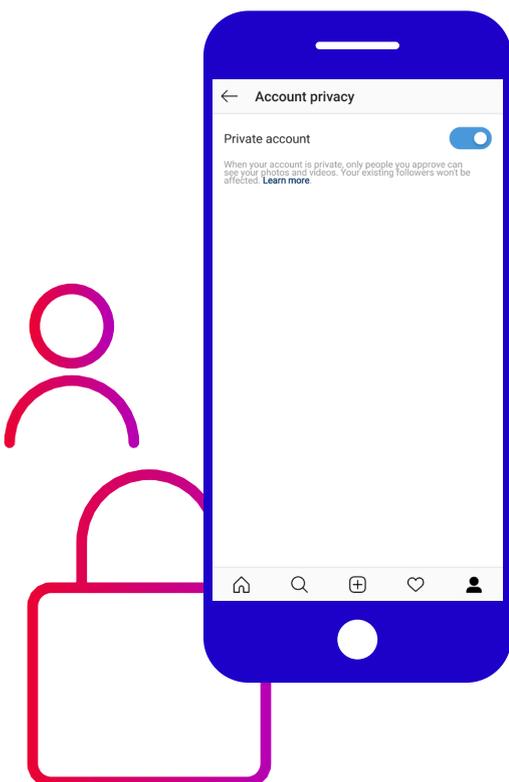


How to make your account private

- Tap **“profile button”** on the bottom right and then go to settings.
- Tap **“Privacy”** then tap **“Account privacy”**
- Move the slider to the right. The slider will turn blue once the account is private.

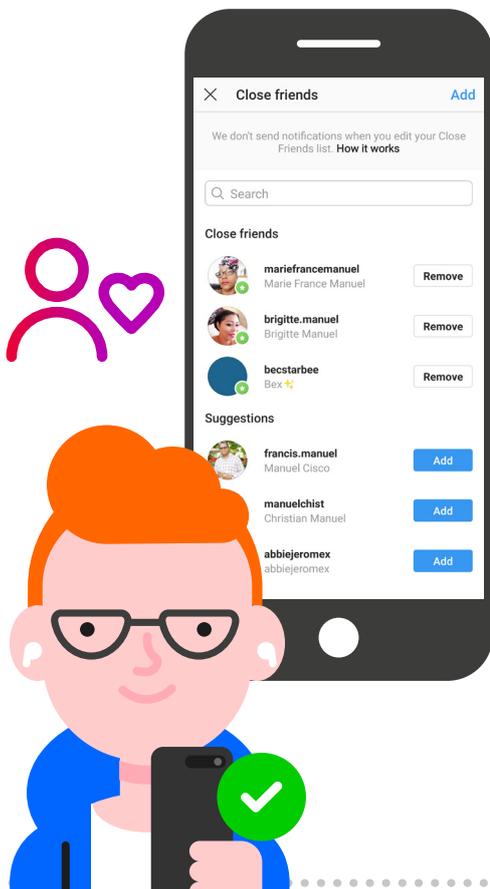
The accounts following you will still be following you – new followers will have to request access.

If there is someone following you on private that you want to exclude, go to your followers list and tap to the right of their handle to remove them.



Avoid extreme stans

It's cool to link up with the people in your fandom – it's how many great friendships are made. **It's probably best though, to stay clear of the toxic side of fan culture**, where people gang up on others and bully or harass them. Who wants to be a part of that?



Fine-tune your story sharing

Remember that – even if you have a private account – there are ways to post that are even more selective. **You can use the “Close Friends” setting** on stories so that only certain people see them. People who are unable to see the story won't know that they are missing something.

How to create a Close Friends list

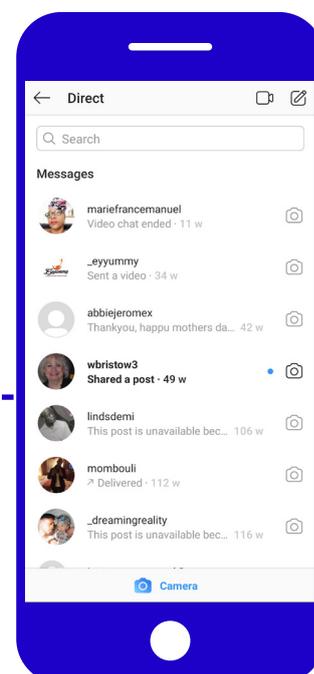
- Create a “Close Friends” list by tapping  in your profile, then tapping “Close Friends.”
- Then, when you create a story, **choose “Close Friends”** at the bottom of the screen instead of “Publish to your profile.” You can also create a specific list for individual stories.

Be direct

Sometimes you really just want to share with a few people. That's smart! When things are really personal, you can feel really vulnerable. **Instagram Direct is the most private way to share on Instagram**, so consider using it in these situations.

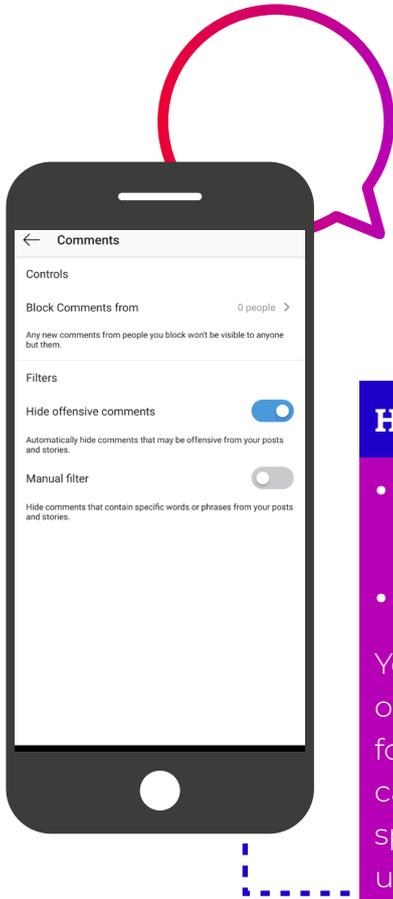
How to send a direct message

- Send a direct message (text, image or video) **click the  icon** at the top right of your Feed and choose who to share it with (up to 15 people).
- You can also message someone by **clicking that same icon** from their profile.



Control comments

There's the option to **only allow certain people to comment**. This can be a great compromise if you want to stay public but don't want to let the entire world weigh in on what you're up to.



How to control comments

- Tap **“profile button”** on the bottom right and then go to settings.
- Tap **“Privacy”** then tap **“Comments”**

You can choose to allow comments from only your followers or only the people you follow or turn off comments entirely. You can also filter out comments that use any specific words or phrases that you find upsetting or prefer not to see.



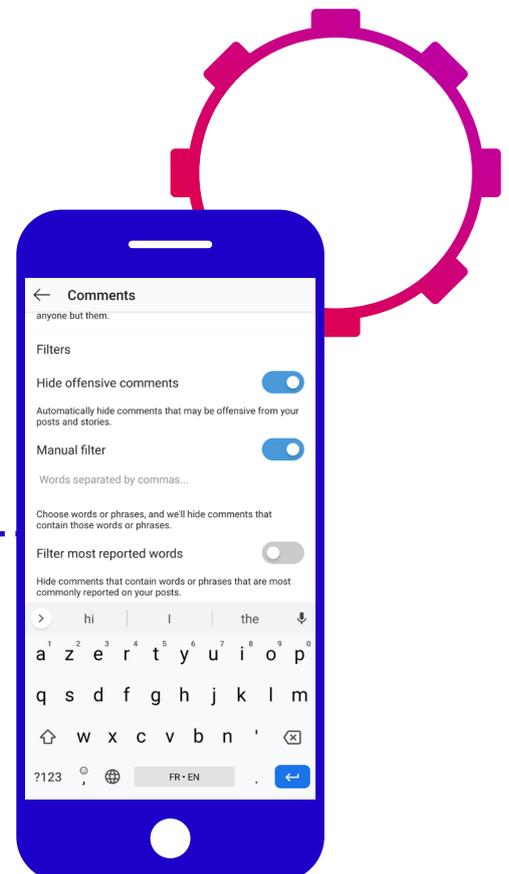
Calm down conflict

If you're uneasy with a conversation going on in your comments, you can try letting people know by saying something like “Hey, I think this has run its course. Let's move on.” If that doesn't work, **you can also delete comments** or change your comment settings.

How to turn comments on or off

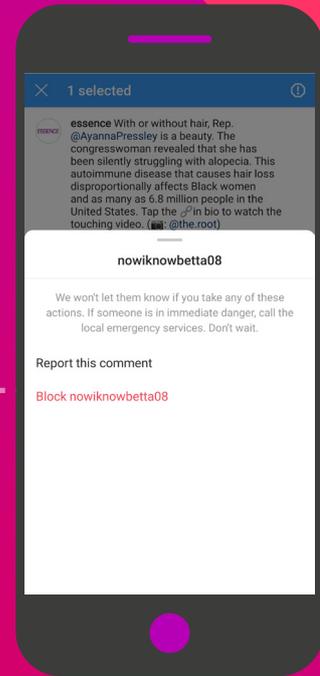
- Go to settings then tap **“Privacy”**
- Tap **“Comments”**

You can choose to allow comments from only your followers or only the people you follow or turn off comments entirely. You can also filter out comments that use any specific words or phrases that you find upsetting or prefer not to see.



Report bullying

If someone is being aggressive online, **consider if and how you want to respond**. You can mute, unfollow, or block them using the tools on this page, or set your account to private. **You can also report posts and profiles** that are engaging in abusive or harassing behaviour. If bullying is affecting your wellbeing, try reaching out to a friend or family member to talk about it.



How to report an account

- Tap  above the post or at the top right of the profile.
- Tap **“Report,”** and follow the instructions. Reporting is anonymous.

Cyberbullying support organisations

Ditch the Label

Ditch the Label is an international anti-bullying charity, working to end bullying.

<https://www.ditchthelabel.org/>

Childnet

Childnet International is a non-profit organisation working with others to make the internet a safer place for children.

<https://www.childnet.com/>

Childline

Childline is a free, private and confidential service where you can talk about anything.

<https://www.childline.org.uk/>

Kidscape

Kidscape provides children, families, carers and professionals with advice and training to prevent bullying.

<https://www.kidscape.org.uk/>

Cybersmile

The Cybersmile Foundation is an international non-profit organisation providing support to victims of cyberbullying and online hate.

<https://www.cybersmile.org/>



[Internetmatters.org/instagram-young-people-toolkit](https://www.internetmatters.org/instagram-young-people-toolkit)

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