



# Own Your Feed

Instagram has always been a place for exploring your passions, sharing your interests, and connecting with the people you care about. We want you to feel comfortable to express yourself, and to feel enriched and empowered as an individual by what you see on your Instagram.

In this year's survey for *Love Your Body Week*, The Butterfly Foundation and Sportsgirl found that 41.5% of people most of the time or always compare themselves to others on social media. To support their work in changing the conversation, we are proud to share this new **Own Your Feed** guide to ensure your time on Instagram is inspiring, supportive, and empowering.

You are the curator of your Instagram account, so everybody's feed will look different. That also means every person has the power to shape their own Instagram to make it a positive and affirming space — from the accounts you follow to the content you share. To support that, we've collaborated with health experts to develop tools which ensure your wellbeing and safety, which are included in this guide.

**Own Your Feed** outlines simple steps you can take today to enhance your experience. We feel a great responsibility to make sure Instagram is a supportive community for everyone, and believe these tips can positively transform not only the way your feed looks, but also impact the feeds of the people who follow you.

## Own Your Time

We want to make sure the time people spend on Instagram is positive and intentional, so we developed new tools to help you manage the time you spend on the platform. Launched this year, these tools are based on collaboration with external experts, extensive research and feedback from our community.

Users will be able to access Time Well Spent tools, including:

- A *dashboard* that shows how much time they have spent in the app, on that device, in the past week;
- A customizable *daily time reminder*, a timer you can set to give you an alert when you've exceeded what you think is an appropriate amount of time on the app;
- A *mute push notifications* setting to limit receiving Instagram notifications for a period of time when you need to focus.

These tools have started to be rolled out globally, and will be available to all soon. To access the tools, go to the settings page on Instagram and tap "Your Activity".

## Own Your Comments

It's important for you feel comfortable with the comments on your posts. We've developed anti-bullying comment filters to automatically hide offensive comments, manually chosen keywords, or default keywords we have identified. This feature not only automatically filters out bullying comments intended to harass or upset people in our community, so people never have to see those comments, but will also alert us to repeated problems so we can take action.

To turn on Comment Filters, go to Settings on the app and select 'Comment controls'. Turn on the "Hide offensive comments" option. You can also manually add specific words and phrases you find offensive to be blocked from your comments, by saving them in the "Manual Filter" option also found here.

If there are ongoing issues with your comments, you can also select individual followers to block comments from, or choose only the followers you will allow to comment. This function is also available in the "Comment controls" section, at the top.



Strengthening our relationships improves well-being and happiness. Research also shows that the more engaging and interactive your time is on Instagram, the more positive effects it can have on your mental health. When using Instagram, take the opportunity to like and comment positively on your friends' posts, to show your support and assist in creating a safer space for them on Instagram too.

## Own Your Privacy

You may feel more comfortable sharing more personal content about yourself if your account is private, or the posts and content you share are only viewable by select groups. Use the tools below to empower your privacy and who sees your content:

*You control your privacy.* As a default setting, photos and videos you share in Instagram can be seen by anyone (unless you share them over Direct). However you can easily make your account private, so you approve anyone who wants to follow you and view your posts. To make your account private, tap (profile button) on the bottom right and then (options button) (iOS) or (3 vertical dots) (Android). Scroll down to Private Account and move the slider to the right. The slider will turn blue once the account is private.

*Be picky about who you share with.* Instead of sharing a photo or video with all your followers, you can select who can see it. Instead of the main upload tool, click on the Instagram Direct icon in the top right corner and choose who to share it with (up to 15 people). With Stories, you can also select individual followers or groups to share with, and you can identify a group of "Close Friends" to share any Story with instead of posting publicly.

*Use a strong password, and don't share it.* This gives you some control over how you're represented in social media because other people won't be able to use your password to impersonate you.

## Own Your Follows

Be conscious of the people you follow, and how they impact you. Be aware of how you feel as you scroll through Instagram — some friends and followers make us laugh, give us advice, and inspire us with their confidence. However if anyone you're following makes you feel bad about yourself or your body, directly or indirectly, carefully review their place on your feed. We hope the accounts you follow make you feel empowered, informed, or inspired. This will be different for every person on Instagram, but it's important to be aware of how each post and follower makes us feel, and make decisions about following them accordingly.

You can now follow hashtags, and there are plenty that connect you to communities of support and add empowering images to your Instagram feed. Check the hashtags your favorite accounts are using, and as a starting point check out some of these popular, inspiring hashtags:

- #SelfCare
- #BodyPositivity
- #HonorMyCurves
- #PositiveVibes
- #EffYourBeautyStandards
- #EDRecovery
- #LoveYourself
- #NoBodyShame

You can remove followers and block people on Instagram who impact your experience negatively. When they block someone, that person can't view their photos/videos or search for their Instagram account. The blocked person can still mention your username on Instagram, but you won't be notified about it. If you change your username after they block them, they won't be able to mention you unless they know the new username. People aren't notified when they're blocked. To block an account, navigate to that account's profile, open the "..." menu in the upper right corner and tap "Block User."

