

# Introducing Instagram Teen Accounts



## Built-in protection for teens, peace of mind for parents

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Introducing Instagram Teen Accounts: a new, protected experience for teens, guided by parents. Teens who use Instagram, whether they are new to the app or not, will be automatically placed into Teen Accounts.

Teen Accounts offer teens new ways to explore their interests, including access to an all-new feature, designed just for them. This feature allows them to select topics they want to see more of in Explore and their recommendations so they can focus on the fun, positive content they love.

Teen Accounts also have built-in protections that limit the content teens see and control who can contact them. Teens under 16 will need parental permission to change any of these settings to be less strict.

### Default protective settings include:

- **Private accounts:** Requires teens to accept new followers, and people who don't follow them can't see their content or interact with them.
- **Messaging restrictions:** Teen Accounts default to our strictest messaging settings, so teens can only be messaged by people they follow or are already connected to.
- **Sensitive content restrictions:** Teens will automatically be placed into the most restrictive setting of our sensitive content control, which limits the type of sensitive content (such as content that shows people fighting or promotes cosmetic procedures) teens see in places like Explore and reels.
- **Limited interactions:** Teens can only be tagged or mentioned by people they follow. We'll also automatically turn on the most restrictive version of our anti-bullying feature, Hidden Words, so that offensive words and phrases will be filtered out of teens' comments and direct message requests.
- **Time limit reminders:** Teens will get notifications telling them to leave the app after 60 minutes each day.
- **Sleep mode enabled:** Sleep mode will be turned on between 10 PM and 7 AM, which will mute notifications overnight and send auto-replies to direct messages.

