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Tennessee v. Meta
Case No. 23-1364-IV
DX1989

Keeping Instagram Safe: More Tools and Control

By Kevin Systrom, Co-Founder & CEO December 21, 2016

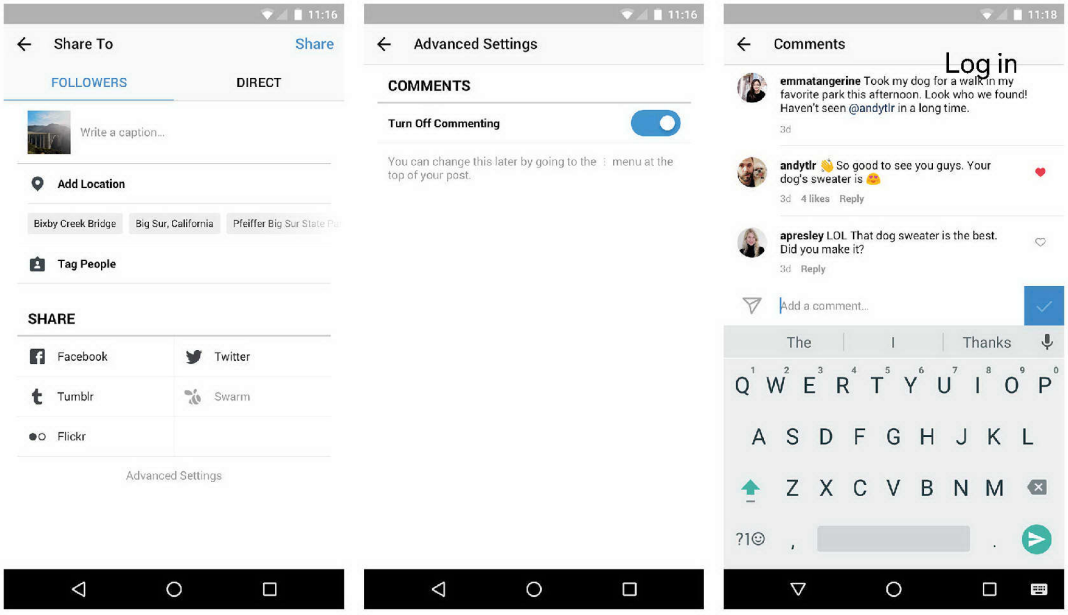
Since the beginning of Instagram, we have focused on making it a welcoming place for everyone. In September, I shared our commitment to keeping Instagram a positive place for self-expression. I'd like to tell you about a few more tools we're launching to keep people safe.

Comment Control Features

Comments are where the majority of conversation happens on Instagram. While comments are largely positive, they're not always kind or welcome. Previously, we launched the ability to filter comments based on keywords. This was an important step in giving you more control over your comments experience. However, there are two more features we think will improve this experience.

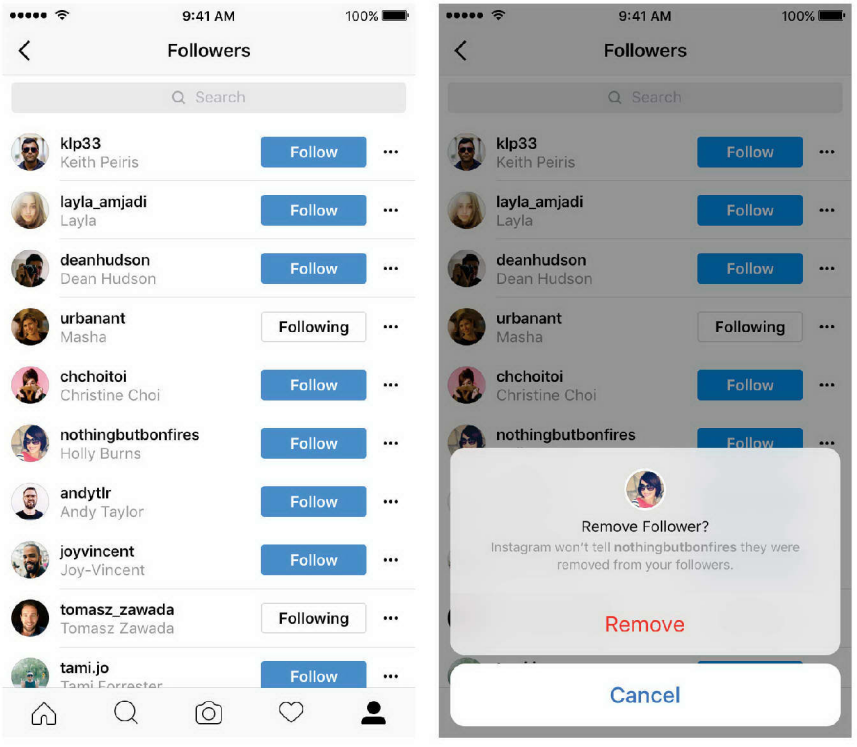
We'll soon add a way to turn off comments on any post. Sometimes there may be moments when you want to let your post stand on its own. Previously this was only available for a small number of accounts. In a few weeks, it will be available for everyone. Tap "Advanced Settings" before you post and then select "Turn Off Commenting." You can also tap the "..." menu any time after posting to turn commenting back on.

In the coming weeks, we're also adding the ability to like comments by tapping a heart icon next to any comment. Liking lets you show support and encourages positivity throughout the community.



Ability to Remove Followers from Private Accounts

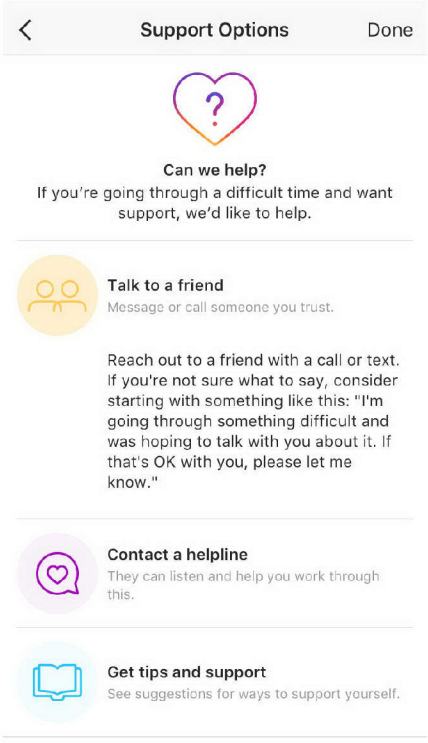
Some people on Instagram choose to have private accounts, which means they approve each follower. This is an important way for people to feel comfortable sharing with close friends and family. In the past, once you approved a follower, there was no simple way to undo that decision without blocking them. Going forward, if your account is private, you can remove followers by going to your list of followers and tapping the "..." menu next to any person's name. The person will not be notified that you removed them as a follower.



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Anonymous Reporting for Self-Injury Posts

Finally, we want to continue to be a place where people can share deeply personal moments. From time to time, you may see friends struggling and in need of support. If you believe that someone you care about may be thinking about injuring themselves, you can report it anonymously, and we will connect your friend to organizations that offer help. We have teams working 24 hours a day, seven days a week, around the world to review these reports.



These updates still mark the beginning. We will continue to work to maintain Instagram as a welcoming and safe place for everyone. To learn more about these tools and others, check out the Instagram Help Center.

Kevin Systrom
Co-Founder & CEO

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