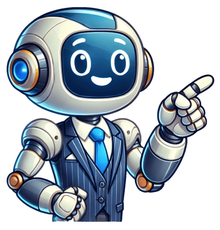
I'm not a robot



Download Article Stop following random Instagram users by securing your account Download Article Have you noticed that you're suddenly following a bunch of random Instagram accounts? This usually happens when spammers get control of your account, either by hacking into it, or through a third-party app you've approved. To prevent your Instagram account from automatically following others, you'll need to make sure nobody can access your account but you. This wikiHow article teaches you how to stop automatically following Instagram accounts by removing access to connected apps, updating your password, and turning on two-factor authentication. Auto following is usually the result of giving a third-party app or website access to your Instagram account. Go to your profile, tap the menu icon, and press Settings and Privacy. Tap Website permissions and Apps and Websites. Then, remove any apps you dont want connected to your account.1Click or tap your profile icon or picture . The first thing you'll need to do to stop auto-following accounts is to block access from third-party apps. Start by going to your Instagram profile in the mobile app or on the web at . 2Tap the three-line menu . You'll find the menu icon at the top-right corner of your profile if you're using the Instagram mobile app, or at the bottom-left on a computer. Advertisement 3Tap Settings and privacy. If you're using a computer, click Settings instead.4Scroll down and tap Website permissions. If you're using a computer, you can skip this step.5Tap Apps and websites. This takes you to the list of apps and websites you've connected to your Instagram account.6Tap Remove under apps or websites you don't trust. You'll see three tabs: "Active," "Expired," and "Removed." On the Active tab, you'll see apps and websites that currently have access to your account. Remove any apps or websites that you don't recognize, as well as any connected apps that claim to get you followers. Advertisement 1Tap the profile icon or your profile photo . You'll see one of these two options at the bottom-right corner of the screen.[2]If you're following random accounts on Instagram, it may be because somebody gained access to your account. This method will help you secure your account by resetting your password.2Tap the three-line menu . You'll see this in the top right corner of your screen.3Tap Settings and privacy. It's at the top of the menu.4Tap Accounts Center. It's at the top of the menu.5Tap Password and security. This option is under the "Account settings" header.6Tap Change password. A list of your Meta accounts, including any linked Facebook accounts, will appear.7Select your Instagram account. This takes you to the "Change password" screen.8Enter your current password. To change your password, you need to enter the current one correctly in the "Current password" text field.If you don't know the password, you can read about resetting a forgotten Instagram password.9Enter your new password twice. You'll need to enter your password and confirm it correctly before you can continue. If you misspell your password between the two entries, you'll need to re-enter it to proceed.Make sure your new password is at least 8 characters long and has a combination of letters, numbers, and symbols.10Tap Change password. It's at the bottom of the screen. You'll get an email confirmation that you've changed your password.Now that you've updated your password, you can safely unfollow the random accounts.11Enable two-factor authentication. The best way to keep your Instagram account secure is to require an additional step for logging in. When you use two-factor authentication, you'll receive a confirmation code via text, WhatsApp, or through an authentication app like Google Authenticator. This prevents anyone who doesn't have access to your phone from logging in as you. To turn it on:Return to your Settings and privacy and go to Accounts Center > Password and security.Tap Two-factor authentication.Select your Instagram account.Tap Get started.[3]Select an authentication method. If you don't have any of the listed apps, you can download them from the App Store or Play Store, or choose Text Message.Follow the on-screen instructions to complete the setup. Advertisement 1Go to and sign in. You can change your password in any web browser for Windows, Mac, or Linux.If you've been following random accounts automatically, your account may be compromised. This method will help you change your password.2Click More. You'll see this next to three horizontal lines at the bottom-left corner of the page.3Click Settings. It's the first option at the top of the menu.4Click Accounts Center. It's at the top of the menu. 5Click Password and security. This option is in the left panel. 6Click Change Password. You'll see this at the top of the right panel. If you have multiple Meta accounts, select your Instagram account before you continue.7Enter your current password. To successfully change your password, you need to enter your current one correctly in the "Current password" text field.8Enter and confirm your new password. You'll need to type your new Instagram password twice to confirm. Your new password should be at least 8 characters long and have a combination of letters, numbers, and symbols.9Click Change Password to confirm. As long as your passwords match, you'll receive an email confirmation that you've changed your password.10Turn on two-factor authentication. The best way to keep your Instagram account secure is to require an additional step for logging in. When you sign in, you'll need to verify a code that you'll receive on your phone through text message, WhatsApp, or Google Authenticator. This way, nobody will be able to gain access to your account without the secondary code. To turn it on:Return to your Instagram Settings and go to Accounts Center > Password and Security.Click Two-factor authentication.Select your Instagram account.Select a security method and follow the on-screen instructions to complete the setup. Advertisement Ask a Question Advertisement Thanks Thanks Advertisement Reviewed by: Social Media Marketing Expert This article was reviewed by Anyah Le Gilmore-Jones and by wikiHow staff writer, Nicole Levine, MFA. Anyah Gilmore-Jones is a Social Media Marketing Expert based in Nashville, Tennessee. An innovative experiential and social media marketer, Anyah is skilled at creating engaging brand experiences and leverages her passion for connecting people and ideas to drive organic growth for purpose-driven brands. As the founder of GROW by Gilmore, a social media strategy company, Anyah develops data-driven social media strategies focused on authentic community building. She has over 4 years of experience spearheading viral campaigns and producing content for brands like HBCU Buzz, Black & Scholared, SHEIN, and Project Art Collective. She received her BA from Howard University in Political Science and Government. This article has been viewed 687,029 times. Co-authors: 5 Updated: March 22, 2024 Views:687,029 Categories: Instagram PrintSend fan mail to authors Thanks to all authors for creating a page that has been read 687,029 times. Instagram is a photo and video sharing social networking service launched in 2010. The app allows users to import, edit, and share media with hashtags or geographical locations. Instagram users can follow their desired users, making up their personal feed.However, some users have reported a problem where Instagram automatically follows unknown accounts. This happens when youre randomly following unfamiliar users or whom youve never seen before. In this guide, well tell you why youre following random accounts on Instagram and how to fix the IG automatically follow issues on your account.Read on to learn more. Does Instagram Automatically Follow Accounts?No. Besides receiving occasional follow recommendations and other notifications, Instagram wont automatically follow accounts without your consent. While this doesnt mean that your account will be blocked soon, theres a possibility of your account being compromised by an unknown user.So, if youre asking, why am I following random accounts on Instagram? here are some common reasons why this happens:Your account is compromised by third-party apps.An unknown user has remote access or is hacking into your account to follow people at random.A similar issue is when you are no longer getting updates from accounts that you already follow. In this case, it can be useful to check for signs youve been restricted on Instagram. How to Stop Instagram Automatically Follows IssueStopping this issue is easy as long as you know the proper methods. Remember to review each fix and see which one is most effective for your Instagram account. If you are already following too many accounts, then you may be interested in How to Mass Unfollow on Instagram. One common cause of the Instagram auto-follow issue is third-party apps, specifically, apps that are linked to your Instagram account. These apps contain permissions that sometimes give the app access to your followers.Suspicious appsgiven permission can be easily used to auto-follow random profiles. Not only are these apps harmful, but acts such as auto-following can get you flagged by Instagram as a bot or spam account.To remove all linked third-party apps on your Instagram account, follow these steps:Visit Instagrams web version on your computer and log in to your account.Select your Profile thumbnail and choose the Settings (Gear) icon to open the Options menu.Under Settings, choose Apps and Websites.You will now see all the apps and sites linked to your Instagram account.Select all apps and sites and remove them. Refresh the page to check if theyre now unlinked.Log in to your Instagram account via the app on your phone and see if it still follows random accounts.If you want to boost engagement with your followers, its important to stay on top of trends such as reversing audio and dance challenges. Learn how to reverse audio on Instagram here. Fix #2: Log Out of Your Instagram Account on All Devices and Change Your PasswordIf the problem still exists, theres a high chance that someone has remote access to your account. It may be hacked or logged in to an unknown persons phone. To verify this, youll first need to see your login activity. To do this, proceed to these steps:Launch Instagram on your smartphone.Go to your Profile and select the Options (Hamburger icon) button.Choose Settings > Security and tap Login Activity.Under the Where Youre Logged In section, you will see all devices where youve been recently signed in.To remove all of them, select the three dots icon on the right side of each device name and choose Log out.Note: Its essential to log out of all devices on the list to ensure that youre the only one with access to your account.Once logged out, you will now be prompted to change your password. If not, heres how you can change your Instagram accounts password:Select your Profile and choose the Options icon.Choose Settings > Security and select Password.Youll be asked to type in your Current password once and yourNew password twice. Make sure to use a unique passwordnot used on any of your online accounts.Additionally, you can turn on two-factor authentication on your account. This feature adds security to your Instagram account upon logging in.To set up two-factor authentication on your account, do the following:Select your Profile and go to Options > Settings.Choose Security and select Two-Factor Authentication.Tap Get Started and choose your desired security method. You can choose between an Authentication App (like Google Authenticator) or aText Message.Important: Remember to update your phone number to successfully receive the six-digit codes sent to you by the app.After choosing a security method, the app will send a confirmation code to the phone numberregistered to your account.Type in the code and select Next. You can now log in to your Instagram account using two-factor authentication.If you want to level up your gram game, also read how to hide posts from someone on Instagram. We can also help you fix the Instagram 5xx Server Error. Final ThoughtsInstagram is a famous social media platform where you can share photos and videos with other users. You can also follow your desired users to make up your personal feed. However, users have experienced Instagram autofollowing random accounts.Hence, this guide hopefully helps you to fix the IG automatically follow problem. If youre flagged as a spam account due to this issue, contact Instagram Support for further help. Many Instagram users find themselves puzzled when their account begins to automatically follow random profiles. This unexpected behavior can lead to confusion and concerns about account security.Understanding why an Instagram account automatically follows others is essential to maintaining control over one's social media presence. Such issues might arise due to compromised accounts, app permissions, or other underlying factors. Identifying the cause is the first step toward regaining control and ensuring the privacy of personal information online.1. Unauthorized App AccessUnauthorized app access is a common reason behind Instagram accounts automatically following other users. When third-party apps gain access to an account, they often have permissions to interact with it on behalf of the user. This can include actions like following other accounts without explicit consent.Users may unknowingly grant these permissions when they connect apps to enhance their Instagram experience. Many apps promise additional features or analytics, enticing users to link them to their Instagram accounts. However, these apps often come with hidden risks.To safeguard an account, it is crucial to regularly review and manage app permissions. This involves accessing the Instagram security settings to view connected apps and websites. Users can choose to remove access for any unauthorized or unnecessary apps. Taking this step helps to prevent unwanted actions from occurring on the account.Keeping vigilant against unauthorized app access not only stops automatic following but also enhances overall account security.2. Security Breach NotificationsSecurity breach notifications are critical alerts that help Instagram users understand when their accounts might be compromised. These notifications typically inform users of unauthorized access or suspicious activity linked to their profiles.When users receive a security breach notification, it is crucial to respond promptly. They should review recent login activities and ensure there are no unfamiliar devices or locations listed. This step helps identify if an unauthorized party is accessing the account.To increase protection, Instagram can guide users through a security checkup. Users may be prompted to change their passwords and review security settings, like two-factor authentication. These measures are designed to prevent further security issues and unauthorized access.Ignoring these notifications can lead to further breaches, so users must act quickly to safeguard their account information.3. Compromised Password IssuesWhen an Instagram account begins to follow random people automatically, a compromised password may be the cause. Unauthorized access to an account allows outsiders to perform actions such as following unwanted accounts.Users often overlook the importance of a strong, unique password. Weak passwords are more susceptible to breaches, increasing the likelihood of unauthorized access.Changing the Instagram password is a crucial first step. This action helps to block any unauthorized users who might have gained access. It is recommended to use a combination of upper and lower case letters, numbers, and special characters.Enabling two-factor authentication (2FA) adds an extra layer of security. With 2FA, even if someone knows the password, they would also need access to a second form of verification.Reviewing connected third-party applications is essential. Sometimes, these apps might have excessive permissions that allow them to follow other accounts. Revoking access in such cases helps prevent unwanted actions.Keeping passwords secure and using additional security measures can significantly reduce unauthorized access risks. Avoid sharing passwords and check regularly for suspicious activity to maintain the account's integrity.4. Third-Party App PermissionsInstagram users often find that their account is automatically following new people due to third-party app permissions. These applications, when granted access, can interact with user accounts. Many users unknowingly allow permissions when engaging with games or services linked to Instagram.Reviewing and managing app permissions is critical. To do this, one should navigate to their Instagram settings to find the list of apps with account access. It is recommended to revoke access from any unnecessary app, especially if the app's purpose is unclear.Changing passwords and updating authentication methods can also assist in securing an account against unwanted actions by third-party applications. Regularly monitoring for unusual activity can help maintain control over who is being followed.5. Phishing Attack RecoveryPhishing attacks can compromise Instagram accounts by tricking users into revealing their login details through deceptive messages or links. These incidents may lead to unauthorized activities, such as automatically following random accounts. Recognizing signs of phishing can help mitigate their impact.Once a phishing attack is identified, immediately reset the password to prevent further unauthorized access. Use a strong and unique password that combines letters, numbers, and special characters to enhance security.After changing the password, enable two-factor authentication (2FA) for added protection. This requires a second verification step when logging in, making it more difficult for attackers to gain access even if they have the password.Review the account's login activity regularly to detect any unusual access. Revoke access to any unfamiliar or suspicious third-party apps to prevent them from interacting with the account.In the aftermath of a phishing attack, it is crucial to notify Instagram support. They can provide assistance and advice on any additional necessary actions to secure the account effectively.6. Account Activity LogsAccount activity logs on Instagram can provide insightful details about unexpected account behaviors, such as automatic follows. Users can check these logs to see recent account actions, helping to identify any unauthorized activity or device logins.By accessing the account settings, users can view all devices logged into their Instagram account. This feature assists them in pinpointing unfamiliar devices that may have unauthorized access.Scrutinizing the devices listed can be crucial. If any device seems unfamiliar, users are advised to immediately log out and change their password. This step can prevent further unauthorized actions and secure the account from potential misuse.Account activity logs also show login history, device information, and location. Reviewing this information ensures users can respond promptly to any suspicious activity. Taking proactive steps to monitor and manage account access is vital for maintaining control.Common Causes of Unintended FollowingUnintended following of random Instagram accounts can primarily occur due to unauthorized app permissions and compromised account security. These causes can often be managed by adjusting user settings and monitoring account activity closely.Third-Party App PermissionsMany users connect various third-party apps to their Instagram accounts, seeking additional features or enhancements. Some of these apps may request access to account activity, including the ability to follow accounts.It is crucial to review these permissions periodically. Unintended following can happen when permissions are too broad, allowing apps to perform actions independently. Revoking access to unrecognized or unnecessary apps can mitigate this risk. Instagram's settings allow users to see a list of all connected apps and remove any that may seem suspicious.Moreover, users should be cautious about granting permissions to unknown or untrusted third-party apps. These apps might not just misuse the following feature but could gain access to sensitive account information.Account Security BreachesSecurity breaches can also lead to unintended following. If an account is compromised, unauthorized entities might gain control and follow accounts without the user's consent.One common sign of a breach is irregular account activity, such as unexpected follows or likes. Implementing robust security measures is essential in protecting against such intrusions. Users are advised to use strong passwords and change them regularly.Activating two-factor authentication (2FA) provides an additional layer of security by requiring a secondary verification step in the login process. Regularly monitoring account activity for irregularities can help detect potential breaches early, minimizing unauthorized actions on the account. This vigilant approach can significantly reduce the likelihood of unintended actions being carried out by unauthorized parties.Tips for Securing Your Instagram AccountSecuring your Instagram account is essential to prevent unauthorized access and maintain your privacy. Key steps include changing passwords regularly and revoking access to any apps that appear suspicious.Changing Passwords RegularlyRegularly updating your Instagram password is a critical step in protecting your account from unauthorized access. It's advisable to choose a strong password that combines upper and lower case letters, numbers, and symbols. Avoid using easily guessable information like birthdays or common words.Users can enhance security by setting a schedule to change passwords, such as every three months. Instagram offers a password reset feature that makes this process straightforward. If you suspect any unusual activity, changing your password immediately can help mitigate potential security breaches.Using a password manager can simplify this process, ensuring passwords are both strong and unique across different accounts. This approach reduces the chance of using the same or similar passwords across multiple platforms, a common vulnerability exploited by hackers.Revoking Access to Suspicious AppsUnauthorized apps linked to your Instagram account can pose significant security risks. To maintain control, regularly audit the apps that have access to your Instagram account. This can be done through the settings menu, where users can view and manage third-party apps.If any app seems unfamiliar or unnecessary, it's crucial to revoke its access immediately. Only trust apps from reputable sources and verify that they have legitimate purposes for accessing your account. This minimizes the likelihood of data leaks or unauthorized activities.By carefully managing app permissions, users can keep their account secure. It also reduces the risk of the account automatically following or liking content as a result of malicious app behavior. Periodically reviewing these permissions is a proactive way to safeguard your online presence. Download Article Stop following random Instagram users by securing your account Download Article Have you noticed that you're suddenly following a bunch of random Instagram accounts? This usually happens when spammers get control of your account, either by hacking into it, or through a third-party app you've approved. To prevent your Instagram account from automatically following others, you'll need to make sure nobody can access your account but you. This wikiHow article teaches you how to stop automatically following Instagram accounts by removing access to connected apps, updating your password, and turning on two-factor authentication. Auto following is usually the result of giving a third-party app or website access to your Instagram account. Go to your profile, tap the menu icon, and press Settings and Privacy. Tap Website permissions and Apps and Websites. Then, remove any apps you dont want connected to your account.1Click or tap your profile icon or picture . The first thing you'll need to do to stop auto-following accounts is to block access from third-party apps. Start by going to your Instagram profile in the mobile app or on the web at . 2Tap the three-line menu . You'll find the menu icon at the top-right corner of your profile if you're using the Instagram mobile app, or at the bottom-left on a computer. Advertisement 3Tap Settings and privacy. If you're using a computer, click Settings instead.4Scroll down and tap Website permissions. If you're using a computer, you can skip this step.5Tap Apps and websites. This takes you to the list of apps and websites you've connected to your Instagram account.6Tap Remove under apps or websites you don't trust. You'll see three tabs: "Active," "Expired," and "Removed." On the Active tab, you'll see apps and websites that currently have access to your account. Remove any apps or websites that you don't recognize, as well as any connected apps that claim to get you followers. Advertisement 1Tap the profile icon or your profile photo . You'll see one of these two options at the bottom-right corner of the screen.[2]If you're following random accounts on Instagram, it may be because somebody gained access to your account. This method will help you secure your account by resetting your password.2Tap the three-line menu . You'll see this in the top right corner of your screen.3Tap Settings and privacy. It's at the top of the menu.4Tap Accounts Center. It's at the top of the menu.5Tap Password and security. This option is under the "Account settings" header.6Tap Change password. A list of your Meta accounts, including any linked Facebook accounts, will appear.7Select your Instagram account. This takes you to the "Change password" screen.8Enter your current password. To change your password, you need to enter the current one correctly in the "Current password" text field.If you don't know the password, you can read about resetting a forgotten Instagram password.9Enter your new password twice. You'll need to enter your password and confirm it correctly before you can continue. If you misspell your password between the two entries, you'll need to re-enter it to proceed.Make sure your new password is at least 8 characters long and has a combination of letters, numbers, and symbols.10Tap Change password. It's at the bottom of the screen. You'll get an email confirmation that you've changed your password.Now that you've updated your password, you can safely unfollow the random accounts.11Enable two-factor authentication. The best way to keep your Instagram account secure is to require an additional step for logging in. When you use two-factor authentication, you'll receive a confirmation code via text, WhatsApp, or through an authentication app like Google Authenticator. This prevents anyone who doesn't have access to your phone from logging in as you. To turn it on:Return to your Settings and privacy and go to Accounts Center > Password and security.Tap Two-factor authentication.Select your Instagram account.Tap Get started.[3]Select an authentication method. If you don't have any of the listed apps, you can download them from the App Store or Play Store, or choose Text Message.Follow the on-screen instructions to complete the setup. Advertisement 1Go to and sign in. You can change your password in any web browser for Windows, Mac, or Linux.If you've been following random accounts automatically, your account may be compromised. This method will help you change your password.2Click More. You'll see this next to three horizontal lines at the bottom-left corner of the page.3Click Settings. It's the first option at the top of the menu.4Click Accounts Center. It's at the top of the menu. 5Click Password and security. This option is in the left panel. 6Click Change Password. You'll see this at the top of the right panel. If you have multiple Meta accounts, select your Instagram account before you continue.7Enter your current password. To successfully change your password, you need to enter your current one correctly in the "Current password" text field.8Enter and confirm your new password. You'll need to type your new Instagram password twice to confirm. Your new password should be at least 8 characters long and have a combination of letters, numbers, and symbols.9Click Change Password to confirm. As long as your passwords match, you'll receive an email confirmation that you've changed your password.10Turn on two-factor authentication. The best way to keep your Instagram account secure is to require an additional step for logging in. When you sign in, you'll need to verify a code that you'll receive on your phone through text message, WhatsApp, or Google Authenticator. This way, nobody will be able to gain access to your account without the secondary code. To turn it on:Return to your Instagram Settings and go to Accounts Center > Password and Security.Click Two-factor authentication.Select your Instagram account.Select a security method and follow the on-screen instructions to complete the setup. Advertisement Ask a Question Advertisement Thanks Thanks Advertisement Reviewed by: Social Media Marketing Expert This article was reviewed by Anyah Le Gilmore-Jones and by wikiHow staff writer, Nicole Levine, MFA. Anyah Gilmore-Jones is a Social Media Marketing Expert based in Nashville, Tennessee. An innovative experiential and social media marketer, Anyah is skilled at creating engaging brand experiences and leverages her passion for connecting people and ideas to drive organic growth for purpose-driven brands. As the founder of GROW by Gilmore, a social media strategy company, Anyah develops data-driven social media strategies focused on authentic community building. She has over 4 years of experience spearheading viral campaigns and producing content for brands like HBCU Buzz, Black & Scholared, SHEIN, and Project Art Collective. She received her BA from Howard University in Political Science and Government. This article has been viewed 687,029 times. Co-authors: 5 Updated: March 22, 2024 Views:687,029 Categories: Instagram PrintSend fan mail to authors Thanks to all authors for creating a page that has been read 687,029 times. The best way to keep your Instagram account secure is to require an additional step for logging in. When you sign in, you'll need to verify a code that you'll receive on your phone through text message, WhatsApp, or Google Authenticator. This way, nobody will be able to gain access to your account without the secondary code. To turn it on:Return to your Instagram Settings and go to Accounts Center > Password and Security.Click Two-factor authentication.Select your Instagram account.Select a security method and follow the on-screen instructions to complete the setup. Advertisement Ask a Question Advertisement Thanks Thanks Advertisement Reviewed by: Social Media Marketing Expert This article was reviewed by Anyah Le Gilmore-Jones and by wikiHow staff writer, Nicole Levine, MFA. Anyah Gilmore-Jones is a Social Media Marketing Expert based in Nashville, Tennessee. An innovative experiential and social media marketer, Anyah is skilled at creating engaging brand experiences and leverages her passion for connecting people and ideas to drive organic growth for purpose-driven brands. As the founder of GROW by Gilmore, a social media strategy company, Anyah develops data-driven social media strategies focused on authentic community building. She has over 4 years of experience spearheading viral campaigns and producing content for brands like HBCU Buzz, Black & Scholared, SHEIN, and Project Art Collective. She received her BA from Howard University in Political Science and Government. This article has been viewed 687,029 times. Co-authors: 5 Updated: March 22, 2024 Views:687,029 Categories: Instagram PrintSend fan mail to authors Thanks to all authors for creating a page that has been read 687,029 times. The best follower growth tool for instagram, automatically follows and unfollows users.IG Growth Pro automatically boosts your followers and manages your following count, helping you grow your account and brand organically. Features Auto follow users' followings and followers. Auto follow likers and commenters on posts. Auto follow posters on hashtag and location. Auto unfollow users who don't follow you back (followed by this tool). It will remember them and allow you to unfollow them later. Auto unfollow users who don't follow you back. Auto unfollow users who you are following. Export followed/unfollowed users log to xlsx/csv. Get Started1. Select Export type: 'Followers', 'Hashtag', 'Likes', etc.2. Enter value.3. Click the 'EXPORT' button. Data PrivacyYour data privacy is paramount. All data processing occurs on your local machine; it never transits through our servers, ensuring no one else has access to your collected data. ContactFor support or inquiries, reach out to us at lazytechofficial@gmail.com55 languagesBahasa Indonesia, Bahasa Melayu, Deutsch, English, English (Australia), English (UK), English (United States), Filipino, Franais, Kiswahili, Nederlands, Norsk, Ting Vit, Trke, catal, dansk, eesti, espaol, espaol (Latinoamrica), hrvatski, italiano, latvieu, lietuvi, magyar, polski, portugus (Brasil), portugus (Portugal), romn, slovensk, slovenina, suomi, svenska, etina, , , ,

TikTok was banned in the country.[197] Then, the following month, Reels officially launched in 50 countries including the United States, Canada and United Kingdom.[198] Then in August of that year, Instagram introduced a reels button on the home page.[199] On June 17, 2021, Instagram launched full-screen advertisements in Reels. The ads are similar to regular reels and can run up to 30 seconds. They are distinguished from regular content by the "sponsored" tag under the account name.[200] Despite the "TikTokification" of Reels and the parent company Meta spending millions on courting content creators, user engagement continued to lag way behind TikTok as of 2022.[201] Then Instagram started rolling out a new feature with made Reels up to 90 seconds long beginning in June 2022.[202] After a period of testing, a duration of up to three minutes was announced in January 2025.[203]On February 26, 2025, Instagram Reels came under fire after numerous users reported a sudden surge in violent and graphic content appearing in their feeds.[204][205] Meta issued a public apology, stating that a technical error led to the unintended recommendation of such content. A Meta spokesperson explained, "We have fixed an error that caused some users to see content in their Instagram Reels feed that should not have been recommended. We apologize for the mistake." [206][207][204] Since its inception in 2020, the usage of Instagram Reels has continuously increased. In September 2022, Instagram Reels generated over 140 billion views daily.[208] The number of monthly users also increased from 1.5 billion in 2022 to 1.8 billion as of 2024.[209][210]Researchers from the Guizhou University of Finance and Economics and Western Michigan University found that short-form videos like YouTube Shorts, TikTok, and Instagram Reels may make it easier for young adults and children to develop addictive behavior because short-form videos provide "short bursts of thrills".[211] These researchers found that college students in the U.S. and China watch short-form videos for entertainment, knowledge, and to build social identities.[212]The Wall Street Journal reported that some parents are concerned about the effects of short-form videos on their children, as there is no way to disable Instagram or set limits. When children watch short-form videos, they learn to expect continual stimulation and fast-paced changes, which can cause problems when engaging in activities that require greater focus, such as reading.[212] Recent studies highlighted the connection between short-form videos such as Instagram Reels and the brain's reward system, specifically dopamine release. According to Dr. Anna Lembke, a psychiatrist and chief of Stanford University's dual diagnosis addiction clinic, brief attention-grabbing videos act as powerful stimuli triggering dopamine surges akin to other addictive behaviors.[213] The rapid and easily consumable nature of short-form videos can elicit high levels of dopamine; since dopamine serves as a motivator rather than a direct source of pleasure, individuals are compelled to seek rewarding activities and become addicted to them. Such neurochemical responses lead to addictive patterns and behaviors, entering a vicious cycle. Digital addiction can lead to shorter attention spans and slower cognitive processing.In December 2013, Instagram announced Instagram Direct, a feature that lets users interact through private messaging (colloquially called "DM" OR "DMs"; in some regions, the messages may be known simply as "direct"/"directs"). Users who follow each other can send private messages with photos and videos, in contrast to the public-only requirement that was previously in place. When users receive a private message from someone they don't follow, the message is marked as pending and the user must accept to see it. Users can send a photo to a maximum of 15 people.[214][215][216] The feature received a major update in September 2015, adding conversation threading and making it possible for users to share locations, hashtag pages, and profiles through private messages directly from the news feed. Additionally, users can now reply to private messages with text, emoji or by clicking on a heart icon. A camera inside Direct lets users take a photo and send it to the recipient without leaving the conversation.[217][218][219] A new update in November 2016 let users make their private messages "disappear" after being viewed by the recipient, with the sender receiving a notification if the recipient takes a screenshot.[220][221]In April 2017, Instagram redesigned Direct to combine all private messages, both permanent and ephemeral, into the same message threads.[222][223][224] In May, Instagram made it possible to send website links in messages, and also added support for sending photos in their original portrait or landscape orientation without cropping.[225][226]In April 2020, Direct became accessible from the Instagram website, allowing users to send direct messages from a web version using WebSocket technology.[227] In August 2020, Facebook started merging Instagram Direct into Facebook Messenger. After the update (which is rolled out to a segment of the user base) the Instagram Direct icon transforms into Facebook Messenger icon.[228]In March 2021, a feature was added that prevents adults from messaging users under 18 who do not follow them as part of a series of new child safety policies.[98][99][100] In August 2023, Instagram introduced new adjustments to protect user privacy and prevent harassment and spam. Users can now only receive one direct message from accounts that they do not follow, and must approve the message request before further messages can be sent. This setting can be changed to allow unlimited messages from other accounts that the user does not follow.[229]In September 2024, Instagram added a sticker editor which allows users to cut out elements of photos and send them privately. It also enabled sticker addition and writing on photos.[230]See also: Story (social media)In August 2016, Instagram launched Instagram Stories, a feature that allows users to take photos, add effects and layers, and add them to their Instagram story. Images uploaded to a user's story expire after 24 hours. The media noted the feature's similarities to Snapchat.[231][232] In response to criticism that it copied functionality from Snapchat, CEO Kevin Systrom told Recode that "Day One: Instagram was a combination of Hipstamatic, Twitter [and] some stuff from Facebook like the 'Like' button. You can trace the roots of every feature anyone has in their app, somewhere in the history of technology". Although Systrom acknowledged the criticism as "fair", Recode wrote that "he likened the two social apps' common features to the auto industry: Multiple car companies can coexist, with enough differences among them that they serve different consumer audiences". Systrom further stated that "When we adopted [Stories], we decided that one of the really annoying things about the format is that it just kept going and you couldn't pause it to look at something, you couldn't rewind. We did all that, we implemented that." He also told the publication that Snapchat "didn't have filters, originally. They adopted filters because Instagram had filters and a lot of others were trying to adopt filters as well."[233][234]In November, Instagram added live video functionality to Instagram Stories, allowing users to broadcast themselves live, with the video disappearing immediately after ending. [235][172] In January 2017, Instagram launched skippable ads, where five-second photo and 15-second video ads appear in-between different stories.[236][237][238]In April 2017, Instagram Stories incorporated augmented reality stickers, a "clone" of Snapchat's functionality.[239][240][238]In May 2017, Instagram expanded the augmented reality sticker feature to support face filters, letting users add specific visual features onto their faces.[241][242] Later in May, TechCrunch reported about tests of a Location Stories feature in Instagram Stories, where public Stories content at a certain location are compiled and displayed on a business, landmark or place's Instagram page.[243] A few days later, Instagram announced "Story Search", in which users can search for geographic locations or hashtags and the app displays relevant public Stories content featuring the search term.[173][244]In June 2017, Instagram revised its live-video functionality to allow users to add their live broadcast to their story for availability in the next 24 hours, or discard the broadcast immediately.[245] In July, Instagram started allowing users to respond to Stories content by sending photos and videos, complete with Instagram effects such as filters, stickers, and hashtags.[246][247] Stories were made available for viewing on Instagram's mobile and desktop websites in late August 2017.[248][249]On December 5, 2017, Instagram introduced "Story Highlights",[250] also known as "Permanent Stories", which are similar to Instagram Stories, but don't expire. They appear as circles below the profile picture and biography and are accessible from the desktop website as well. In June 2018, the daily active story users of Instagram had reached 400million users, and monthly active users had reached 1billion active users.[251]In December 2024, Instagram announced that it was trialing a feature designed to help users reconnect with content they may have missed from their mutual followers. This new functionality showcases unseen Story Highlights at the end of the Stories tray, which is situated at the top of the feed. By doing so, users can easily access curated Stories from the past week that they might not have seen previously. Importantly, this feature will only display Story Highlightscurated collections of Stories saved by usersrather than standard Stories that disappear after 24 hours. Users will only be able to view these Highlights after they have gone through all current Stories in their tray, meaning that those who follow many accounts may find it challenging to see these updates.[252]Instagram introduced the verification feature, known as the blue verified badge, in December 2014.[253] The feature allows users to verify their accounts to confirm their authenticity.Instagram began allowing users to request verification for their accounts in August 2018.[254] This marked a significant shift from the previous system where verification was typically initiated by Instagram itself for accounts it deemed to be of public interest or high-profile.[255] With the introduction of this feature, eligible users could apply for verification directly through the Instagram app.[256]The Instagram blue verified badge is a symbol displayed next to an account's name to signify that the account is authentic, credible, and belongs to a public figure, celebrity, brand, or entity of significant public interest. It helps users easily identify legitimate accounts amidst the vast number of profiles on the platform.[257] The badge appears as a blue checkmark located next to the account's username in search results, profile pages, and comments.Obtaining the blue verified badge typically requires meeting certain criteria set by Instagram, such as being notable, authentic, unique, complete, and adhering to the platform's terms of service and community guidelines. Instagram verifies accounts based on its own discretion, and not all accounts meeting the criteria may be verified. Users can apply for verification through Instagram's settings, but the decision to grant verification ultimately rests with Instagram's team.Meta (formerly Facebook) launched paid verification on Instagram in 2021.[258] Paid verification allowed eligible Instagram users to request verification for their accounts via paying a fee,[259] rather than relying solely on meeting the platform's traditional criteria for verification.[260]Emily White joined Instagram as Director of Business Operations in April 2013.[261][262] She said in an interview with The Wall Street Journal in September 2013 that the company should be ready to begin selling advertising by September 2014 as a way to generate business from a popular entity that had not yet created profit for its parent company.[263] White left Instagram in December 2013 to join Snapchat.[264][265] In August 2014, James Quarles became Instagram's Global Head of Business and Brand Development, tasked with overseeing advertisement, sales efforts, and developing new "monetization products", according to a spokesperson.[266]In October 2013, Instagram announced that video and image ads would soon appear in feeds for users in the United States,[267][268] with the first image advertisements displaying on November 1, 2013.[269][270] Video ads followed nearly a year later on October 30, 2014.[271][272] In June 2014, Instagram announced the rollout of ads in the United Kingdom, Canada and Australia,[273] with ads starting to roll out that autumn.[274] In March 2015, Instagram announced it would implement "carousel ads", allowing advertisers to display multiple images with options for linking to additional content.[275][276] The company launched carousel image ads in October 2015,[277][278] and video carousel ads in March 2016.[279]In February 2016, Instagram announced that it had 200,000advertisers on the platform.[280] This number increased to 500,000 by September 2016,[281] and 1million in March 2017.[282][283] In May 2016, Instagram launched new tools for business accounts, including business profiles, analytics and the ability to promote posts as ads. To access the tools, businesses had to link a corresponding Facebook page.[284] The new analytics page, known as Instagram Insights, allowed business accounts to view top posts, reach, impressions, engagement and demographic data.[284] Insights rolled out first in the United States, Australia, and New Zealand, and expanded to the rest of the world later in 2016.[285][284][286]In November 2018, Instagram added the ability for business accounts to add product links directing users to a purchase page or to save them to a "shopping list".[287] In April 2019, Instagram added the option to "Checkout on Instagram", which allows merchants to sell products directly through the Instagram app.[288] In March 2020, via a blog post, Instagram announced that they are making major moderation changes in order to decrease the flow of disinformation, hoaxes and fake news regarding COVID-19 on its platform, "We'll remove COVID-19 accounts from account recommendations, and we are working to remove some COVID-19 related content from Explore unless posted by a credible health organization. We will also start to downrank content in feed and Stories that has been rated false by third-party fact-checkers."[289]In June 2021, Instagram launched a native affiliate marketing tool creators can use to earn commissions based on sales. Commission-enabled posts are labeled "Eligible for Commission" on the user side to identify them as affiliate posts. Launch partners included Sephora, MAC, and Kopari. [290]Instagram has developed and released three stand-alone apps with specialized functionality. In July 2014, it released Bolt, a messaging app where users click on a friend's profile photo to quickly send an image, with the content disappearing after being seen.[291][292] It was followed by the release of Hyperlapse in August, an iOS-exclusive app that uses "clever algorithm processing" to create tracking shots and fast time-lapse videos.[293][294] Microsoft launched a Hyperlapse app for Android and Windows in May 2015, but there has been no official Hyperlapse app from Instagram for either of these platforms to date.[295] In October 2015, it released Boomerang, a video app that combines photos into short, one-second videos that play back-and-forth in a loop.[296][297]The popularity of Instagram has led to a variety of third-party services designed to integrate with it, including services for creating content to post on the service and generating content from Instagram photos (including physical print-outs), analytics, and alternative clients for platforms with insufficient or no official support from Instagram (such as in the past, iPads).[298][299]In November 2015, Instagram announced that effective June 1, 2016, it would end "feed" API access to its platform in order to "maintain control for the community and provide a clear roadmap for developers" and "set up a more sustainable environment built around authentic experiences on the platform", including those oriented towards content creation, publishers, and advertisers. Additionally, third-party clients have been prohibited from using the text strings "insta" or "gram" in their name.[300] It was reported that these changes were primarily intended to discourage third-party clients replicating the entire Instagram experience (due to increasing monetization of the service), and security reasons (such as preventing abuse by automated click farms, and the hijacking of accounts). In the wake of the Cambridge Analytica scandal, Instagram began to impose further restrictions on its API in 2018.[299][301] [302]Third-party services can be used for unlimited browsing of public Instagram profiles without having to create an account, as well as for anonymous browsing of someone else's Stories.[303] Stories are more authentic than typical photos posted as posts because users know that in 24 hours their Stories will disappear if they don't add them as highlighted[304] (however users can check who saw their Story for 48 hours after it was published[305]). For this reason, they are very valuable for market research.[306]On December 16, 2019, Facebook announced it would expand its fact-checking programs towards Instagram,[307] by using third-party fact-checkers organizations false information is able to be identified, reviewed and labeled as false information. Content when rated as false or partly false is removed from the explore page and hashtag pages, additionally content rated as false or partly false are labeled as such. With the addition of Facebook fact-checking program came the use of image matching technology to find further instances of misinformation. If a piece of content is labeled false or partly false on Facebook or Instagram then duplicates of such content will also be labeled as false.[308]In April 2016, Instagram began rolling out a change to the order of photos visible in a user's timeline, shifting from a strictly chronological order to one determined by an algorithm. [309] Instagram said the algorithm was designed so that users would see more of the photos by users that they liked,[310] but there was significant negative feedback, with many users asking their followers to turn on post notifications in order to make sure they see updates.[311][312][313] The company wrote a tweet to users upset at the prospect of the change, but did not back down,[314] nor provide a way to change it back, which they reaffirmed in 2020.[315][316] However, in December 2021, Adam Mosseri, in a Senate hearing on child safety issues, stated that the company is developing a version of the feed that would show user posts in chronological order.[317] He later clarified the company would introduce two modes: a classic chronological feed and a version of it that would let users pick "favorite" users whose posts would be shown at the top in chronological order while other posts would be mixed in below.[318]Since 2017, Instagram has employed the ability to reduce the prominence of accounts ("shadowbanning") it believes may be generating non-genuine engagement and spam (including excessive use of unneeded hashtags), preventing posts from appearing in search results and in the app's Explore section. In a now-deleted Facebook post, Instagram wrote that "When developing content, we recommend focusing on your business objective or goal rather than hashtags".[319][320] Instagram has since been accused of extending the practice to censor posts under vague and inconsistent circumstances, particularly in regards to sexually suggestive material.[321]Instagram caused the userbase to fall into outrage with the December 2018 update.[322][323] They found an attempt to alter the flow of the feed from the traditional vertical scroll to emulate and piggy-back the popularity of their Instagram Stories with a horizontal scroll, by swiping left.[324] Various backtracking statements were released explaining it as a bug, or as a test release that had been accidentally deployed to too large an audience.[322]In November 2020, Instagram replaced the activity feed tab with a new "Shop" tab, moving the activity feed to the top. The "new post" button was also relocated to the top and replaced with a Reels tab[325] The company states that "the Shop tab gives you a better way to connect with brands and creators and discover products you love" and the Reels tab "makes it easier for you to discover short, fun videos from creators all over the world and people just like you."[326] However, users have not responded well to the change, taking their complaints to Twitter and Reddit, and The New York Times has shunned Reels in particular, saying "Not only does Reels fail in every way as a TikTok clone, but it's confusing, frustrating and impossible to navigate".[327]Also in 2020, Instagram rolled out a feature titled "suggested posts", which adds posts from accounts Instagram thinks a user would like to such user's feed.[328] The feature was met with controversy from The Verge, which reported that suggested posts would keep users glued to their feed, give Instagram more advertising space, and ultimately harm the mental health of users, while Instagram executive Julian Gutman rebutted, stating the feature was not intended to keep users glued to their screens.[94] Suggested posts received more controversy after Fast Company stated that the feature would be impossible to turn off.[329]On June 23, 2021, Instagram announced a test change to the "suggested posts" feature. The company will put suggested posts ahead of posts from people who the user is following in the Instagram feed, citing positive reception as the reason for this change.[330]This article may contain an excessive amount of intricate detail that may interest only a particular audience. Please help by spinning off or relocating any relevant information, and removing excessive detail that may be against Wikipedia's inclusion policy. (January 2024) (Learn how and when to remove this message)In 2021, The Wall Street Journal obtained and published internal research[331][332][333] Meta had conducted over several years. The leak included presentations that had been seen by the company's executives, and the findings mentioned to CEO Mark Zuckerberg in 2020.[334]The slides presented findings from three qualitative studies. The first study recruited 15 monthly instagram users with low body image and self esteem, between the ages of 13 and 21. These users all lived in San Ramon, California and were interviewed for two hours. The second study recruited 10 monthly instagram users for a 5 day diary study, where they recorded their online habits. The third study selected 7 users from the previous diary study for a 30 minute interview. None of the leaked studies were designed to be a Randomized Controlled Trial or Case-control, meaning they were incapable of drawing either strong or weak causal inferences.The WSJ reported that Instagram can worsen poor body image of young people, with teenage girls particularly vulnerable.[334] Instagram has had negative effects on the body image of one in three teenagers.[335] Instagram makes 20 percent of the teens feel worse about themselves, although it also makes 40% feel better about themselves.[336] Two-thirds of teen girls and 40 percent of teen boys experience negative social comparison. According to the leaked research, Instagram has higher impact on appearance comparison than TikTok or Snapchat.[337] Thirteen percent of British and six percent of American teenager users with suicidal thoughts could trace them to Instagram use.[335]Instagram responded to the WSJ story, saying it "focused on a limited set of findings and casts them in a negative light."[338] Meta defended not making its internal research public, saying it was "kept confidential to promote frank and open dialogue and brainstorming internally."[339] In the wake of the backlash, Meta announced that it had "paused" development of Instagram Kids, a product aimed at children. The company stated it was looking into concerns raised by the regulators and parents.[340][341]Khodarahimi and Fathi found evidence that Instagram users displayed higher levels of depressive and anxious symptoms compared to non-users.[342] However, Frison & Eggermont 2017 found that, among both boys and girls, browsing could predict the presence of depressive symptoms; liking and posting seemed to have no effect.[343] In addition, their study showed that the presence of depressive symptoms in a given user could positively predict that they would make posts.[343] The study showed that the viewing of celebrity and peer pictures could make the moods of women more negative.[343][344] In a 2021 study, Mun & Kim pointed out that Instagram users with a strong need for approval were more likely to falsely present themselves on their Instagram accounts, which in turn increased the likelihood of depression. However, depression was mitigated by the users' perception of their own popularity.[345]Lub & Trub 2015 showed that following more strangers increases social comparisons and depressive symptoms.[346] Multiple studies have found that increasing time spent on Instagram increases social anxiety and anxiety related to personal traits, physical appearance, and high-stress body areas in particular.[347][348][349] Sherlock & Wagstaff 2019 showed that both the number of followers and followees can slightly increase anxiety over personal traits.[350] Additionally, Moujaes & Verrier 2020 observed a connection between online engagement with mothering-based influencers known as InstaMums and anxiety.[351] However, Mackson et al. 2019 suggested beneficial effects of Instagram use on anxiety symptoms.[352][351]Instagram users report higher body surveillance (the habitual monitoring of one's body shape and size),[353] appearance-related pressure,[354] eating-disorder-related-pathology[355] and lower body satisfaction[355] than non-users. Multiple studies have also shown that users who take more selfies before making a post, and those who strategically present themselves by participating in such activities as editing or manipulating selfies, report higher levels of body surveillance and body dissatisfaction, and lower body esteem overall.[356][357][358] [359] Tiggermann et al. showed that facial satisfaction can decrease when one spends greater time editing selfies for Instagram. Comments related to appearance on Instagram can lead to higher dissatisfaction with one's body.[360][361][362][363]Mackson et al. 2019 found that Instagram users were less lonely than non-users[352] and that Instagram membership predicts lower self-reported loneliness.[359] A 2021 study by Bttner & Rudertb also showed that not being tagged in an Instagram photo triggers the feeling of social exclusion and ostracism, especially for those with higher needs to belong.[364] However, Brailovskaia & Margraf 2018 found a significant positive relationship between Instagram membership and extraversion, life satisfaction, and social support. Their study showed only a marginally significant negative association between Instagram membership and self-conscientiousness.[365] Fioravanti et al. 2020 showed that women who had to take a break from Instagram for seven days reported higher life satisfaction compared to women who continued their habitual pattern of Instagram use. The effects seemed to be specific for women, where no significant differences were observed for men.[366] The relationship between Instagram use and the fear of missing out, or FOMO, has been confirmed in multiple studies.[347][367] Research shows that Instagram browsing predicts social comparison, which generates FOMO, which can ultimately lead to depression.[368]There is a small positive correlation between the intensity of one's Instagram usage and alcohol consumption, with binge drinkers reporting greater intensity of Instagram use than non-binge drinkers.[369] Boyle et al. 2016 found a small to moderate positive relationship between alcohol consumption, enhanced drinking motives, and drinking behavior during college and Instagram usage,[370]A comparison of Instagram users with non-users showed that boys with an Instagram account differ from boys without an account in terms of over-evaluation of their shape and weight, skipping meals, and levels of reported disordered eating cognitions. Girls with an Instagram account only differed from girls without an account in terms of skipping meals; they also had a stricter exercise schedule, a pattern not found in boys. This suggests a possible negative effect of Instagram usage on body satisfaction and disordered eating for both boys and girls.[359][371] Several studies identified a small positive relationship between time spent on Instagram and both internalization of beauty or muscular ideals and self-objectification.[359][372][373][374] Both Appel et al. 2016 and Feltman et al. 2017 found a positive link between the intensity of Instagram use and both body surveillance and dietary behaviors or disordered eating.[375][374]Picardo et al. 2020 examined the relationship between self-harm posts and actual self-harm behaviours offline and found such content had negative emotional effects on some users. The study also reported preliminary evidence of the online posts affecting offline behavior, but stopped short of claiming causality. At the same time, some benefits for those who engage with self-harm content online have been suggested.[376] Instagram has published resources to help users in need of support.[377]Main article: SharentingSharenting is when parents post content online, including images, about their children. Instagram is one of the most popular social media channels for sharenting. The hashtag #letthembelittle contains over 10 million images related to children on Instagram. Bare 2020 analysed 300 randomly selected, publicly available images under the hashtag and found that the corresponding images tended to contain children's personal information, including name, age and location.[378]Sanz-Blas et al. 2019 showed that users who feel that they spend too much time on Instagram report higher levels of "addiction" to Instagram, which in turn was related to higher self-reported levels of stress induced by the app.[379] In a study focusing on the relationship between various psychological needs and "addiction" to Instagram by students, Foroughi et al. 2021 found that the desire for recognition and entertainment were predictors of students' addiction to Instagram. In addition, the study proved that addiction to Instagram negatively affected academic performance.[380] Additionally, Gezgin & Mihci 2020 found that frequent Instagram usage correlated with smartphone addiction.[381]The Instagram app, running on the Android operating system, September 2016See also: List of most-followed Instagram accountsAfter being released in October 2010, Instagram had one million registered users in December 2010.[382][383] In June 2011, it announced that it had 5million users,[384] which increased to 10million in September.[385][386] This growth continued to 30million users in April 2012,[385][21] 80million in July 2012,[387][388] 100million in February 2013,[389][390] 130million in June 2013,[391] 150million in September 2013,[392][393] 300million in December 2014,[394][395] 400million in September 2015,[396][397] 500million in June 2016,[398][399] 600million in December 2016,[400][401] 700million in April 2017,[402][403] and 800million in September 2017.[404][405]In June 2011, Instagram passed 100million photos uploaded to the service.[384][406] This grew to 150million in August 2011,[407][408] and by June 2023, there were over 50 billion photos uploaded to the service.[409] In October 2016, Instagram Stories reached 100million active users, two months after launch.[410][411] This increased to 150million in January 2017,[236][237] 200million in April, surpassing Snapchat's user growth,[239][240][238] and 250million active users in June 2017.[412][245]In April 2017, Instagram Direct had 375million monthly users.[222][223][224]Countries with most active users (January 2025)[413]RankCountryUsers1India414 million2United States172 million3Brazil141 million4Indonesia103 million5Turkey58.5 million6Japan57.5 million7Mexico48.8 million8United Kingdom33.4 million9Germany31.3 million10Argentina28.9 millionAs of 2014[update], Instagram's users are divided equally, with 50% iPhone owners and 50% Android owners. While Instagram has a neutral gender-bias format, 68% of Instagram users are female and 32% are male. Instagram's geographical use is shown to favor urban areas, as 17% of U.S. adults who live in urban areas use Instagram, while only 11% of adults in suburban and rural areas do so. While Instagram may appear to be one of the most widely used sites for photo sharing, only 7% of daily photo uploads, among the top four photo-sharing platforms, come from Instagram. Instagram has been proven to attract the younger generation, with 90% of its 150million users under the age of 35. From June 2012 to June 2013, Instagram approximately doubled their number of users. With regards to income, 15% of U.S. Internet users who make less than $30,000 per year use Instagram, while 14% of those making $30,000 to $50,000 and 12% of users who make more than $50,000 per year do so.[414] With respect to the education demographic, respondents with some college education proved to be the most active on Instagram, with 23%. Following behind, college graduates consist of 18% and users with a high school diploma or less make up 15%. Among these Instagram users, 24% say they use the app several times a day.[415]Ongoing research continues to explore how media content on the platform affects user engagement. Past research has found that media which show people's faces receive more 'likes' and comments and that using filters that increase warmth, exposure, and contrast also boosts engagement.[416] Users are more likely to engage with images that depict fewer individuals compared to groups and they are also more likely to engage with content that has not been watermarked, as they view this content as less original and reliable compared to user-generated content.[417] Recently Instagram has come up with an option for users to apply for a verified account badge; however, this does not guarantee every user who applies will get the verified blue tick.[418]The motives for using Instagram among young people are mainly to look at posts, particularly for the sake of social interactions and recreation. In contrast, the level of agreement expressed in creating Instagram posts was lower, which demonstrates that Instagram's emphasis on visual communication is widely accepted by young people in social communication. [419]In June 2020, because of the Black Lives Matter movement, Instagram became more widely used as a social justice platform.[420][421] Instagram-based activism (as well as other social media) has been criticized and dismissed for being performative, reductionist, and overly focused on aesthetics.[422]Like many social media sites, Instagram employs a combination of automated algorithms, user reports and human review to identify and remove illegal content such as child abuse and encouragement of terrorism. The system also aims to identify cyberbullying, hate speech and misinformation.[423]Although the U.S. government has little direct power to force social media sites to remove specific content, Instagram has on occasion done so voluntarily,[424] especially to avoid being seen as aiding the spread of fake news. On October 30, 2020, Instagram temporarily removed the "recent" tab on hashtag pages to prevent the spread of misinformation regarding the 2020 United States presidential election.[425] On January 7, 2021, following the attack on the U.S. Capitol by supporters of then-President Donald Trump, Trump was banned from Instagram "indefinitely". Zuckerberg stated "We believe the risks of allowing the President to continue to use our service during this period are simply too great."[426]Instagram has been criticized in India for not taking steps to counter homophobic and transphobic contents.[427] According to the LGBT activist Indrajeet Ghorpade, "Hateful homophobic content in English is removed but the same in Indian languages is allowed to remain on the platform... despite flagging the hateful and homophobic content to Instagram, no action has been taken."[428] In 2023, a 16-year-old queer artist allegedly died by suicide after receiving thousands of hate comments on Instagram.[429]Instagram has been the subject of criticism due to users publishing images of drugs they are selling on the platform. In 2013, the BBC discovered that users, mostly located in the United States, were posting images of drugs they were selling, attaching specific hashtags, and then completing transactions via instant messaging applications such as WhatsApp. Corresponding hashtags have been blocked as part of the company's response and a spokesperson engaged with the BBC explained:[430][431]Instagram has a clear set of rules about what is and isn't allowed on the site. We encourage people who come across illegal or inappropriate content to report it to us using the built-in reporting tools next to every photo, video or comment, so we can take action. People can't buy things on Instagram, we are simply a place where people share photos and videos.However, new incidents of illegal drug trade have occurred in the aftermath of the 2013 revelation, with Facebook, Inc., Instagram's parent company, asking users who come across such content to report the material, at which time a "dedicated team" reviews the information.[432] In 2019, Facebook announced that influencers are no longer able to post any vape, tobacco products, and weapons promotions on Facebook and Instagram. [433]In October 2013, Instagram deleted the account of Canadian photographer Petra Collins after she posted a photo of herself in which a very small area of pubic hair was visible above the top of her bikini bottom. Collins claimed that the account deletion was unfounded because it broke none of Instagram's terms and conditions.[434] Audra Schroeder of The Daily Dot further wrote that "Instagram's terms of use state users can't post 'pornographic or sexually suggestive photos.'" You can indeed find more sexually suggestive photos on the site than Collins', where women show the side of "femininity" the world is "used to" seeing and accepting."[435] Nick Drewe of The Daily Beast wrote a report the same month focusing on hashtags that users are unable to search for, including #sex, #bubblebutt, and #ballsack, despite allowing #faketits, #gunsforsale and #sexytimes, calling the discrepancy "nonsensical and inconsistent".[436]Similar incidents occurred in January 2015, when Instagram deleted Australian fashion agency Sticks and Stones Agency's account because of a photograph including pubic hair sticking out of bikini bottoms,[437] and March 2015, when artist and poet Rupi Kaur's photos of menstrual blood on clothing were removed, prompting a rallying post on her Facebook and Tumblr accounts with the text "We will not be censored", gaining over 11,000 shares. [438]The incidents have led to a #FreetheNipple campaign, aimed at challenging Instagram's removal of photos displaying women's nipples. Although Instagram has not made many comments on the campaign,[439] an October 2015 explanation from CEO Kevin Systrom highlighted Apple's content guidelines for apps published through its App Store, including Instagram, in which apps must designate the appropriate age ranking for users, with the app's current rating being 12+ years of age. However, this statement has also been called into question due to other apps with more explicit content allowed on the store, the lack of consequences for men exposing their bodies on Instagram, and for inconsistent treatment of what constitutes inappropriate exposure of the female body.[440][441]The Iranian government offered moderators bribes up to $9,000 to delete specific accounts, with Masih Alinejad being targeted in particular.[442]Censorship has occurred in several countries.See also: Internet censorship in ChinaInstagram has been blocked by China following the 2014 Hong Kong protests as many confrontations with police and incidents occurring during the protests were recorded and photographed. Hong Kong and Macau were not affected as they are part of special administrative regions of China.[443]The Cuban government blocked access to several social media platforms, including Instagram, to curb the spread of information during the 2021 Cuban protests.[444]See also: Internet censorship in IranInstagram was one of the last freely available global social media sites in Iran.[445] According to the IFJ, Instagram is popular among Iranians because it is seen as an outlet for freedom and a "window to the world". [446]Still, Iran has sentenced citizens to prison for posts made on their Instagram accounts.[447] The Iranian government blocked Instagram periodically during anti-government protests in 2019-20.[448] In July 2021, Instagram temporarily censored videos with the phrase "death to Khamenei".[449]As of September 2022, it was blocked permanently, along with WhatsApp, with an exception made for tourists and corporations who request its use.[450][451]See also: Internet in North KoreaA few days after a fire incident that happened in the Koryo Hotel in North Korea on June 11, 2015, authorities blocked Instagram to prevent photos of the incident from being spread.[452]On March 11, 2022, Russia announced it would ban Instagram due to alleged "calls for violence against Russian troops" on the platform during the ongoing 2022 Russian invasion of Ukraine.[453] On March 14, the ban took effect, with almost 80 million users losing access to Instagram.[454]On August 2, 2024, Instagram was banned by Information and Communication Technologies Authority (Turkey) after the Assassination of Ismail Haniyeh.[455] The ban lasted for nine days and was lifted on August 10, 2024, with Instagram accepting the government's demands and agreeing to work with authorities.[456]In the U.S., there is relatively little government regulation of social media content, with most content removal taking place on a voluntary basis by the companies.[424] One exception was in January 2020, when Instagram and its parent company, Facebook, Inc., removed posts "that voice support for slain Iranian commander Qasem Soleimani to comply with US sanctions".[457]Following the election of Donald Trump in 2025, various sources noted possible censorship related to the Democratic Party on Instagram and other Meta platforms.[458][459][460]Instagram was the runner-up for "Best Mobile App" at the 2010 TechCrunch Crunchies in January 2011.[461] In May 2011, Fast Company listed CEO Kevin Systrom at number 66 in "The 100 Most Creative People in Business in 2011".[462] In June 2011, Inc. included co-founders Systrom and Krieger in its 2011 "30 Under 30" list.[10]Instagram won "Best Locally Made App" in the SF Weekly Web Awards in September 2011.[463] 7x7Magazine's September 2011 issue featured Systrom and Krieger on the cover of their "The Hot 20 2011" issue.[464] In December 2011, Apple Inc. named Instagram the "App of the Year" for 2011.[465] In 2015, Instagram was named No. 1 by Mashable on its list of "The 100 best iPhone apps of all time", noting Instagram as "one of the most influential social networks in the world."[466] Instagram was listed among Time's "50 Best Android Applications for 2013" list.[467]See also: Social media and suicideIn May 2017, a survey conducted by the United Kingdom's Royal Society for Public Health, featuring 1,479 people aged 1424 and asking them to rate social media platforms depending on anxiety, depression, loneliness, bullying and body image, concluded that Instagram was the "worst for young mental health". Some have suggested it may contribute to digital dependence, whilst this same survey noticed its positive effects, including self-expression, self-identity, and community building. In response to the survey, Instagram said that "Keeping Instagram a safe and supportive place for young people was a top priority".[468][469] The company filters out the reviews and accounts. If some of the accounts violate Instagram's community guidelines, it will take action, which could include banning them.[470]In 2017, researchers from Harvard University and University of Vermont demonstrated a machine learning tool that successfully outperformed general practitioners' diagnostic success rate for depression. The tool used color analysis, metadata components, and face detection of users' feeds.[471] In 2019, Instagram began to test the hiding of like counts for posts made by its users, with the feature later made available to everyone.[73][472] In 2021, Instagram announced that like counts would return to be publicly viewable by default. Users can choose to switch them off for their whole feed or on a per-post basis.[472]Correlations have been made between Instagram content and dissatisfaction with one's body, as a result of people comparing themselves to other users. In a recent survey, half of the applicants admitted to photo editing behavior which has been linked with concerns over body image.[473] In October 2021, CNN published an article and interviews on two young women, Ashlee Thomas and Anastasia Vlasova, saying Instagram endangered their lives due to it having toxic effects on their diets.[474]In October, 2023, 42 U.S. states filed a lawsuit against Instagram and parent company Meta, accusing them of contributing to a youth mental health crisis due to the addictive nature of the platforms. The lawsuit claimed that Meta and its Instagram unit repeatedly misled the public about the dangers of its platforms and knowingly induced young children and teenagers into addictive and compulsive social media use. Meta representatives replied that they were disappointed with the lawsuit and were hoping instead to continue working with other companies from the industry to create new and better standards for applications teens use.[475][476]In response to abusive and negative comments on users' photos, Instagram has made efforts to give users more control over their posts and accompanying comments field. In July 2016, it announced that users would be able to turn off comments for their posts, as well as control the language used in comments by inputting words they consider offensive, which will ban applicable comments from showing up.[477][478] After the July 2016 announcement, the ability to ban specific words began rolling out early August to celebrities,[479] followed by regular users in September.[480] In December, the company began rolling out the abilities for users to turn off the comments and, for private accounts, remove followers.[481][61] In June 2017, Instagram announced that it would automatically attempt to filter offensive, harassing, and "spammy" comments by default. The system is built using a Facebook-developed deep learning algorithm known as DeepText (first implemented on the social network to detect spam comments), which utilizes natural-language processing techniques, and can also filter by user-specified keywords.[482][483][470]In September 2017, the company announced that public users would be able to limit who can comment on their content, such as only their followers or people they follow. At the same time, it updated its automated comment filter to support additional languages.[484][485] In July 2019, the service announced that it would introduce a system to proactively detect problematic comments and encourage the user to reconsider their comment, as well as allowing users the ability to "restrict" others' abilities to communicate with them, citing that younger users felt the existing block system was too much of an escalation.[78]An April 2022 study by the Center for Countering Digital Hate found that Instagram failed to act on 90% of abusive direct messages (DMs) sent to five high-profile women, despite the DMs being reported to moderators. The participants of the study included actress Amber Heard, journalist Bryony Gordon, television presenter Rachel Riley, activist Jamie Klingler and magazine founder Sharan Dhaliwal. Instagram disputed many of the study's conclusions.[486][487][488]On August 9, 2012, English musician Ellie Goulding released a new music video for her song "Anything Could Happen". The video only contained fan-submitted Instagram photographs that used various filters to represent words or lyrics from the song, and over 1,200 different photographs were submitted.[489]In August 2017, reports surfaced that a bug in Instagram's developer tools had allowed "one or more individuals" to gain access to the contact information, specifically email addresses and phone numbers, of several high-profile verified accounts, including its most followed user, Selena Gomez. The company said in a statement that it had "fixed the bug swiftly" and was running an investigation.[490][491] However, the following month, more details emerged, with a group of hackers selling contact information online, with the affected number of accounts in the "millions" rather than the previously assumed limitation on verified accounts. Hours after the hack, a searchable database was posted online, charging $10 per search.[492] The Daily Beast was provided with a sample of the affected accounts and could confirm that, while many of the email addresses could be found with a Google search in public sources, some did not return relevant Google search results and thus were from private sources.[493] The Verge wrote that cybersecurity firm RepKnight had found contact information for multiple actors, musicians, and athletes,[492] and singer Selena Gomez's account was used by the hackers to post naked photos of her ex-boyfriend Justin Bieber. The company admitted that "we cannot determine which specific accounts may have been impacted", but believed that "it was a low percentage of Instagram accounts", though TechCrunch stated in its report that six million accounts were affected by the hack, and that "Instagram services more than 700 million accounts; six million is not a small number".[494]In 2019, Apple pulled an app which let users stalk people on Instagram by scraping accounts and collecting data.[495] Iran has DPI blocking for Instagram.[

Verge. Archived from the original on November 12, 2020. Retrieved December 29, 2019.^ "Instagram will no longer snitch on your thirsty late-night likes". Mic. October 7, 2019. Archived from the original on October 25, 2020. Retrieved December 29, 2019.^ Lakshmanan, Ravie. "Instagram now forces people to sign in to view public profiles". Archived from the original on October 30, 2019. Retrieved May 31, 2020.^ Bell, Karissa (October 24, 2019). "You can't lurk on Instagram anymore unless you're logged in". Mashable. Archived from the original on May 20, 2020. Retrieved May 31, 2020.^ Yurieff, Kaya (October 3, 2019). "Instagram takes another page from Snapchat's playbook with new Threads app". CNN Business. Archived from the original on July 9, 2023. Retrieved July 9, 2023.^ "Instagram Threads App Now Connect with your Close Friends More Conveniently". October 6, 2019. Archived from the original on August 16, 2023. Retrieved July 10, 2023.^ Roettgers, Janko (October 3, 2019). "Instagram Launches Photo Messaging App Threads". Variety. Archived from the original on August 16, 2023. Retrieved July 10, 2023.^ Espsito, Filipe (November 17, 2021). "Instagram discontinuing its Threads direct messaging app next month". 9to5Mac. Archived from the original on February 5, 2023. Retrieved July 9, 2023.^ Perez, Sarah (November 17, 2021). "Instagram will shut down its companion app Threads by year end". TechCrunch. Archived from the original on October 6, 2023. Retrieved July 10, 2023.^ Leskin, Paige. "Fewer than 0.1% of Instagram users have bought into the hype of the platform's latest Snapchat competitor, Threads". Business Insider. Archived from the original on August 17, 2023. Retrieved July 10, 2023.^ "Instagram has announced a new feature that lets you share posts over video chat, and the platform sped up the rollout to make it available now that more people are quarantining amid the coronavirus outbreak". Business Insider. Archived from the original on August 2, 2020. Retrieved March 24, 2020.^ a b Ghaffary, Shirin (March 30, 2022). "Reels is Facebook's TikTok clone and its future". Vox. Archived from the original on August 4, 2023. Retrieved July 16, 2022.^ "Instagram's pivot to video marks the end of social media as we know it". July 9, 2021. Archived from the original on June 8, 2023. Retrieved July 16, 2022.^ a b Rauwerda, Annie (April 2022). "Meta says pivot to video is working as it shoves Reels in front of users". Input. Archived from the original on April 2, 2022. Retrieved July 16, 2022.^ "A look inside Reels: Can Instagram's new feature beat TikTok?". www.businessofbusiness.com. August 11, 2020. Archived from the original on November 16, 2020. Retrieved November 12, 2020.^ a b Carman, Ashley (August 19, 2020). "Instagram rolls out suggested posts to keep you glued to your feed". The Verge. Archived from the original on November 23, 2020. Retrieved October 23, 2020.^ "Instagram Testing TikTok-Inspired Vertical Stories in Its App". iPhone Hacks | #1 iPhone, iPad, iOS Blog. February 3, 2021. Archived from the original on February 3, 2021. Retrieved February 4, 2021.^ "Instagram removing the option to share posts in Stories for some users". The Independent. February 3, 2021. Archived from the original on April 7, 2022. Retrieved February 4, 2021.^ Carman, Ashley (March 1, 2021). "Instagram's new Live Rooms feature lets up to four people go live at once". The Verge. Archived from the original on June 6, 2023. Retrieved March 1, 2021.^ a b "Jack Ma's SCMP Joins Hong Kong Media Groups Facing China Control". Bloomberg. March 16, 2021. Archived from the original on March 16, 2021. Retrieved March 16, 2021.^ a b Klar, Rebecca (March 16, 2021). "Instagram to restrict direct messages between teens and adults they don't follow". The Hill. Archived from the original on April 30, 2023. Retrieved March 16, 2021.^ a b "Instagram stops adults from DMing teens who don't follow them". Engadget. March 16, 2021. Archived from the original on June 7, 2023. Retrieved March 16, 2021.^ "A safe version of Instagram". NetMag. March 20, 2021. Archived from the original on April 30, 2023. Retrieved April 22, 2021.^ @instagram (May 11, 2021). "Add pronouns to your profile " (Tweet) via Twitter.^ Carman, Ashley (May 11, 2021). "Instagram will let people list their pronouns on their profiles". The Verge. Archived from the original on April 30, 2023. Retrieved May 15, 2021.^ Subin, Samantha (October 4, 2021). "Facebook is suffering its worst outage since 2008". CNBC. Archived from the original on October 4, 2021. Retrieved October 4, 2021.^ "Facebook, WhatsApp, Instagram suffer worldwide outage". Associated Press. October 4, 2021. Archived from the original on October 8, 2021. Retrieved October 4, 2021.^ Duffy, Clare; Lyngaas, Sean (October 4, 2021). "Facebook, Instagram, WhatsApp go down". CNN Business. Archived from the original on October 4, 2021. Retrieved October 4, 2021.^ Malik, Aisha (April 19, 2022). "Instagram test removes 'Recent' tab from hashtag pages for some users". Tech Crunch. Yahoo. Archived from the original on October 18, 2023. Retrieved October 5, 2023.^ "Instagram Recent Tab to be axed from hashtag search! Here's why". Hindustan Times. August 22, 2022. Archived from the original on October 18, 2023. Retrieved October 5, 2023.^ Guekjian, Mireille (April 20, 2022). "New insights reveal that Instagram hashtags don't really increase post engagement". ITP Live. ITP Media Group. Archived from the original on October 18, 2023. Retrieved October 5, 2023.^ "Instagram fined 405M for violating kids' privacy". Politico. September 5, 2022. Archived from the original on September 1, 2023. Retrieved September 6, 2022.^ Hagstrom, Anders (September 6, 2022). "Europe fines Instagram $402 million for 'mishandling' children's data". FOXBusiness. Archived from the original on April 29, 2023. Retrieved September 6, 2022.^ Pierce, David (September 5, 2022). "Instagram was fined $402 million for mishandling teens' data in the EU". The Verge. Archived from the original on September 20, 2023. Retrieved September 6, 2022.^ Christison, Colleen (December 14, 2022). "Instagram Notes Explained: What the Heck Are They For?". Hootsuite. Archived from the original on August 22, 2023. Retrieved April 2, 2023.^ "Share a note with others on Instagram". Instagram. Archived from the original on June 1, 2023. Retrieved April 2, 2023.^ "New Sharing Features on Instagram: Notes, Group Profiles and More". Meta. December 13, 2022. Archived from the original on August 31, 2023. Retrieved April 2, 2023.^ "Instagram lets users post GIFs in comments: Here's how to do it". The Indian Express. February 23, 2023. Archived from the original on May 16, 2023. Retrieved May 16, 2023.^ Dellatto, Marisa. "Meta Launching $12-Per-Month Verification ServiceFollowing Twitter's Lead". Forbes. Archived from the original on March 30, 2023. Retrieved March 24, 2023.^ Espsito, Filipe (July 3, 2023). "Meta to launch its new Threads app this week as Twitter falls apart". 9to5Mac. Archived from the original on July 4, 2023. Retrieved July 4, 2023.^ Isaac, Mike (July 4, 2023). "Meta's 'Twitter Killer' App Is Coming". The New York Times. ISSN0362-4331. Archived from the original on July 4, 2023. Retrieved July 4, 2023.^ Kelly, Samantha (July 6, 2023). "Meta officially launches Twitter rival Threads. 30 million have joined already". CNN Business. Archived from the original on July 9, 2023. Retrieved July 9, 2023.^ a b Hutchinson, Andrew (December 7, 2023). "Instagram Launches New 'Close Friends Only' Podcast to Showcase Celebrity Users". Social Media Today. Retrieved October 14, 2024.^ Cavender, Elena (June 27, 2024). "Rene Rapp and Rachel Sennott talk finstas and flirting on Instagram's 'Close Friends Only' podcast". Mashable. Retrieved October 14, 2024.^ Saponara, Michael (August 13, 2024). "Megan Thee Stallion & GloRilla Joke About Not Being 'Close Friends' on Instagram". Billboard. Retrieved October 14, 2024.^ "Instagram to test new tools to fight so-called sextortion". April 11, 2024. Retrieved May 1, 2024.^ "Turkey blocks Instagram amid 'censorship' row". Al Jazeera. Retrieved August 2, 2024.^ "Turkey blocks access to Instagram. It's in response to removal of posts on Hamas chief, reports say". AP News. August 2, 2024. Retrieved August 2, 2024.^ "MTA Announces Final Commemorative Limited Edition MetroCards in Partnership with Instagram Featuring Iconic New York Content Creators". MTA. Retrieved December 11, 2024.^ Buck, Stephanie (May 30, 2012). "The Beginner's Guide to Instagram". Yahoo! News. Archived from the original on April 29, 2016. Retrieved April 22, 2017.^ "Posting & Adding Locations". Instagram Help. Instagram. Archived from the original on September 20, 2020. Retrieved April 22, 2017.^ Grant, Megan (December 6, 2016). "How To Remove Followers On Instagram, As Long As You Have A Private Account". Bustle. Bustle Digital Group. Archived from the original on August 1, 2020. Retrieved December 7, 2017.^ Frommer, Dan (November 1, 2010). "Here's How To Use Instagram". Business Insider. Archived from the original on August 23, 2015. Retrieved April 22, 2017.^ Van Grove, Jennifer (September 20, 2011). "Instagram 2.0 Launches: A Faster App With Live Filters & Hi-Res Photos". Mashable. Archived from the original on August 9, 2020. Retrieved April 22, 2017.^ Geere, Duncan (September 20, 2011). "Instagram Adds High-Res Photos, New Filters in Version 2.0". Wired. Archived from the original on September 5, 2020. Retrieved April 22, 2017.^ Setalvad, Ariha (August 27, 2015). "You can now post full-size landscape and portrait photos on Instagram". The Verge. Archived from the original on November 8, 2020. Retrieved April 22, 2017.^ Williams, Rhiannon (August 27, 2015). "Instagram finally drops square picture rules to embrace rectangular photos". The Daily Telegraph. Archived from the original on January 10, 2022. Retrieved April 22, 2017.^ Stinson, Liz (August 27, 2015). "Instagram Ends the Tyranny of the Square". Wired. Archived from the original on November 8, 2020. Retrieved April 22, 2017.^ Newton, Casey (September 6, 2016). "Instagram is getting rid of photo maps". The Verge. Archived from the original on November 8, 2020. Retrieved April 28, 2017.^ Hinchcliffe, Emma (September 6, 2016). "Instagram is killing photo maps". Mashable. Archived from the original on November 8, 2020. Retrieved April 28, 2017.^ Bell, Karissa (December 14, 2016). "No more screenshots: Instagram now lets you privately save posts". Mashable. Archived from the original on August 9, 2020. Retrieved April 28, 2017.^ Garun, Natt (December 14, 2016). "You can now bookmark Instagram posts to look at later". The Verge. Archived from the original on November 8, 2020. Retrieved April 28, 2017.^ Welch, Chris (April 17, 2017). "Instagram's saved posts can now be organized into Pinterest-like collections". The Verge. Archived from the original on November 12, 2020. Retrieved April 28, 2017.^ Fingas, Jon (April 17, 2017). "Instagram goes after Pinterest with saved post collections". Engadget. AOL. Archived from the original on May 14, 2019. Retrieved April 28, 2017.^ Constine, Josh (May 22, 2017). "Instagram deters deletion with reversible "archive" option". TechCrunch. AOL. Archived from the original on October 4, 2020. Retrieved May 23, 2017.^ Miller, Chance (May 22, 2017). "Instagram rolling out new 'archive' option for temporarily hiding posts". 9to5Mac. Archived from the original on August 2, 2020. Retrieved May 23, 2017.^ Newton, Casey (August 15, 2017). "Instagram begins organizing comments into threads". The Verge. Archived from the original on November 12, 2020. Retrieved November 8, 2017.^ Constine, Josh (August 15, 2017). "Facebook and Instagram get redesigns for readability". TechCrunch. Archived from the original on August 17, 2020. Retrieved November 8, 2017.^ a b Constine, Josh (February 22, 2017). "Instagram lets you post up to 10 photos or videos as 1 swipeable carousel". TechCrunch. AOL. Archived from the original on October 27, 2020. Retrieved April 28, 2017.^ a b Pierce, David (February 22, 2017). "Instagram Galleries Are Yet Another Reason to Never Leave Instagram". Wired. Archived from the original on October 21, 2020. Retrieved April 28, 2017.^ Kastrenakes, Jacob (August 29, 2017). "Instagram now lets you post landscape and portrait photo albums". The Verge. Archived from the original on November 12, 2020. Retrieved November 8, 2017.^ Hall, Zac (August 29, 2017). "Instagram now lets you share portrait and landscape shots in galleries". 9to5Mac. Archived from the original on August 15, 2020. Retrieved November 8, 2017.^ Estrada, Zac. "Instagram launches a portrait mode and a new way to tag friends in Stories". The Verge. Archived from the original on November 9, 2020. Retrieved April 10, 2018.^ Carman, Ashley (November 28, 2018). "Instagram is now using AI to describe photos for users with visual impairments". The Verge. Archived from the original on November 8, 2020. Retrieved December 29, 2019.^ "Instagram Live "Rooms" Let Four People Go Live Together". BuzzFeed News. March 2021. Archived from the original on April 30, 2023. Retrieved March 1, 2021.^ "Instagram adds a captions option for Stories and soon, Reels". TechCrunch. May 4, 2021. Retrieved May 4, 2021.^ Van Grove, Jennifer (January 27, 2011). "Instagram Introduces Hashtags for Users & Brands". Mashable. Archived from the original on August 31, 2020. Retrieved April 22, 2017.^ "Introducing Hashtags on Instagram". Instagram Blog. Instagram. January 26, 2011. Archived from the original on January 23, 2012. Retrieved April 22, 2017.^ "Instagram Tips: Using Hashtags". Instagram Blog. Instagram. February 15, 2012. Archived from the original on February 17, 2012. Retrieved April 22, 2017.^ "#ThrowbackThursday is only the start: Instagram hashtags for every day of the week". Digital Trends. May 4, 2017. Archived from the original on November 6, 2017. Retrieved May 31, 2017.^ "Instagram's Most Popular Hashtags Explained". Wix.com. March 4, 2015. Archived from the original on August 1, 2020. Retrieved May 31, 2017.^ Popper, Ben (December 12, 2017). "Instagram gets more #interesting". The Verge. Archived from the original on November 9, 2020. Retrieved December 15, 2017.^ Constine, Josh (December 12, 2017). "Instagram becomes an interest network with hashtag following". TechCrunch. Oath Inc. Archived from the original on December 3, 2020. Retrieved December 15, 2017.^ Rodriguez, Salvador (October 29, 2020). "Instagram will disable a feature that could be used to sow election misinformation". CNBC. Archived from the original on October 18, 2023. Retrieved October 5, 2023.^ Hirose, Alyssa (April 12, 2023). "2023 Instagram Algorithm Solved: How to Get Your Content Seen". Hootsuite. Archived from the original on October 7, 2023. Retrieved October 5, 2023.^ Constine, Josh (June 25, 2012). "Instagram's New "Explore" Brings The Future of Photo Discovery into Focus". TechCrunch. AOL. Archived from the original on December 3, 2020. Retrieved April 28, 2017.^ Buhr, Sarah; Constine, Josh (June 23, 2015). "Instagram Gets Newsy With Trends And Place Search For Exploring Anything, Anywhere". TechCrunch. AOL. Archived from the original on December 3, 2020. Retrieved April 28, 2017.^ Welch, Chris (April 14, 2016). "Instagram makes video an even bigger part of its Explore tab". The Verge. Archived from the original on December 3, 2020. Retrieved April 28, 2017.^ Constine, Josh (April 14, 2016). "Instagram launches personalized video feed and themed channels in Explore". TechCrunch. AOL. Archived from the original on December 3, 2020. Retrieved April 28, 2017.^ Tepper, Fitz (August 17, 2016). "Instagram adds an Events channel to show you the best videos from concerts and sporting events". TechCrunch. AOL. Archived from the original on December 3, 2020. Retrieved April 28, 2017.^ Kokalitcheva, Kia (August 17, 2016). "Instagram Now Lets Users Discover New Events-Themed Videos". Fortune. Archived from the original on August 9, 2020. Retrieved April 28, 2017.^ Newton, Casey (October 18, 2016). "Instagram brings stories to the explore tab". The Verge. Archived from the original on December 3, 2020. Retrieved April 28, 2017.^ Yeung, Ken (October 18, 2016). "Instagram adds Stories to search and explore tab". VentureBeat. Archived from the original on December 3, 2020. Retrieved April 28, 2017.^ a b Constine, Josh (November 21, 2016). "Instagram launches disappearing Live video and messages". TechCrunch. AOL. Archived from the original on November 8, 2020. Retrieved April 22, 2017.^ a b Constine, Josh (May 23, 2017). "Instagram launches Story Search for hashtags and locations". TechCrunch. AOL. Archived from the original on September 27, 2020. Retrieved May 23, 2017.^ Lofte, Leanna (February 11, 2012). "Instagram introduces Lux, a new way to enhance your photos". iMore. Archived from the original on September 24, 2020. Retrieved April 30, 2017.^ White, Charlie (February 11, 2012). "Instagram Upgrade Introduces a Powerful New Feature". Mashable. Archived from the original on August 9, 2020. Retrieved April 30, 2017.^ "Five New Filters". Instagram Blog. Archived from the original on December 16, 2014. Retrieved August 3, 2016.^ Taylor, Colleen (June 20, 2013). "Instagram Launches 15-Second Video Sharing Feature, With 13 Filters And Editing". TechCrunch. AOL. Archived from the original on October 20, 2020. Retrieved April 30, 2017.^ Warren, Christina (June 20, 2013). "Instagram Adds Video". Mashable. Archived from the original on November 15, 2019. Retrieved April 30, 2017.^ Langer, Eli (June 23, 2013). "Instagram Video Taking a Swing at Vine: Study". CNBC. Archived from the original on November 12, 2020. Retrieved April 30, 2017.^ Madrigal, Alexis C. (June 20, 2013). "#TeamVine: Instagram Has Video Now, but Not a Video-Making Culture". The Atlantic. Archived from the original on September 30, 2020. Retrieved April 30, 2017.^ Meyer, Robinson (August 27, 2015). "It's No Longer Hip to Be Squareon Instagram, At Least". The Atlantic. Archived from the original on November 8, 2020. Retrieved April 30, 2017.^ Lelinwalla, Mark (August 27, 2015). "Instagram Now Supports Widescreen Images And Videos". Tech Times. Archived from the original on September 14, 2019. Retrieved April 30, 2017.^ Strange, Adario (March 29, 2016). "You can now post 60-second videos on Instagram". Mashable. Archived from the original on August 8, 2020. Retrieved April 30, 2017.^ Roettgers, Janko (March 29, 2016). "Instagram Bumps Up Video Length From 15 to 60 Seconds". Variety. Archived from the original on August 1, 2020. Retrieved April 30, 2017.^ "Share Up to 10 Photos and Videos in One Ad or Post". Instagram for Business. Archived from the original on September 29, 2020. Retrieved October 7, 2019.^ "INTRODUCING IGTV The next generation of video" on Business.Instagram.com Archived October 28, 2020, at the Wayback Machine.^ a b "What are the video upload requirements for IGTV?". Instagram Help Center. Archived from the original on November 30, 2020. Retrieved June 27, 2018.^ Newton, Casey. "Instagram announces IGTV, a standalone app for longer videos". The Verge. Archived from the original on April 16, 2021. Retrieved June 22, 2018.^ Rosney, Daniel (June 20, 2018). "Instagram now allows 60-minute videos". BBC News. Archived from the original on April 17, 2021. Retrieved June 21, 2018.^ Constine, Josh (June 20, 2018). "Instagram launches IGTV app for creators, 1-hour video uploads". TechCrunch. Archived from the original on December 3, 2020. Retrieved June 21, 2018.^ Menon, Devadas (March 1, 2022). "Factors influencing Instagram Reels usage behaviours: An examination of motives, contextual age and narcissism". Telematics and Informatics Reports. 5: 100007. doi:10.1016/j.teler.2022.100007. ISSN2772-5030.^ "Instagram Reels Length: How Long Can Reels Be?". Buffer: All-you-need social media toolkit for small businesses. Retrieved November 30, 2024.^ "Instagram blog".^ Chakladar, Swetanshu (October 25, 2023). "The negative effect of Instagram reels on teenagers". Medium. Retrieved November 30, 2024.^ a b Vincent, James (November 12, 2019). "Instagram is testing a new video editing tool called Reels that copies TikTok's best features". The Verge. Retrieved November 29, 2024.^ "5 interesting facts about Instagram Reels". India Today. August 4, 2020. Retrieved November 29, 2024.^ Porter, Jon (July 6, 2020). "Instagram's Reels feature reportedly expands to India following TikTok ban". The Verge. Retrieved November 29, 2024.^ Alexander, Julia (August 5, 2020). "Instagram launches Reels, its attempt to keep you off TikTok". The Verge. Retrieved November 29, 2024.^ Mehta, Ivan (September 4, 2020). "Instagram introduces a Reels button on its home screen so you might finally watch some". TNW | Plugged. Retrieved November 29, 2024.^ Kastrenakes, Jacob (June 17, 2021). "Instagram Reels now has ads". The Verge. Retrieved November 29, 2024.^ a b Sato, Mia (September 12, 2022). "Instagram knows it has a Reels problem". Archived from the original on June 9, 2023. Retrieved June 2, 2023.^ "Instagram Extends Reels to 90 Seconds, Allows 3 Posts to Be Pinned | PCMag". December 10, 2023. Archived from the original on December 10, 2023. Retrieved November 29, 2024.^ "Instagram Officially Expands Reels Length to 3 Minutes". Social Media Today. Retrieved January 25, 2025.^ a b Butts, Dylan (February 27, 2025). "Meta says it fixed 'error' after Instagram users report a flood of graphic and violent content". CNBC. Archived from the original on February 27, 2025. Retrieved February 27, 2025.^ "What's going on with Instagram reels? Possible reasons behind surge in sensitive and violent content". Hindustan Times. February 27, 2025. Archived from the original on February 27, 2025. Retrieved February 27, 2025.^ "Meta fixes error that flooded Instagram Reels with violent videos". Reuters. February 27, 2025. Retrieved February 27, 2025.^ Gibson, Kate (February 27, 2025). Sherter, Alain (ed.). "Meta apologizes for error that exposed some Instagram users to violent content". CBS News. Archived from the original on February 27, 2025. Retrieved February 27, 2025.^ "32 Top Instagram Reels Statistics For 2024". Adam Connell. October 22, 2024. Retrieved November 30, 2024.^ Santora, Jacinda (August 24, 2020). "22 Instagram Reel Stats & Facts Marketers Should Know in 2024". Influencer Marketing Hub. Retrieved November 30, 2024.^ "17 Instagram Reels Statistics You Need To Know For 2024". Blogging Wizard. July 25, 2024. Retrieved November 30, 2024.^ Zhang, Ning; Hazarika, Bidyut; Chen, Kuanchin; Shi, Yinan (August 1, 2023). "A cross-national study on the excessive use of short-video applications among college students". Computers in Human Behavior. 145: 107752. doi:10.1016/j.chb.2023.107752. ISSN0747-5632. Archived from the original on November 29, 2023. Retrieved November 9, 2023.^ a b Jargon, Julie (August 12, 2023). "This Was Supposed to be the Antidote for TikTok Brain. It's Just as Bad". The Wall Street Journal. ISSN0099-9660. Archived from the original on November 9, 2023. Retrieved November 9, 2023.^ Waters, Jamie (August 22, 2021). "Constant craving: how digital media turned us all into dopamine addicts". The Observer. ISSN0029-7712. Archived from the original on May 8, 2024. Retrieved January 10, 2024.^ Crook, Jordan (December 12, 2013). "Instagram Introduces Instagram Direct". TechCrunch. AOL. Archived from the original on November 18, 2020. Retrieved April 23, 2017.^ Hamburger, Ellis (December 12, 2013). "Instagram announces Instagram Direct for private photo, video, and text messaging". The Verge. Archived from the original on November 12, 2020. Retrieved April 23, 2017.^ Segall, Laurie (December 12, 2013). "Instagram launches direct messaging". CNN. Archived from the original on November 12, 2020. Retrieved April 23, 2017.^ Setalvad, Ariha (September 1, 2015). "Instagram Direct gets a huge update focused on messaging your friends". The Verge. Archived from the original on November 8, 2020. Retrieved April 23, 2017.^ McHugh, Molly (September 1, 2015). "Today's Instagram Update Could Ease the Dreaded @ Wars". Wired. Archived from the original on September 4, 2020. Retrieved April 23, 2017.^ Kokalitcheva, Kia (September 1, 2015). "Instagram takes on Twitter's direct messages with these new features". Fortune. Archived from the original on August 9, 2020. Retrieved April 23, 2017.^ Kahn, Jordan (November 21, 2016). "Instagram launches live video for Stories, disappearing photos & videos in direct messages". 9to5Mac. Archived from the original on October 9, 2020. Retrieved April 23, 2017.^ Ingraham, Nathan (November 21, 2016). "Instagram adds live video broadcasts and disappearing photos". Engadget. AOL. Archived from the original on April 23, 2019. Retrieved April 23, 2017.^ a b Constine, Josh (April 11, 2017). "Instagram Direct unites ephemeral and permanent messaging for 375M users". TechCrunch. AOL. Archived from the original on August 7, 2020. Retrieved April 23, 2017.^ a b Gottsegen, Gordon (April 11, 2017). "Instagram Direct messages just became more like Snapchat". CNET. Archived from the original on November 11, 2020. Retrieved April 23, 2017.^ a b Kastrenakes, Jacob (April 11, 2017). "Instagram Direct now combines permanent and ephemeral chats". The Verge. Archived from the original on November 11, 2020. Retrieved April 23, 2017.^ Gartenberg, Chaim (May 25, 2017). "Instagram is just now offering support for sending links in direct messages". The Verge. Archived from the original on November 12, 2020. Retrieved May 25, 2017.^ Etherington, Darrell (May 25, 2017). "Instagram direct messages now support web links and different photo orientations". TechCrunch. AOL. Archived from the original on September 20, 2020. Retrieved May 25, 2017.^ Carman, Ashley (April 10, 2020). "Everyone can now access their Instagram DMs on the web". The Verge. Archived from the original on August 9, 2020. Retrieved August 5, 2020.^ Amadeo, Ron (August 17, 2020). "Facebook Messenger starts taking over Instagram Direct messages". Ars Technica. Archived from the original on November 1, 2020. Retrieved August 19, 2020.^ Roth, Emma (August 3, 2023). "Instagram is making it harder for people to spam you with DM requests". The Verge. Archived from the original on April 14, 2024. Retrieved January 20, 2024.^ Mehta, Ivan (September 6, 2024). "Instagram DMs get upgraded with new features". TechCrunch. Retrieved September 13, 2024.^ Constine, Josh (August 2, 2016). "Instagram launches "Stories," a Snapchatty feature for imperfect sharing". TechCrunch. AOL. Archived from the original on September 20, 2017. Retrieved April 22, 2017.^ Newton, Casey (August 2, 2016). "Instagram's new stories are a near-perfect copy of Snapchat stories". The Verge. Archived from the original on November 19, 2020. Retrieved April 22, 2017.^ Johnson, Eric (June 5, 2017). "Did Instagram copy Snapchat? Not exactly, Instagram CEO Kevin Systrom says". Recode. Archived from the original on August 8, 2020. Retrieved June 14, 2017.^ Krishna, Swapna (June 5, 2017). "Instagram CEO downplays criticism that it copied Snapchat". Engadget. AOL. Archived from the original on February 3, 2019. Retrieved June 14, 2017.^ Newton, Casey (November 21, 2016). "Instagram's take on live video arrives with an ephemeral twist". The Verge. Archived from the original on November 8, 2020. Retrieved April 22, 2017.^ a b Constine, Josh (January 11, 2017). "Instagram Stories hits 150M daily users, launches skippable ads". TechCrunch. AOL. Archived from the original on November 12, 2020. Retrieved April 22, 2017.^ a b Titcomb, James (January 11, 2017). "Instagram to show more adverts by putting them in Stories". The Daily Telegraph. Archived from the original on January 10, 2022. Retrieved April 22, 2017.^ a b c Roettgers, Janko (April 13, 2017). "Instagram Clocks 200 Million Daily Users for Its Snapchat Stories Clone". Variety. Archived from the original on August 1, 2020. Retrieved April 22, 2017.^ a b Constine, Josh (April 13, 2017). "Instagram Stories hits 200M users, surpassing Snapchat as it copies its AR stickers". TechCrunch. AOL. Archived from the original on October 26, 2020. Retrieved April 22, 2017.^ a b Statt, Nick (April 13, 2017). "Instagram Stories is now more popular than the app it was designed to kill". The Verge. Archived from the original on November 12, 2020. Retrieved April 22, 2017.^ O'Kane, Sean (May 16, 2017). "Instagram adds augmented reality face filters". The Verge. Archived from the original on November 12, 2020. Retrieved May 23, 2017.^ Constine, Josh (May 16, 2017). "Instagram launches selfie filters, copying the last big Snapchat feature". TechCrunch. AOL. Archived from the original on November 12, 2020. Retrieved May 23, 2017.^ Constine, Josh (May 16, 2017). "Instagram tests Location Stories". TechCrunch. AOL. Archived from the original on October 30, 2020. Retrieved May 23, 2017.^ Newton, Casey (May 23, 2017). "You can now search Instagram Stories by location and hashtag". The Verge. Archived from the original on November 12, 2020. Retrieved May 23, 2017.^ a b Constine, Josh (June 20, 2017). "Instagram Stories hits 250M daily users, adds Live video replays". TechCrunch. AOL. Retrieved June 20, 2017.^ Kastrenakes, Jacob (July 6, 2017). "Instagram now lets you reply to stories with photos and videos". The Verge. Archived from the original on November 9, 2020. Retrieved July 7, 2017.^ Etherington, Darrell (July 6, 2017). "You can now reply to Instagram Stories with photos and video". TechCrunch. AOL. Archived from the original on August 17, 2020. Retrieved July 7, 2017.^ Garun, Natt (August 31, 2017). "You can now view Instagram Stories on the web". The Verge. Archived from the original on November 12, 2020. Retrieved November 8, 2017.^ Lumb, David (August 31, 2017). "Instagram Stories now work in your browser". Engadget. Oath Inc. Archived from the original on August 9, 2020. Retrieved November 8, 2017.^ "How do I add a story to my Story Highlights? | Instagram Help Center". help.instagram.com. Archived from the original on September 20, 2020. Retrieved October 7, 2019.^ "Instagram". Tej SolPro. Archived from the original on September 11, 2020. Retrieved September 16, 2019.^ Malik, Aisha (December 23, 2024). "Exclusive: Instagram tests a way to show you Story Highlights you didn't get a chance to see". TechCrunch. Retrieved December 27, 2024.^ D'Onfro, Jillian (December 10, 2014). "Instagram Is Introducing 'Verified Badges' For Public Figures". Business Insider. Business Insider. Archived from the original on February 28, 2024. Retrieved February 28, 2024.^ Damiani, Jesse (August 28, 2018). "Instagram Just Added A Verification Request Form And New Security Features. Here's How To Apply". Forbes. Archived from the original on February 28, 2024. Retrieved February 28, 2024.^ Reynoso, Greg (August 8, 2021). "Instagram's Verification Self-Submission Form Update Allows for a More Complete Verification Request". Entrepreneur. Archived from the original on February 28, 2024. Retrieved February 28, 2024.^ Ward, Tom (April 16, 2018). "How To Get Verified On Instagram". Forbes. Archived from the original on February 28, 2024. Retrieved February 28, 2024.^ Earl, Jennifer (August 29, 2018). "Instagram verified? How to get that coveted blue check mark". Fox News. Archived from the original on February 28, 2024. Retrieved February 28, 2024.^ Titcomb, James (February 19, 2023). "Facebook and Instagram to launch paid-for subscription services". The Telegraph. Archived from the original on February 28, 2024. Retrieved February 28, 2024.^ "What Paid Facebook, Instagram and Twitter Verification Means for You". TIME. February 22, 2023. Archived from the original on February 28, 2024. Retrieved February 28, 2024.^ "Meta Asks Users to Pay for Verification Following Twitter Move". Bloomberg.com. February 20, 2023. Archived from the original on March 19, 2023. Retrieved February 28, 2024.^ Tsotsis, Alexia (April 2, 2013). "Monetization TBD ... Instagram Hires Facebook's Emily White As Director of Business Operations". TechCrunch. AOL. Archived from the original on August 13, 2020. Retrieved April 23, 2017.^ Shontell, Alyson (September 9, 2013). "Emily White Has The Large Task of Turning A Zero-Revenue Business For Facebook into A Money-Making Machine". Business Insider. Archived from the original on August 9, 2020. Retrieved April 23, 2017.^ Rusli, Evelyn M. (September 8, 2013). "Instagram Pictures Itself Making Money". The Wall Street Journal. Archived from the original on August 1, 2020. Retrieved March 20, 2020.^ Dugdale, Addy (December 4, 2013). "Snapchat Snaps Up Facebook And Instagram's Emily White As Its New COO". Fast Company. Archived from the original on August 1, 2020. Retrieved April 23, 2017.^ Bort, Julie (December 3, 2013). "Snapchat Just Nabbed An Important Advertising Exec Away From Facebook". Business Insider. Archived from the original on November 11, 2020. Retrieved April 23, 2017.^ Wagner, Kurt (August 13, 2014). "Instagram Hires New Ad Chief". Recode. Archived from the original on April 17, 2019. Retrieved April 23, 2017.^ Panzarino, Matthew (October 3, 2013). "Instagram To Start Showing In-Feed Video And Image Ads To US Users". TechCrunch. AOL. Archived from the original on August 17, 2020. Retrieved April 23, 2017.^ Covert, Adrian (October 3, 2013). "Instagram: Now with ads". CNN. Archived from the original on January 29, 2020. Retrieved April 23, 2017.^ Welch, Chris (November 1, 2013). "Instagram launches ads with sponsored post from Michael Kors". The Verge. Archived from the original on August 1, 2020. Retrieved April 23, 2017.^ Van Grove, Jennifer (November 1, 2013). "The preview is over: Instagram ads are here". CNET. Archived from the original on October 23, 2020. Retrieved April 23, 2017.^ Kastrenakes, Jacob (October 30, 2014). "Instagram launches video ads today". The Verge. Archived from the original on November 12, 2020. Retrieved April 23, 2017.^ Sawers, Paul (October 30, 2014). "Instagram video ads are rolling out today, watch 4 of them here". The Next Web. Archived from the original on August 17, 2020. Retrieved April 23, 2017.^ Dove, Jackie (June 9, 2014). "Instagram will introduce ads in the UK, Canada and Australia 'later this year'". The Next Web. Archived from the original on September 23, 2020. Retrieved April 23, 2017.^ Ong, Josh (September 17, 2014). "Instagram to introduce advertising in the UK in 'the coming weeks'". The Next Web. Archived from the original on September 19, 2020. Retrieved April 23, 2017.^ Sloane, Garett (March 4, 2015). "Instagram Unveils New Features for Advertisers, From Carousel-Style Photos to Web Links". Adweek. Beringer Capital. Archived from the original on November 8, 2020. Retrieved April 23, 2017.^ Oreskovic, Alexei (March 4, 2015). "Facebook's Instagram rolls out new 'carousel' ads". Reuters. Archived from the original on August 1, 2020. Retrieved April 23, 2017.^ Swant, Marty (October 30, 2015). "Why Offering Self-Service Carousel Ads Could Attract More Marketers to Instagram". Adweek. Beringer Capital. Archived from the original on August 9, 2020. Retrieved April 23, 2017.^ Sullivan, Mark (October 29, 2015). "Instagram will sell carousel ads to businesses via self-service". VentureBeat. Archived from the original on November 8, 2020. Retrieved April 23, 2017.^ Morrison, Maureen (May 3, 2016). "Instagram Adds Video to Ad Carousel". Advertising Age. Crain Communications. Archived from the original on January 29, 2020. Retrieved April 23, 2017.^ Ha, Anthony (February 24, 2016). "There Are Now 200K Advertisers on Instagram". TechCrunch. AOL. Archived from the original on November 8, 2020. Retrieved April 23, 2017.^ Ha, Anthony (September 22, 2016). "And now there are 500K active advertisers on Instagram". TechCrunch. AOL. Archived from the original on November 8, 2020. Retrieved April 23, 2017.^ Ingram, David (March 22, 2017). "Instagram says advertising base tops one million businesses". Reuters. Archived from the original on November 12, 2020. Retrieved April 23, 2017.^ Yeung, Ken (March 22, 2017). "Instagram now has 1 million advertisers, will launch business booking tool this year". VentureBeat. Archived from the original on August 3, 2020. Retrieved April 23, 2017.^ a b c Perez, Sarah (May 31, 2016). "Instagram officially announces its new business tools". TechCrunch. AOL. Archived from the original on October 28, 2020. Retrieved April 23, 2017.^ Griffiths, Sarah (August 15, 2016). "Instagram launches business tools to help users buy and sell". Wired. Archived from the original on November 13, 2020. Retrieved April 23, 2017.^ Raymundo, Oscar (May 31, 2016). "Instagram will let you run a business profile if you have a Facebook Page". MacWorld. International Data Group. Archived from the original on November 6, 2018. Retrieved April 23, 2017.^ Carman, Ashley (November 15, 2018). "Instagram will now let users shop items from video posts". The Verge. Archived from the original on November 8, 2020. Retrieved December 29, 2019.^ Newton, Casey (March 19, 2019). "Instagram adds in-app checkout as part of its big push into shopping". The Verge. Archived from the original on November 13, 2020. Retrieved December 29, 2019.^ Gilbert, Ben. "Instagram is targeting fake coronavirus news and finally taking disinformation and hoaxes seriously". Business Insider. Archived from the original on October 14, 2020. Retrieved March 24, 2020.^ Spangler, Todd (June 8, 2021). "Instagram Will Let Creators Earn Shopping Referral Commissions, Part of Facebook's Monetization Push". Variety. Archived from the original on April 30, 2023. Retrieved August 27, 2021.^ Hamburger, Ellis (July 29, 2014). "This is Bolt, Instagram's new messaging app". The Verge. Archived from the original on July 30, 2014. Retrieved April 23, 2017.^ Shontell, Alyson (July 29, 2014). "Instagram Launches Its One-Tap Photo App Bolt To Rival TapTalk And Mirage". Business Insider. Archived from the original on August 9, 2020. Retrieved April 23

addresses". The Verge. Retrieved December 13, 2017.^ Coldewey, Devin (August 30, 2017). "Instagram bug leaked data on 'high-profile' users, company warns". TechCrunch. Oath Inc. Retrieved December 13, 2017.^ a b Newton, Casey (September 1, 2017). "An Instagram hack hit millions of accounts, and victims' phone numbers are now for sale". The Verge. Retrieved December 13, 2017.^ Cox, Joseph (August 31, 2017). "Hackers Make Searchable Database to Dox Instagram Celebs". The Daily Beast. IAC. Retrieved December 13, 2017.^ Buhr, Sarah (September 1, 2017). "Hackers claim to have personal info of millions of Instagram accounts, including celebs". TechCrunch. Oath Inc. Retrieved December 13, 2017.^ Peters, Jay (November 11, 2019). "Apple pulls app that let you stalk people you follow on Instagram". The Verge.^ "Iran Protests: DPI blocking of Instagram (Part 2)". OONI. February 14, 2018. Retrieved August 20, 2021.^ Lovejoy, Ben (September 27, 2024). "Up to 600 million Facebook and Instagram passwords stored in plain text". 9to5Mac. Retrieved September 29, 2024.^ a b Patel, Nilay (December 18, 2012). "No, Instagram can't sell your photos: what the new terms of service really mean". The Verge. Retrieved April 24, 2017.^ "Instagram seeks right to sell access to photos to advertisers". BBC. December 18, 2012. Retrieved April 24, 2017.^ a b McCullaugh, Declan; Tam, Donna (December 18, 2012). "Instagram apologizes to users: We won't sell your photos". CNET. Retrieved April 24, 2017.^ Hernandez, Brian Anthony (December 18, 2012). "15 Celebrities Outraged by Instagram's Privacy Policy". Mashable. Retrieved May 31, 2017.^ Systrom, Kevin (December 18, 2012). "Thank you, and we're listening". Instagram Blog. Instagram. Archived from the original on December 19, 2012. Retrieved April 24, 2017.^ McCullaugh, Declan (December 18, 2012). "Instagram rivals try to lure users away after photo rights flap". CNET. Retrieved April 24, 2017.^ Perlroth, Nicole; Wortham, Jenna (December 20, 2012). "Instagram's Loss Is a Gain for Its Rivals". The New York Times. Retrieved April 24, 2017.^ McDermott, John (December 21, 2012). "Amid Criticism, Instagram Reverts to Old Terms of Service". Advertising Age. Crain Communications. Retrieved April 24, 2017.^ Levine, Dan (December 24, 2012). "Instagram furor triggers first class action lawsuit". Reuters. Retrieved April 24, 2017.^ Tim Wu: Facebook's Purchase of Instagram was a Felony, at the 2019 Aspen Ideas Festival (The Aspen Institute YouTube channel, published on June 28, 2019)^ Kosman, Josh (February 26, 2019). "Facebook boasted of buying Instagram to kill the competition: sources". The New York Post. Archived from the original on May 9, 2023. Retrieved June 21, 2024.^ Levin, Sam (September 21, 2017). "Instagram uses 'I will rape you' post as Facebook ad in latest algorithm mishap". The Guardian. Retrieved November 8, 2017.^ Liao, Shannon (September 21, 2017). "Instagram accidentally advertises itself on Facebook with rape threat photo". The Verge. Retrieved November 8, 2017.^ McQue, Katie (May 5, 2021). "Instagram fuels rise in black-market sales of maids into Persian Gulf servitude". The Washington Post. Retrieved May 26, 2021.^ "tati on Instagram: "I'm starting a movement. Let's bring back the old instagram, share this to your stories and SIGN MY PETITION. LINK ON MY STORY. SHARE THIS EVERYWHEREEEEE LETS FUCKING GOOOOOOOOOOOO"". Instagram. Retrieved August 1, 2022.^ "'Stop trying to be TikTok': how video-centric Instagram sparked a revolt". The Guardian. July 31, 2022. Retrieved August 1, 2022.^ "Meet the Photographer Behind the 'Make Instagram Instagram Again' Meme". Gizmodo. July 30, 2022. Retrieved August 1, 2022.^ Huang, Kalley; Isaac, Mike (July 28, 2022). "Instagram rolls back some product changes after user backlash". The New York Times. ISSN0362-4331. Retrieved July 29, 2022.^ Khalil, Leena (September 29, 2023). "Inside the Middle East's epic online propaganda war". WIRED. Retrieved April 13, 2024.^ Bond, Shannon (February 28, 2023). "How Russia is losing and winning the information war in Ukraine". NPR. Retrieved April 13, 2024.^ "The 10 Most Followed Instagram Accounts In The World In 2024". Forbes India. Retrieved October 15, 2024.^ Hassan, Beril Naz. "Lionel Messi's World Cup Instagram post breaks record to become most-liked ever". Yahoo sports. Retrieved December 20, 2022.^ Koetsier, John. "10 Most Downloaded Apps Of 2022: Facebook Down, Spotify Up, TikTok Stable, CapCut Keeps Growing". Forbes. Archived from the original on June 9, 2023. Retrieved June 20, 2023.^ Tung, Liam (October 21, 2019). "Programming languages: How Instagram's taming a multimillion-line Python monster". ZDNet. Retrieved October 11, 2021.^ "Instagram Can Now Describe Photos to Visually Impaired Users". MUO. November 29, 2018. Retrieved October 11, 2021.Frier, Sarah (2020). No Filter: The Inside Story of Instagram. Simon & Schuster. ISBN978-1-9821-2680-3.Wikimedia Commons has media related to Instagram.Look up instagram in Wiktionary, the free dictionary.Official website Instagram on Instagram Instagram on Facebook Instagram on Threads Instagram on Twitter Rose, Kevin (May 30, 2013). "A #Nofilter Conversation with the founders of Instagram" (podcast). Commonwealth Club."Instagram: Kevin Systrom and Mike Krieger" (podcast). How I Built This. NPR. September 19, 2016.Retrieved from " 2Social network and photo sharing service23snaps Ltd.Type of businessPrivateType of siteSocial networking, Photo sharing, Video sharingAvailableinEnglishFoundedLondon, United KingdomHeadquartersLondon, United KingdomAreaservedWorldwideFounder(s)Ivailo Jordanov Yury TereshchenkoKeypeopleIvailo Jordanov Yury Tereshchenko Andrew Kempe Meaghan Fitzgerald Dimitar LazarovEmployees20URLwww.23snaps.comRegistrationRequiredUsers300,000LaunchedJune 2012CurrentstatusActive23snaps Ltd.is a free, private social network for users to upload photos, videos, measurements and stories of their children to a digital journal and privately share those updates with other family members or close friends. 23snaps is available online and on mobile devices and launched 1 June 2012.[1]23snaps was initially available as an iPhone application and a website, and later released apps for Android, iPad, and Windows 8. The company competes with other private photo sharing services for families such as Notabli, Tinybeans and social networks that allow photo sharing such as Instagram and Facebook.The company is based in London, and was founded by former Espotting executive Ivailo Jordanov and Yury Tereshchenko. The company is self-funded by the founders.[1] 23snaps generates revenue through the sale of photo books and photo prints.[2]In November 2013, 23snaps announced that the service had passed half a million users in 179 countries.[3]Users register for a free 23snaps account and create profiles for their children within the app. They can add photos, metrics like height and weight, and make status updates. They then invite only close family and friends to view this content of their children. This content will appear in the news feeds of their authorized connections, and be sent to connections by email depending on the user's settings.[4][5] A user can share photos and updates with someone who does not have a 23snaps account by inviting them to receive updates by email only.While there is no limit to the number of connections that a user can add on 23snaps, founder Ivailo Jordanov says that they expect most users to have a "group of approximately 5 to 10 people that cant get enough of their updates, photos, videos etc., and outside of that group 'over sharing' is an irritation."[1] The service's intention is to provide a secure place to share photos with a select group of family members to counter parental concerns about online privacy and copyright issues.[6]On 1 May 2013, 23snaps expanded the service to allow users to purchase photo books and photo prints of their content from the app.[2] Stories, a new feature that allows users to combine photos, videos and text to create a multimedia story within their news feed, launched on 7 March 2014.[7]23snaps was selected by The Next Web as the best photo, video or camera app of 2012[8] and by ZDNet as one of 2012's top apps of the year.[9] In June 2013, 23snaps was named Best Family App in the Loved by Parent Awards[10] and in November 2013, 23snaps was selected as both the Best Lifestyle App and People's Choice in the Lifestyle App Category in the Lovie Awards hosted and judged by the International Academy of Digital Arts and Sciences.[11]On 12 February, The Next Web announced that 23snaps had been selected for The Next Web Boost program, which provides exposure and support for promising European startups[12] and on 25 March, Red Herring named 23snaps as one of the 2014 Red Herring 100 European Finalists.[13]^ a b c Perez, Sarah. "23snaps Tries its Hand at Being the Facebook for Families". TechCrunch.^ a b O'Hear, Steve. "23snaps, The Facebook For Families, Flicks The Monetization Switch With Printed Photo Books". TechCrunch.^ Perez, Sarah. "Family-Focused Mobile Social Network 23snaps Hits Half A Million Users". TechCrunch.^ Rayford, Meg. "Share Your Kids' Special Moments with Your Inner Circle with 23Snaps". Tech Cocktail.^ Elliot, Matt. "Getting started with 23snaps, an Instagram for parents". CNET.^ Russell, Kate. "BBC Click Webscape: Sharing photos safely". BBC.^ O'Hear, Steve. "23snaps, The Facebook For Families, Adds Multimedia "Stories" To News Feed". TechCrunch.^ Sawers, Paul. "15 of the best photo, video and camera apps of 2012". The Next Web.^ O'Grady, Jason. "Best iOS apps of 2012". ZDNet.^ "Lovedbyparents Award Winners 2013". Loved by Parents. Archived from the original on 2014-04-13. Retrieved 2014-04-10.^ "The Lovie Award Winners 2013". International Academy of Digital Arts and Sciences. Archived from the original on 2013-10-29.^ De Haan, Wytze. "15 Early Stage Startups to Watch". The Next Web.^ "2014 Red Herring Europe: Finalists". Red Herring.Official websiteRetrieved from " 3The following pages link to 23snaps External tools(link counttransclusion countsorted list) See help page for transcluding these entriesShowing 50 items.View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)LiveJournal (links | edit)Online dating (links | edit)Panopticon (links | edit)Virtual community (links | edit)Online community (links | edit)Meetup (links | edit)LunarStorm (links | edit)Friendster (links | edit)Orkut (links | edit)EWorld (links | edit)Xanga (links | edit)Tribe.net (links | edit)Last.fm (links | edit)Small-world experiment (links | edit)LinkedIn (links | edit)Friends Reunited (links | edit)Myspace (links | edit)Small-world network (links | edit)Yahoo 360 (links | edit)Cyworld (links | edit)Online identity (links | edit)SixDegrees.com (links | edit)Social networking service (links | edit)Online petition (links | edit)IWiW (links | edit)XING (links | edit)Ning (website) (links | edit)List of social networking services (links | edit)Wretch (website) (links | edit)Open-access poll (links | edit)Mixi (links | edit)Hyves (links | edit)Use of social network websites in investigations (links | edit)Piczo (links | edit)Bolt (website) (links | edit)Grono.net (links | edit)Mugshot (website) (links | edit)Windows Live Spaces (links | edit)Social media (links | edit)Ivailo Jordanov (links | edit)Fishbrain (links | edit)EConozco (links | edit)Facebook (links | edit)Mobile social network (links | edit)StudiVZ (links | edit)Netlog (links | edit)Central Bank of Yemen (links | edit)Hi5 (links | edit)Twitter (links | edit)Keek (links | edit)View (previous 50 | next 50) (20 | 50 | 100 | 250 | 500)Retrieved from " WhatLinksHere/23snaps" Quick Tips Go to Settings > Security > Apps and Websites, and remove third-party apps from accessing your account.Go to Settings > Security > Login Activity, tap on a device, and log out of it to remove your Instagram account on another device.We also recommend changing your password to prevent any unauthorized activity on your Instagram account. Third-party apps and services linked to your Instagram account may auto-follow specific accounts in the background. You should review and unlink such apps from your account. Step 1: Open your profile, and tap on the three-bar menu at the top right. Step 2: Select Security, go to Apps and Websites, and remove authorizations for third-party apps and websites. You can unlink third-party apps from the Instagram web version too. Heres what you need to do. Step 1: Visit Instagram on the web and sign in with your account details. Step 2: Select More at the bottom-left corner and open Settings. Step 3: Click Apps and Websites from the left sidebar. Step 4: Check the apps and websites connected to your Instagram account. You can remove the permission from the same menu. If you have used another device to check your Instagram account, remove your remembered account. This can lead someone using the device to access your Instagram account and follow profiles. Step 1: Open your profile, and tap on the three-bar menu at the top right. Step 2: Tap on Security, and select Login activity. Step 2: Instagram asks you to confirm your recent login activity at the top. You can check all the connected devices with time and location info. Step 3: If you find a suspicious login activity, tap the three horizontal dots menu beside a device and tap Log out. You can log out from random devices using the Instagram web version too. Heres what you need to do. Step 1: Select More at the bottom-left corner and open Settings. Step 2: Select Login activity from the left sidebar. Step 3: Check the list of active devices. Expand a device you dont recognize. Click Log Out. If you dont recognize certain activity on your Instagram account, we recommend changing the password. Step 1: Open your profile, and tap on the three-bar menu at the top right. Step 2: Tap on Security, and select Password. Step 5: You can check when your password was last updated. Enter the current password and add a new one. Hit the checkmark in the top right corner. Check the steps below if you prefer the Instagram web version. Step 1: Select More at the bottom-left corner and open Settings. Step 2: Select Change password from the left sidebar. Step 3: Enter the old password and a new one. Hit Change Password and you are good to go. Note: Enabling a two-factor authentication adds an extra layer of security to your Instagram account. It is highly effective in preventing unauthorized access to your account. Last updated on 07 August, 2024 The article above may contain affiliate links which help support Guiding Tech. The content remains unbiased and authentic and will never affect our editorial integrity.

Automatically following on instagram. Does instagram add followers. Can instagram add followers. Adding followers on instagram. Instagram add followers automatically. Instagram add followers.