INSTAGRAM'S SAFETY GUIDE FOR WOMEN IN POLITICS
Hello! If you’re reading this, you’ve made the decision to put your name on a ballot and run for office. Or you’re already in office!

While women are now globally around one in four elected representatives at the national level, we know the barriers to entry can include online abuse that’s disproportionately aimed at women. One study found female lawmakers were **three times** more likely than men to be targeted by sexist comments on social media, and 70% of women say harassment online is a “major problem,” compared to 54% of men.*

At Instagram we’re deeply committed to fighting sexist and misogynist behavior online, and making our platform a safe place for people to connect — over politics or any other interest. We’ve developed technology and protections for keeping abusive comments off your profile, fighting bullying, and keeping you safe from hackers and malicious actors.

Serving your community in public life is a great calling and worthwhile challenge - and when you share that journey on Instagram, we’ll be there to make sure you can do it in a positive and rewarding environment.

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(Anti)Social media: The benefits and pitfalls of social media for female politicians: [https://www.atalanta.co/antisocial-media](https://www.atalanta.co/antisocial-media)

SECURITY 101

SET STRONG PASSWORDS

Passwords help to protect your private information and your email or social media accounts.

Some tips:

• Don’t share your passwords with other people.
• Make sure your password is at least 6 characters long, and uses a combination of numbers, letters, and special characters like punctuation marks.
• Avoid passwords like your name, your date of birth or an easy combination such as “123456”.
• Pick a password that is different from other passwords you use elsewhere on the internet.

ACTIVATE TWO-FACTOR AUTHENTICATION

When you turn on login approvals, you’ll be asked to enter a special security code each time you try to access your account from a new computer, phone or browser. If a team or staff are managing your account, it’s easy to enable two-factor authentication for multiple mobile phones.
SAFETY

COMMUNITY STANDARDS & REPORTING VIOLATIONS

Instagram is a place where people should feel empowered to communicate, and we take our role in keeping abuse off the platform very seriously.

That's why we've developed, with input from our community and many experts, a set of Community Guidelines that outline what is and is not allowed on Instagram.

To read Instagram’s Community Guidelines, go to wellbeing.instagram.com/safety

PUBLIC FIGURES

We distinguish between public figures and private individuals because we want to allow discussion — which can often include criticism of people featured in the news or who have a large public audience, such as politicians.

Discussion of public figures nonetheless must comply with our guidelines, and we remove content about public figures that violates our policies, including harassment, as well as hate speech - just as we do for private individuals.

Here are examples of behavior towards public figures that is not allowed:

- Calls for death or serious disease or disability
- Attacking them through derogatory terms related to sexual activity (e.g. whore, slut)
- Threatening to release an individual’s private information

Context and intent matter, and we allow people to share and re-share posts if it is clear that something was shared in order to condemn or draw attention to harassment.

In addition to reporting such behavior and content, we encourage people to use the tools available on Instagram to help protect themselves and our community.
REPORTING ABUSIVE CONTENT & MANAGING INTERACTIONS

When something gets reported to Instagram, we review it and remove anything that goes against our Community Guidelines.

We don’t include any information about the person who filed the report when we reach out to the reported.

To report a Direct Message:
1. Tap and hold on the message you wish to report, then tap “Report.”
2. Choose a reason for reporting the message
3. Tap “Report” again.

To report abusive or spam comments on Feed:
1. Go to the comment you want to report.
2. Swipe left on it to reveal your options & tap the exclamation point icon.
3. Tap “scam or spam” or “abusive content.”
You can filter profane and abusive comments from your posts, and add custom keywords you wish to block. There are several ways to control who comments on your posts: By user, or by turning off commenting completely in a given post.

To add comment filters:
1. In your Settings, tap Privacy, then tap Comments.
2. You can toggle “Hide Offensive Comments,” and also manually add keywords you wish to block.
3. You can also choose to allow comments from specific users only.

You can block, report or mute users who are abusive or post spam.

*There may be restrictions on the ability of government or political officials to take these actions. Please consult with your ethics or legal counsel if you have questions.*
To report a post on Feed:
1. Tap the three dots at the top right of the post.
2. Tap “Report”.
3. Follow the on-screen instructions.

To report a post on Stories:
1. Tap the three dots in the “send message” field of any Story.
2. Tap “Report”.
3. Follow the on-screen instructions.
INTEGRITY

At Instagram, we’re working on building the safest and kindest community online. A crucial part of that work is protecting elections on our platform. We continue to take steps to protect the integrity of elections on Instagram by increasing account transparency, improving our efforts to detect bad actors, expanding our election information operations, and fighting misinformation.

ACCOUNT TRANSPARENCY

People using Instagram can now see more information about popular accounts that reach large audiences, or any account that advertises on Instagram. By helping facilitate greater transparency around these accounts, you’re better able to evaluate the content you’re seeing and where it’s coming from.

False content on Instagram may be filtered from the Explore and Hashtags sections, and we’re constantly evolving our work to help you have a more healthy experience on the platform. In addition, Instagram shares Facebook’s policy on voter suppression, and any content found to be in violation will be removed.

The ‘About This Account’ feature allows people to understand information about the account including:

- The date the account joined Instagram
- Country (we offer an opt-out for this field)
- Ads the account is currently running
- Former Usernames in the past year
- Accounts with Shared Followers
HERE ARE SOME QUICK TIPS FOR SPOTTING MISINFORMATION ON SOCIAL MEDIA

Evidence: Do the facts hold up? Look for information you can verify, such as names, numbers, places & documents.

Source: Consider who made the story, and who’s touched it: Publishers, authors, aggregators, social media users & funders.

Context: What’s the big picture? Consider if this is the whole story and weigh other forces surrounding it, such as current events, financial pressures and political goals.

Audience: Look for attempts to appeal to specific groups or types of people via image choices, language & content.

Purpose: Why was this made? Look for clues to the publisher’s motivation: Calls to action, stated or unstated agendas, publisher’s mission, persuasive language & moneymaking tactics.

Execution: Consider how the way this content is made affects its impact: Style, grammar, tone, image choices & layout.
BEST PRACTICES

Instagram is about bringing people closer to the people and things they love - and your audience is ready to engage with the story you tell through photos, video, captions and live broadcasts.

Here are some best practices for getting the most from your account:

BE AUTHENTIC

Humanize your conversation and interact with your audience. Take your constituents behind the scenes, or share important moments while choosing exactly how much of your personal life to share. It’s important to feel comfortable with what you’re sharing, and the choice is yours. Be yourself!

GO LIVE

Go live to give your audience an in-the-moment look at big events, your daily work, behind-the-scenes action, or a personal moment people might not expect to see.

USE STORIES

They’re the perfect canvas to make the most of moments that matter, and engage your audience in endless ways. Stories disappear within 24 hours and can be enhanced with a full suite of interactive and creative tools such as stickers, emojis, Boomerangs and GIFs. You can also re-share Stories you’ve been tagged in by your followers.
IGTV

Go beyond the soundbite and let your creativity thrive by posting videos up to 60 minutes long on IGTV. You can also post a quick preview of an IGTV video to your Feed with just one tap. It’s easy to create a channel and get started: Just tap the IGTV icon at the top right of your Feed, or use the standalone IGTV app.

HASHTAGS, TAGS AND LOCATORS

These are critical to helping your account be discovered by more people, especially folks with an interest in politics. Add hashtags, tag other people, and set a precise location for your Feed and Stories posts. This helps people find and interact with you on Instagram.
ADVERTISING ON INSTAGRAM

You must have a connected Facebook Page to run ads to your business profile on Instagram (if your existing Instagram account is not a business profile you can convert it for free). Then, select your ad objective, targeted audience and ad format in the Ads Manager tool. Or select a post you’ve already shared on Instagram and tap Promote.

We recommend you let Instagram automatically create an audience of people similar to your existing followers. Decide how long your ads will run and what budget you’re comfortable with.

Hit publish when your ads are ready. You’ll get a notification when your ads are approved and ready to run.

GET THE MOST FROM YOUR PROFILE INSIGHTS

Instagram Insights help you learn more about your followers and the people interacting with your account on Instagram. For example, you’ll find insights classified by categories such as gender, age range, location and more. You can also see which posts and stories your followers see and engage with the most.

Insights and metrics about your account include paid activity as well. Reach, accounts reached, impressions, and impressions by day reflect both paid and organic activity.
GLOSSARY OF INSTAGRAM TERMS

BLOCK
Block is a tool you can use if someone is bothering you on Instagram. When you block someone, the other person isn’t notified, but they’ll no longer be able to interact with you in any way.

DIRECT
This is your direct messaging inbox, where you can message people individually or in groups. You can also share photos and videos with the people you’re messaging.

EXPLORE
This is where you’ll see photos and videos from accounts and tags you might be interested in. The Explore section is different for everyone — the content changes depending on accounts and hashtags you follow.

FEED
The place to see posts (videos or photos) from the accounts you follow.

IGTV
Instagram’s home for longer-form video up to one hour long.

POST
A post refers to the media you are putting on your Feed or on Stories. This can be video or photos.

PROFILE
Your Instagram profile is where people will find your posts on Feed, and can access your Stories & Stories highlights. It also includes a short bio, and can include your contact information if you wish.

REPORT
Reporting is a way you can let Instagram know that a post, account or comment is inappropriate. You can report any post or comment that you believe violates our community guidelines.