

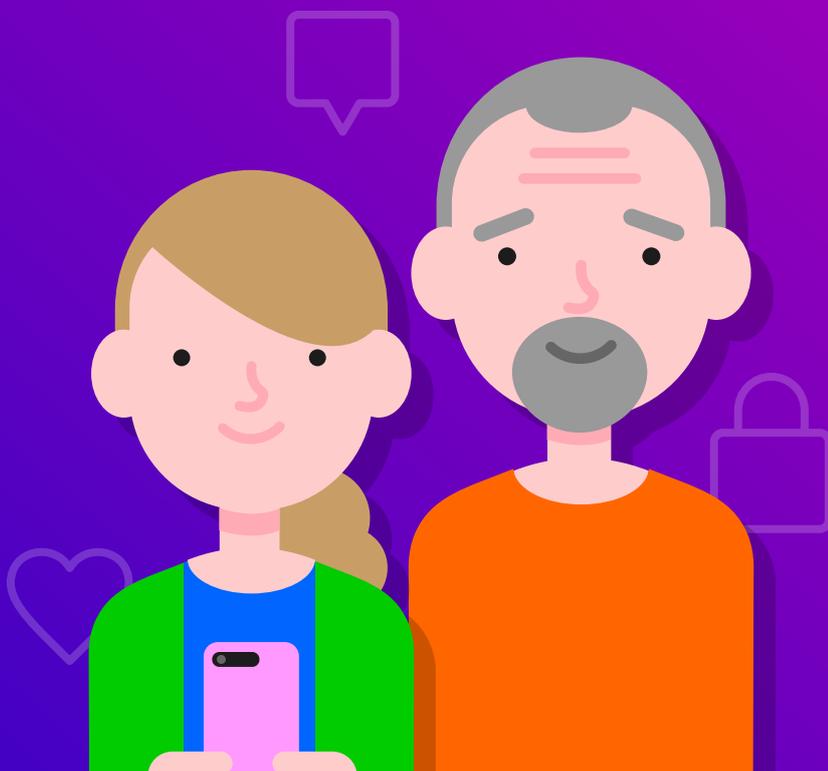
Addressing the pressure  
to be perfect toolkit:



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# Parents toolkit: Supporting young people's wellbeing

It may never happen, but it's important for young people to know how to act if they're concerned about someone's emotional wellbeing on Instagram.



## **You may have already had discussions about mental health.**

If not, try bringing up the topic of **skills for helping others** with kindness and without judgment. Instagram provides a number of tools for reporting concerning behaviour, which is explained below.

*We've also included signs of distress for you to look out for. ▶▶*

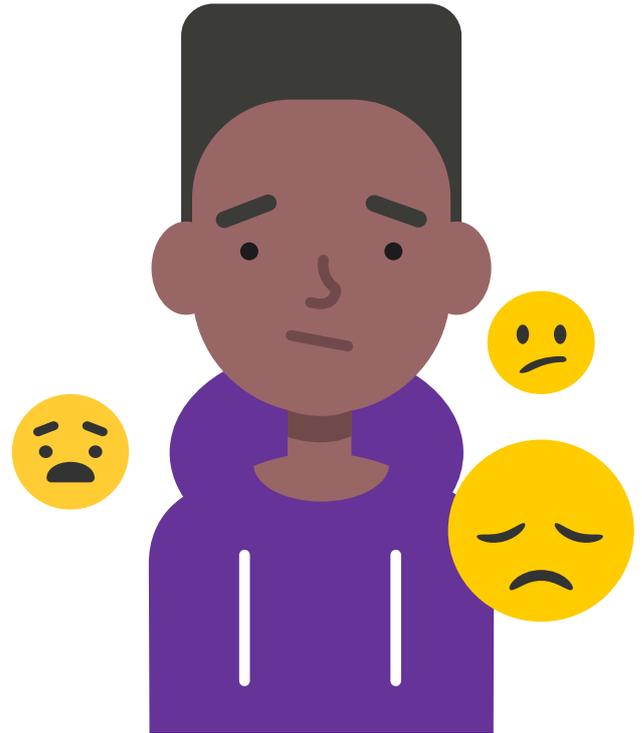


# Know the signs to watch for

People may communicate their feelings in different ways, but there are things that **can give you clues to their emotional state.**

## Here is a list of things you could look out for:

- They're **not acting like themselves**
- They are **taking more risks** than usual
- They talk about **feeling hopeless**
- They're **taking more drugs or drinking more**
- They are **harming** themselves
- They **don't feel like hanging out** as much
- Their mind seems to be **somewhere else**
- They are **so anxious they can't relax**
- They've gotten **negative about life**



Everyone has some bad days, but if you notice someone exhibiting any of the above behaviours repeatedly, **the tips below can help you figure out what to do.** Alternatively, there are a number of organisations to reach out to such as:

[Childline](#)

[YoungMinds](#)

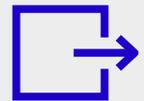
[Kooth.com](#)

[The Mix](#)

[Papyrus](#)

[Samaritans](#)

[Mind](#)

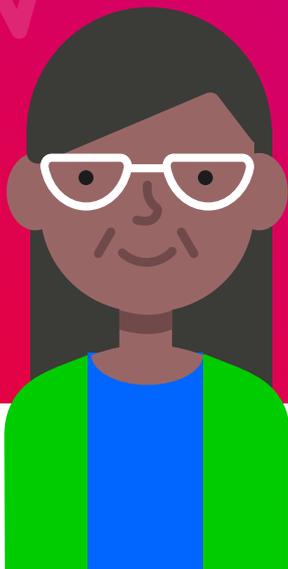


## Reaching out



Helping someone can be as **simple as sending a quick DM or text.** Just letting them know that they aren't alone and that you care about them is a kind thing to do. Try a casual check-in like, "I've noticed you posting a lot of sad memes lately, are you OK?"

Asking questions like "Have you talked to anyone else about this?" can be ways to see if they have support in the other parts of their life. [Childline has some good guidelines](#) for this or share resources like the Shout free text line.



# Reporting



We encourage young people who are worried that someone may be thinking about hurting themselves, report this to Instagram so they can help connect them to information and resources.

There are teams all over the world **working 24 hours a day, seven days a week** to review these reports. The poster will not know who made the report, but they will get help the next time they open the app.

## How to:

### Report a post

- Tap the  above the post, then tap **Report**.
- Select **"It's Inappropriate > Self injury."**

## In an emergency, contact authorities

If someone is in immediate physical danger, please contact the police or other immediate local authority services for help.

The Shout free text line is also available 24/7 and totally anonymous unless you need to contact emergency services to keep you or someone else safe. Text **SHOUT** to **85258**.



[Internetmatters.org/instagram-parents-toolkit](https://internetmatters.org/instagram-parents-toolkit)

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