

20120503_Instagram_CommunityGuidelines	2
20121230_Instagram_CommunityGuidelines	4
20130621_Instagram_CommunityGuidelines	6
20140318_Instagram_CommunityGuidelines	8
20140731_Instagram_CommunityGuidelines	10
20150417_Instagram_CommunityGuidelines	12
20151008_Instagram_CommunityGuidelines	14
20160202_Instagram_CommunityGuidelines	16
20160218_Instagram_CommunityGuidelines	18
20190522_Instagram_CommunityGuidelines	20
20190729_Instagram_CommunityGuidelines	22
20200418_Instagram_CommunityGuidelines	24
20200607_Instagram_CommunityGuidelines	27
20200707_Instagram_CommunityGuidelines	30
20210212_Instagram_CommunityGuidelines	33
20211028_Instagram_CommunityGuidelines	36

Community Guidelines

The Short:

1. Post your own photos.
2. Keep your clothes on.
3. Be respectful.
4. Don't spam.
5. HAVE FUN!

The Long:

The detailed Community Guidelines below have been created in order to help you understand the best practices as a member of the Instagram community. By utilizing Instagram you are also subject to our [Terms of Use](#).

What to do:

1. DO SHARE PHOTOS THAT YOU'VE TAKEN.

Instagram is a great way to share your life through photos, but we have to ask that you don't share photos of someone else's life. Since users own the rights to all photos they have uploaded using our service, we ask that you respect their copyright ownership. If you want to express your excitement over a beautiful photo, it's best to [double tap on the image to like it!](#)

2. DO SHARE PHOTOS THAT ARE SAFE FOR PEOPLE OF ALL AGES.

Remember that our community is a diverse one, and that your photos are visible to people as young as 13 years old. While we respect the artistic integrity of photos, we have to keep our product and the photos within it in line with our App Store's rating for nudity and mature content. In other words, please do not post nudity or mature content of any kind.

3. DO TREAT OTHERS AS YOU WOULD LIKE TO BE TREATED.

People from around the world with different backgrounds come together to share images on Instagram, which is great, but it also means that not everyone will agree with what you think or believe. We ask that all users be polite and respectful in their interactions with other members.

4. DO HAVE MEANINGFUL & GENUINE INTERACTIONS.

Self-promotion or commercial solicitation of any kind, in any form, is rarely well-received. Users often notice when you have posted the same comment elsewhere or have followed a large number of users to gain followers in return, so please be sincere with your exchanges on Instagram.

5. DO HAVE FUN!

Instagram is the best way to quickly share beautiful photographs of your life with others, and see the world through others' eyes. It's photo sharing reinvented, so have fun!

What not to do:

It is important to note that overstepping the boundaries outlined below may result in a [disabled account](#), or discontinued access to Instagram, without warning.

1. DON'T SHARE PHOTOS THAT AREN'T YOURS.

This includes other people's photos, and/or things that you have copied or collected from the Internet. Accounts that solely consist of only this type of content may be disabled at any time.

2. DON'T SHARE PHOTOS THAT SHOW NUDITY OR MATURE CONTENT.

If you wouldn't show the photo you are thinking about uploading to a child, or your boss, or your parents, you probably shouldn't share it on Instagram. The same rule applies to your profile photo. Accounts found sharing nudity or mature content will be disabled and your access to Instagram may be discontinued.

3. DON'T SHARE PHOTOS OF ILLEGAL CONTENT.

If we find you sharing prohibited or illegal content, your account will be disabled and we will take appropriate action, which may include reporting you to the authorities.

4. DON'T SPAM.

Instagram is a place where people can share beautiful photos of their lives, and when you engage in self-promotional behavior of any kind on Instagram it makes users who have shared that moment with you feel sad inside. This guideline includes repetitive comments, as well as service manipulation in order to self-promote, and extends to commercial spam comments, such as discount codes or URLs to websites. We ask that you keep your interactions on Instagram meaningful and genuine, and note that we are [working on reducing comment spam](#).

5. DON'T BE RUDE.

Instagram is a friendly place where everyone should feel safe and comfortable sharing their lives through photographs. It is not an appropriate place to abuse, attack, harass, or impersonate others. If we receive valid complaints about your conduct, we'll send a warning or disable your account. Alternatively, we'd recommend users [block](#) all meanies & trolls to prevent further issues.

6. DON'T PROMOTE OR GLORIFY SELF-HARM.

While Instagram is a place where people can share their lives with others through photographs, any account found encouraging or urging users to embrace anorexia, bulimia, or other eating disorders; or to cut, harm themselves, or commit suicide will result in a disabled account without warning. We believe that communication regarding these behaviors in order to create awareness, come together for support and to facilitate recovery is important, but that Instagram is not the place for active promotion or glorification of self-harm.

Additional things to remember

1. Instagram is a diverse community, and it is likely that you will come across things that offend you. If you are offended by a photo that may not violate any of the above guidelines, we'd suggest you navigate away from the account, or even use our [blocking feature](#). If you are unsure about the content, you can report it utilizing our [built-in reporting functionality](#) in order to bring it to the Instagram Team's attention.
2. If you think that there is immediate cause for concern, you can [send a report](#) to the Instagram Team from our Help Center by selecting "Privacy" in the drop down menu. Please provide all necessary information for us to quickly respond to an issue that urgently needs our attention, this includes image descriptions & dates, URLs, and valid usernames.
3. If you find that one of your images has been uploaded to another user's profile, try not to panic. It is likely a misunderstanding and not ill-intended. A good first step is to comment on the image & politely ask that they take the content down. If that doesn't work, please [flag the image for review](#) by choosing "Copyright," or file a Notice of Infringement with the Instagram Copyright Agent [here](#).
4. You might find yourself wanting to post a screenshot of the offending account to your photo-stream in order to draw attention to the situation or user, but that's often not the best way to go about resolving the issue. We do not encourage singling out the user, as it may be classified as harassment, which violates our guidelines.
5. If you believe you will have trouble following these guidelines we'd suggest finding an alternative photo sharing service, as Instagram may not be the best place for you. We value these guidelines, and believe that they will help keep Instagram a safe & fun place for everyone.

If you need further information, you can check out our [Support Center](#) and [Terms of Use](#). If you have any questions or feedback, you can send us a message by [filing a ticket](#).

The Instagram Team

Community Guidelines

The Short

1. Post your own photos.
2. Keep your clothes on.
3. Be respectful.
4. Don't spam.
5. HAVE FUN!

The Long

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What to do:

1. Do share photos that you've taken.

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2. Do share photos that are safe for people of all ages.

Remember that our community is a diverse one, and that your photos are visible to people as young as 13 years old. While we respect the artistic integrity of photos, we have to keep our product and the photos within it in line with our App Store's rating for nudity and mature content. In other words, please do not post nudity or mature content of any kind.

3. Do treat others as you would like to be treated.

People from around the world with different backgrounds come together to share images on Instagram, which is great, but it also means that not everyone will agree with what you think or believe. We ask that all users be polite and respectful in their interactions with other members.

4. Do have meaningful & genuine interactions.

Self-promotion or commercial solicitation of any kind, in any form, is rarely well-received. Users often notice when you have posted the same comment elsewhere or have followed a large number of users to gain followers in return, so please be sincere with your exchanges on Instagram.

5. Do have fun!

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What not to do:

It is important to note that overstepping the boundaries outlined below may result in a [disabled account](#), or discontinued access to Instagram, without warning.

1. Don't share photos that aren't yours.

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2. Don't share photos that show nudity or mature content.

If you wouldn't show the photo you are thinking about uploading to a child, or your boss, or your parents, you probably shouldn't share it on Instagram. The same rule applies to your profile photo. Accounts found sharing

nudity or mature content will be disabled and your access to Instagram may be discontinued.

3. Don't share photos of illegal content.

If we find you sharing prohibited or illegal content, including photographs of extreme violence or gore, your account may be disabled and we will take appropriate action, which may include reporting you to the authorities.

4. Don't spam.

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5. Don't be rude.

Instagram is a friendly place where everyone should feel safe and comfortable sharing their lives through photographs. It is not an appropriate place to abuse, attack, harass, or impersonate others. If we receive valid complaints about your conduct, we'll send a warning or disable your account. Alternatively, we'd recommend users [block](#) all meanies & trolls to prevent further issues.

6. Don't promote or glorify self-harm.

While Instagram is a place where people can share their lives with others through photographs, any account found encouraging or urging users to embrace anorexia, bulimia, or other eating disorders; or to cut, harm themselves, or commit suicide will result in a disabled account without warning. We believe that communication regarding these behaviors in order to create awareness, come together for support and to facilitate recovery is important, but that Instagram is not the place for active promotion or glorification of self-harm.

Additional things to remember

- Instagram is a diverse community, and it is likely that you will come across things that offend you. If you are offended by a photo that may not violate any of the above guidelines, we'd suggest you navigate away from the account, or even use our [blocking feature](#). If you are unsure about the content, you can report it utilizing our [built-in reporting functionality](#) in order to bring it to the Instagram Team's attention.
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If you believe you will have trouble following these guidelines we'd suggest finding an alternative photo sharing service, as Instagram may not be the best place for you. We value these guidelines, and believe that they will help keep Instagram a safe & fun place for everyone.

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The Instagram Team

Community Guidelines

The Short

1. Post your own photos and videos.
2. Keep your clothes on.
3. Be respectful.
4. Don't spam.
5. HAVE FUN!

The Long

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What to do:

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2. Do share photos and videos that are safe for people of all ages.

Remember that our community is a diverse one, and that your posts are visible to people as young as 13 years old. While we respect the artistic integrity of photos and videos, we have to keep our product and the content within it in line with our App Store's rating for nudity and mature content. In other words, please do not post nudity or mature content of any kind.

3. Do treat others as you would like to be treated.

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4. Do have meaningful & genuine interactions.

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5. Don't be rude.

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6. Don't promote or glorify self-harm.

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The Instagram Team

Community Guidelines

The Short

1. Post your own photos and videos.
2. Keep your clothes on.
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The Long

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2. Do share photos and videos that are safe for people of all ages.

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3. Don't share photos or videos of illegal content.

If you are reported for sharing prohibited or illegal content, including photographs or videos of extreme violence or gore, your account may be disabled and we will take appropriate action, which may include reporting you to the authorities. Additionally, it is neither possible nor permitted to complete transactions involving regulated goods on our platform. If your photos or videos are promoting the sale of regulated goods or services, including firearms, alcohol, tobacco, or adult products, we expect you to make sure you're following the law and to encourage others to do the same.

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The Instagram Team

Community Guidelines

The Short

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2. Keep your clothes on.
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2. Don't share photos or videos that show nudity or mature content.

If you wouldn't show the photo or video you are thinking about uploading to a child, or your boss, or your parents, you probably shouldn't share it on Instagram. The same rule applies to your profile photo. Accounts found sharing

nudity or mature content will be disabled and your access to Instagram may be discontinued. While we know that families use Instagram to capture and share photos of their children, we may remove images that show nude or partially nude children for safety reasons. Even when these images are uploaded with the best of intentions, this content could be re-shared and used by other people in unanticipated and inappropriate ways. You can learn more on our [Tips for Parents](#) page.

3. Don't share photos or videos of illegal content.

If you are reported for sharing prohibited or illegal content, including photographs or videos of extreme violence or gore, your account may be disabled and we will take appropriate action, which may include reporting you to the authorities. Additionally, it is neither possible nor permitted to complete transactions involving regulated goods on our platform. If your photos or videos are promoting the sale of regulated goods or services, including firearms, alcohol, tobacco, prescription drugs, or adult products, we expect you to make sure you're following the law and to encourage others to do the same.

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Additional things to remember

- Instagram is a diverse community, and it is likely that you will come across things that offend you. If you are offended by a photo or video that may not violate any of the above guidelines, we'd suggest you navigate away from the account, or even use our [blocking feature](#). If you are unsure about the content, you can report it utilizing our [built-in reporting functionality](#) in order to bring it to the Instagram Team's attention.
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The Instagram Team

Community Guidelines

The Short

We want Instagram to continue to be an authentic and safe place for inspiration and expression. Help us foster this community. Post only your own photos and videos and always follow the law. Respect everyone on Instagram, don't spam people or post nudity.

The Long

Instagram is a reflection of our diverse community of cultures, ages, and beliefs. We've spent a lot of time thinking about the different points of view that create a safe and open environment for everyone.

We created the Community Guidelines so you can help us foster and protect this amazing community. By using Instagram, you agree to these guidelines and our [Terms of Use](#). We're committed to these guidelines and we hope you are too. Overstepping these boundaries may result in a [disabled account](#).

- **Share only photos and videos that you've taken or have the right to share.**

As always, you own the content you post on Instagram. Remember to post authentic content, and don't post anything you've copied or collected from the Internet that you don't have the right to post. Learn more about [intellectual property rights](#).

- **Post photos and videos that are appropriate for a diverse audience.**

We know that there are times when people might want to share nude images that are artistic or creative in nature, but for a variety of reasons, we don't allow nudity on Instagram. This includes photos, videos, and some digitally-created content that show sexual intercourse, genitals, and close-ups of fully-nude buttocks. It also includes some photos of female nipples, but photos of post-mastectomy scarring and women actively breastfeeding are allowed. Nudity in photos of paintings and sculptures is OK, too.

People like to share photos or videos of their children. For safety reasons, there are times when we may remove images that show nude or partially-nude children. Even when this content is shared with good intentions, it could be used by others in unanticipated ways. You can learn more on our [Tips for Parents page](#).

- **Foster meaningful and genuine interactions.**

Help us stay spam-free by not artificially collecting likes, followers, or shares, posting repetitive comments or content, or repeatedly contacting people for commercial purposes without their consent.

- **Follow the law.**

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- Many disputes and misunderstandings can be resolved directly between members of the community. If one of your photos or videos was posted by someone else, you could try commenting on the post and asking the person to take it down. If that doesn't work, you can [file a copyright report](#). If you believe someone is violating your trademark, you can [file a trademark report](#). Don't target the person who posted it by posting screenshots and drawing attention to the situation because that may be classified as harassment.

- We may work with law enforcement, including when we believe that there's risk of physical harm or threat to public safety.

For more information, check out our [Help Center](#) and [Terms of Use](#).

Thank you for helping us create one of the best communities in the world,

The Instagram Team

Community Guidelines

COVID-19: Community Guidelines Updates and Protections: *As people around the world confront this unprecedented public health emergency, we want to make sure that our Community Guidelines protect people from harmful content and new types of abuse related to COVID-19. We're working to remove content that has the potential to contribute to real-world harm, including through our policies prohibiting coordination of harm, sale of medical masks and related goods, hate speech, bullying and harassment and misinformation that contributes to the risk of imminent violence or physical harm. As the situation evolves, we continue to look at content on the platform, assess speech trends, and engage with experts, and will provide additional policy guidance when appropriate to keep the members of our community safe during this crisis.*

The Short

We want Instagram to continue to be an authentic and safe place for inspiration and expression. Help us foster this community. Post only your own photos and videos and always follow the law. Respect everyone on Instagram, don't spam people or post nudity.

The Long

Instagram is a reflection of our diverse community of cultures, ages, and beliefs. We've spent a lot of time thinking about the different points of view that create a safe and open environment for everyone.

We created the Community Guidelines so you can help us foster and protect this amazing community. By using Instagram, you agree to these guidelines and our [Terms of Use](#). We're committed to these guidelines and we hope you are too. Overstepping these boundaries may result in deleted content, [disabled accounts](#), or other restrictions.

In some cases, we allow content for public awareness which would otherwise go against our Community Guidelines – if it is newsworthy and in the public interest. We do this only after weighing the public interest value against the risk of harm and we look to international human rights standards to make these judgments.

- **Share only photos and videos that you've taken or have the right to share.**

As always, you own the content you post on Instagram. Remember to post authentic content, and don't post anything you've copied or collected from the Internet that you don't have the right to post. Learn more about [intellectual property rights](#).

- **Post photos and videos that are appropriate for a diverse audience.**

We know that there are times when people might want to share nude images that are artistic or creative in nature, but for a variety of reasons, we don't allow [nudity](#) on Instagram. This includes photos, videos, and some digitally-created content that show sexual intercourse, genitals, and close-ups of fully-nude buttocks. It also includes some photos of female nipples, but photos in the context of breastfeeding, birth giving and after-birth moments, health-related situations (for example, post-mastectomy, breast cancer awareness or gender confirmation surgery) or an act of protest are allowed. Nudity in photos of paintings and sculptures is OK, too.

People like to share photos or videos of their children. For safety reasons, there are times when we may remove images that show [nude or partially-nude children](#). Even when this content is shared with good intentions, it could be used by others in unanticipated ways. You can learn more on our [Tips for Parents page](#).

- **Foster meaningful and genuine interactions.**

Help us stay [spam-free](#) by not artificially collecting likes, followers, or shares, posting repetitive comments or content, or repeatedly contacting people for commercial purposes without their consent. Don't offer money or giveaways of money in exchange for likes, followers, comments or other engagement. Don't post content that engages in, promotes, encourages, facilitates, or admits to the offering, solicitation or trade of [fake and misleading user reviews or ratings](#).

You don't have to use your real name on Instagram, but we do require Instagram users to provide us with accurate and up to date information. Don't [impersonate](#) others and don't create accounts for the purpose of violating our guidelines or misleading others.

- **Follow the law.**

Instagram is not a place to support or praise [terrorism, organized crime, or hate groups](#). Offering [sexual services](#), buying or selling firearms, alcohol, and tobacco products between private individuals, and buying or selling non-medical or pharmaceutical drugs are also not allowed. We also remove content that attempts to trade, co-ordinate the trade of, donate, gift, or ask for non-medical drugs, as well as content that either admits to personal use (unless in the recovery context) or coordinates or promotes the use of non-medical drugs. Instagram also prohibits the sale of live animals between private individuals, though brick-and-mortar stores may offer these sales. No one may coordinate poaching or selling of endangered species or their parts.

Remember to always follow the law when offering to sell or buy other [regulated goods](#). Accounts promoting online gambling, online real money games of skill or online lotteries must get our prior written permission before using any of our products.

We have zero tolerance when it comes to sharing [sexual content involving minors](#) or threatening to post [intimate images](#) of others.

- **Respect other members of the Instagram community.**

We want to foster a positive, diverse community. We remove content that contains [credible threats](#) or [hate speech](#), content that targets private individuals to [degrade or shame them](#), personal information meant to blackmail or harass someone, and repeated unwanted messages. We do generally allow stronger conversation around people who are featured in the news or have a large public audience due to their profession or chosen activities.

It's never OK to encourage violence or attack anyone based on their race, ethnicity, national origin, sex, gender, gender identity, sexual orientation, religious affiliation, disabilities, or diseases. When hate speech is being shared to challenge it or to raise awareness, we may allow it. In those instances, we ask that you express your intent clearly.

[Serious threats of harm](#) to public and personal safety aren't allowed. This includes specific threats of physical harm as well as threats of theft, vandalism, and other financial harm. We carefully review reports of threats and consider many things when determining whether a threat is credible.

- **Maintain our supportive environment by not glorifying self-injury.**

The Instagram community cares for each other, and is often a place where people facing difficult issues such as eating disorders, cutting, or other kinds of self-injury come together to create awareness or find support. We try to do our part by providing education in the app and adding information in the [Help Center](#) so people can get the help they need.

Encouraging or urging people to embrace [self-injury](#) is counter to this environment of support, and we'll remove it or disable accounts if it's reported to us. We may also remove content identifying victims or survivors of self-injury if the content targets them for attack or humor.

- **Be thoughtful when posting newsworthy events.**

We understand that many people use Instagram to share important and newsworthy events. Some of these issues can involve graphic images. Because so many different people and age groups use Instagram, we may remove videos of intense, [graphic violence](#) to make sure Instagram stays appropriate for everyone.

We understand that people often share this kind of content to condemn, raise awareness or educate. If you do share content for these reasons, we encourage you to caption your photo with a warning about graphic violence. Sharing [graphic images for sadistic pleasure](#) or to glorify violence is never allowed.

Help us keep the community strong:

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