

POLITICS & GOVERNMENT ON  
**INSTAGRAM**



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Social media has tremendous power to engage people in politics— especially those who don't consume traditional political media and messaging.

Instagram is the place to showcase the **passion** that drives your **policies** and the **personality** behind the **politics**.

This guide will help you do it.

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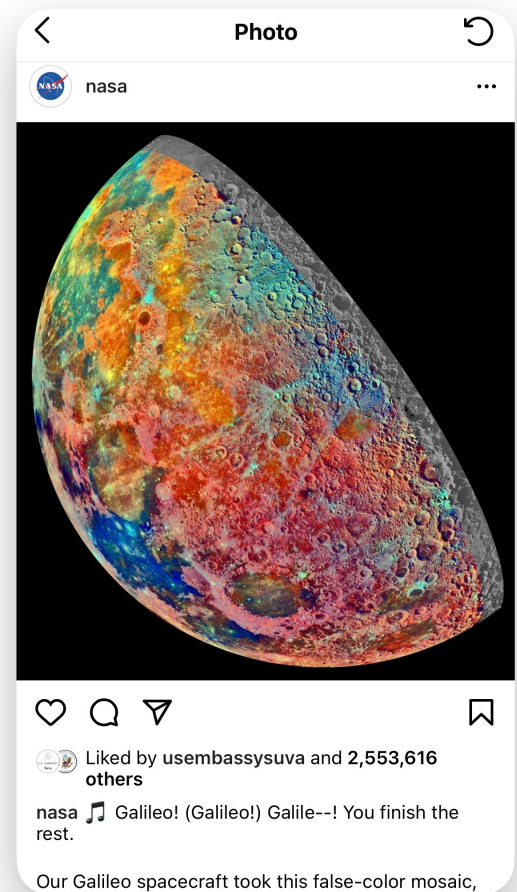
PART 1 : GETTING STARTED

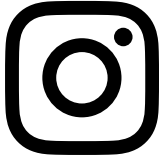
PART 2 : BEST PRACTICES

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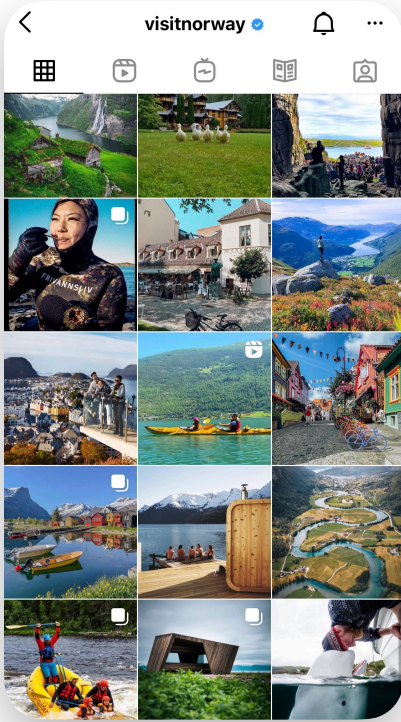
# GETTING STARTED

# FIND YOUR COMMUNITY

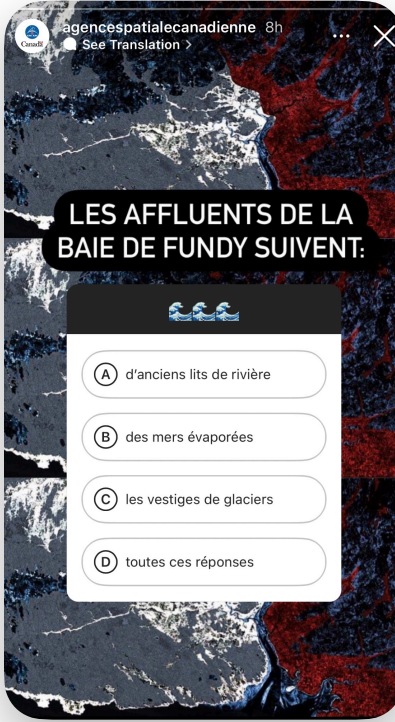


Engage with your supporters in a visually compelling way

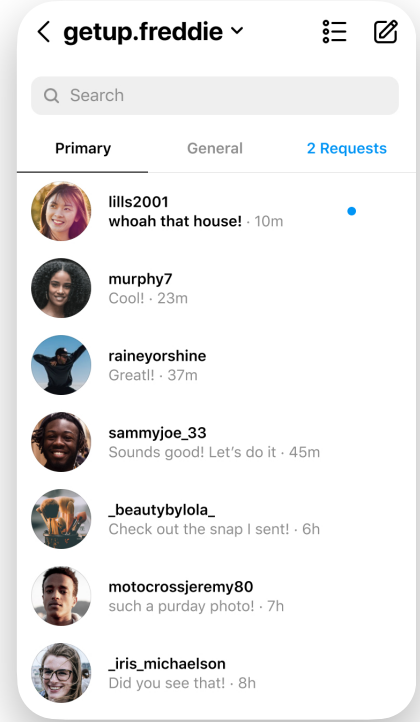
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Around the world, public figures, political movements and politicians are finding creative ways to reach new audiences on Instagram through photos, videos, stories, and messages.

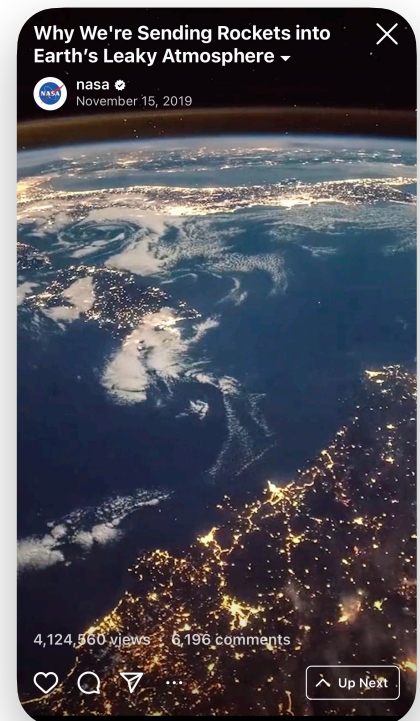
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# BUILD A CONNECTION



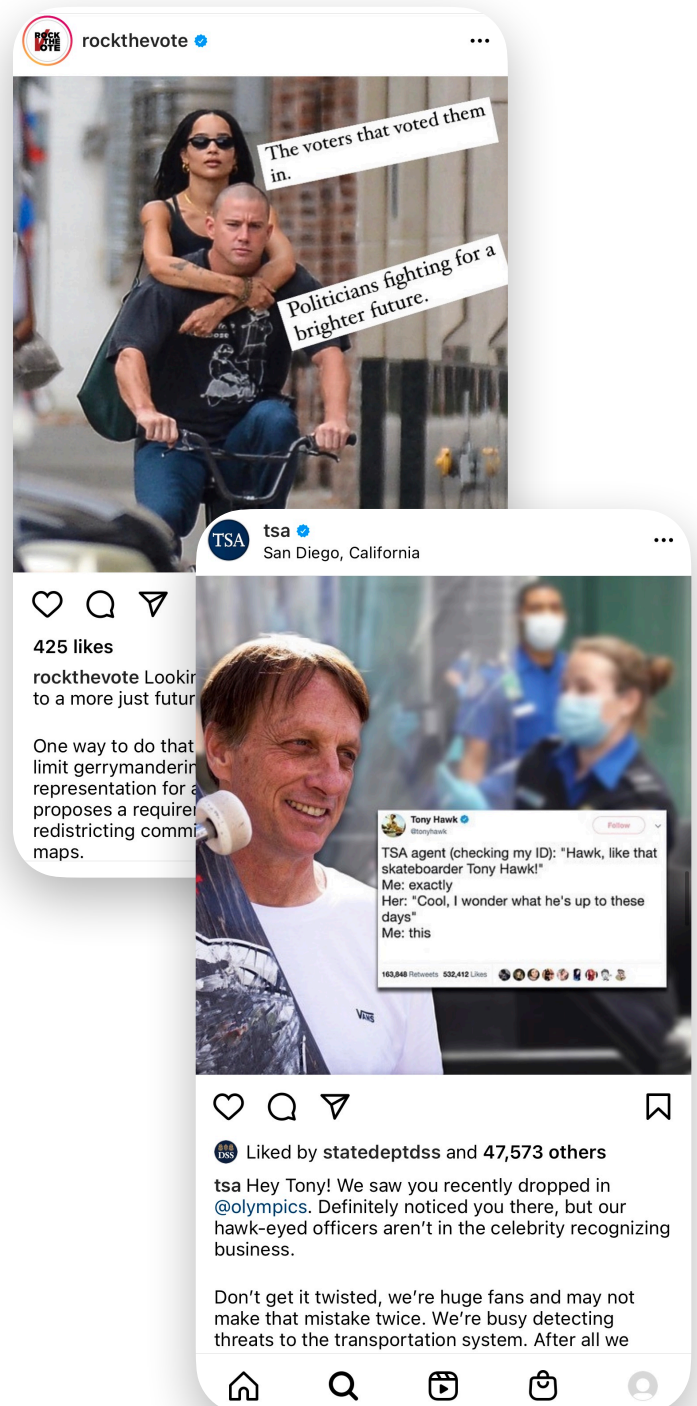
Tell your story to bring your audience closer to you and your policies

## Use your authentic voice

Whether your account is followed by millions internationally or by dozens locally, and whether you're posting on a nonpartisan government account or a deeply personal political profile, the key to success on Instagram is the same—speak with a consistent, genuine, authentic voice that engages your followers, creates a connection with them, and builds a relationship that lasts.

## Don't take yourself too seriously

Remember, you're a person (who happens to be a politician) using Instagram, not a politician using Instagram as a dumping ground for announcements. People on Instagram want to interact with posts that tell a story, whether it be about your work or personal life. To maximize engagement, be mindful with your storytelling by using plain and direct language as opposed to government or press-release speak.



# DEFINE YOUR MISSION

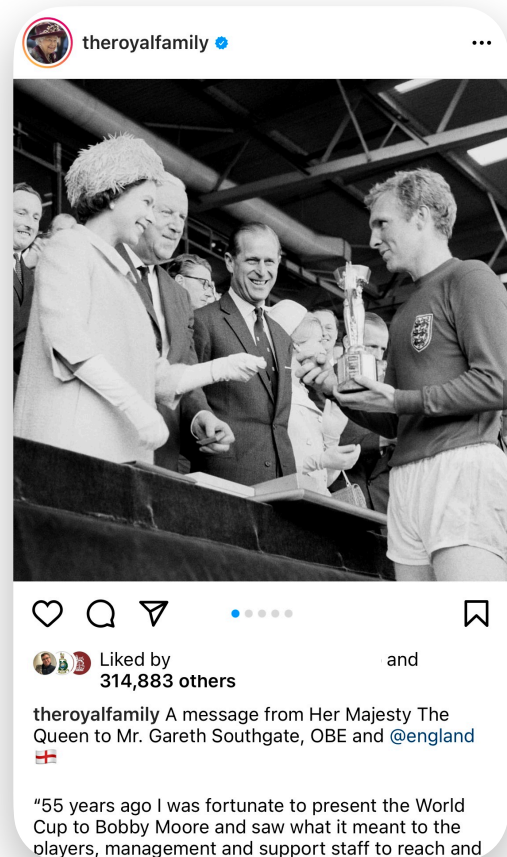


Identify your account's core purpose, goals, and voice

- What are you trying to achieve on Instagram?
- What story are you trying to tell each day?

When creating content, consider the following:

1. What aspects of my work and personality will make for posts that resonate with my community?
2. How much of my personal life am I comfortable sharing on social media?



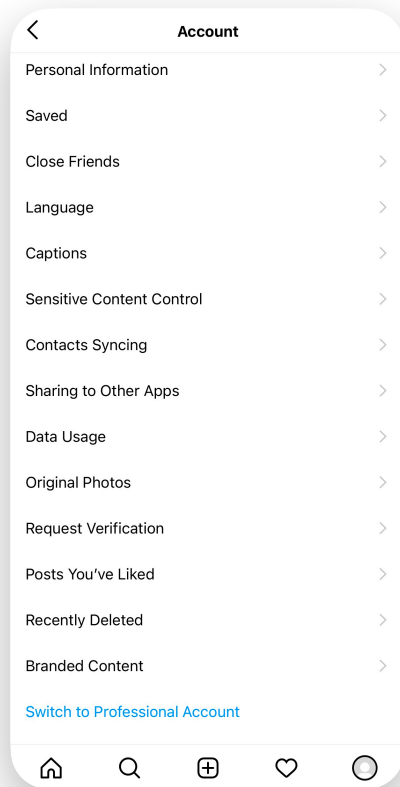
3. How will I make people aware of the key policy issues and programs I want to highlight?
4. How often will I post, and who will help me with day-to-day content strategy for the account?

# LAUNCH YOUR ACCOUNT



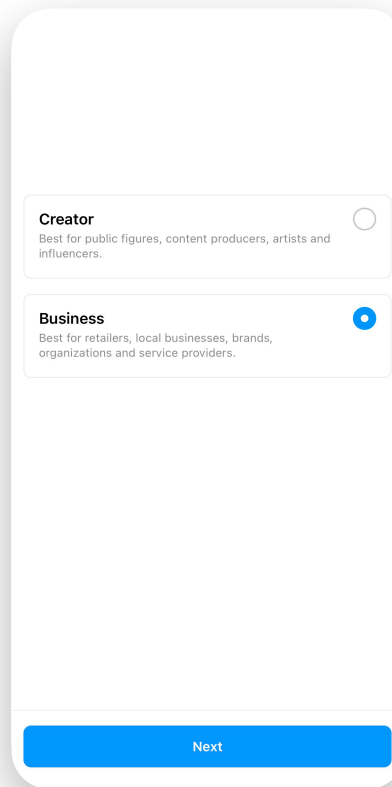
Choose an account type, start posting, and promote your page

## Personal



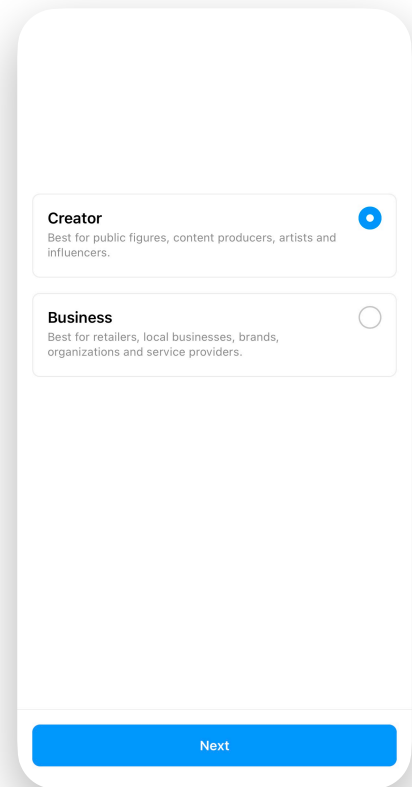
The standard personal Instagram account. We don't recommend this for public figures or institutions.

## Business



Ideal for companies and institutions, featuring different profile controls and user insights.

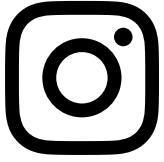
## Creator



Ideal for politicians and public figures, with unique profile appearance and even more advanced user insights.

## Debuting Your Instagram Account

1. Plan to have a week's worth of content ready for Feed and Stories posts once you open the account. Devise a weekly content plan as part of your workflow.
2. Announce your account's debut on other social media such as Facebook and Twitter, then link your accounts to crosspost your content.
3. Let friendly accounts and agencies know you're debuting, and have them share your handle with their followers.



# BEST PRACTICES



# FEED



## Share what matters

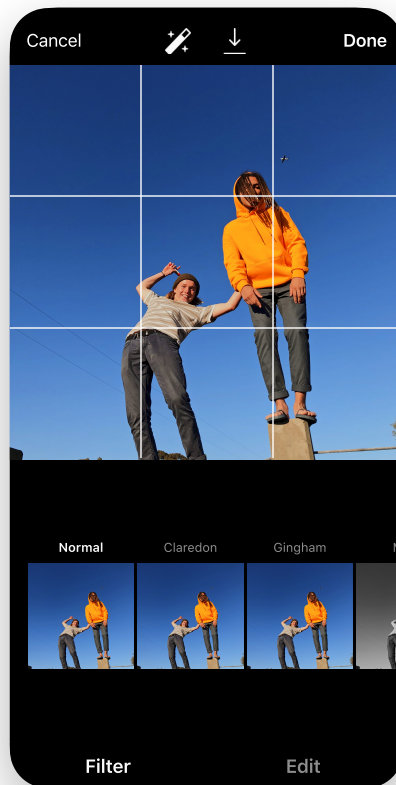
A striking photo from an event on the road. A laid-back moment at home with the family. A clip from your last speech. Or a simple graphic based on a powerful quote. **Feed is the place to share who you are and what you believe** with the people you want to reach.

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## Feed Basics



Hit the plus (+) icon and select any photo or video-- you can include up to 10 images/videos per post.



Consider a photo filter to set the mood or choose a cover image for your video.



Caption your content, tag other accounts, and set your location. Then post!



# FEED POSTS



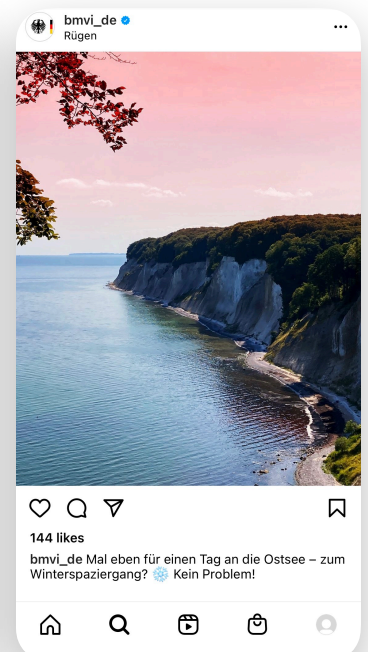
Create posts with your audience in mind: What do **they** want to see? What do **you** want to say?



There's no wrong way to post! Whether you seek to inform or inspire (or both), consider these tips when posting:

- Lead with your **strongest imagery**
- Use **multi-item posts** to share **multiple photos and videos** from the same day or event
- Maintain a **clear, consistent, authentic voice** across your posts
- Promote new posts via **Instagram Stories, cross-share to Facebook\***, or try **Collabs** for an extra boost

*\*Link your Facebook and Instagram accounts to make cross-sharing seamless*



Take a look at how others are connecting with their audience 🙌

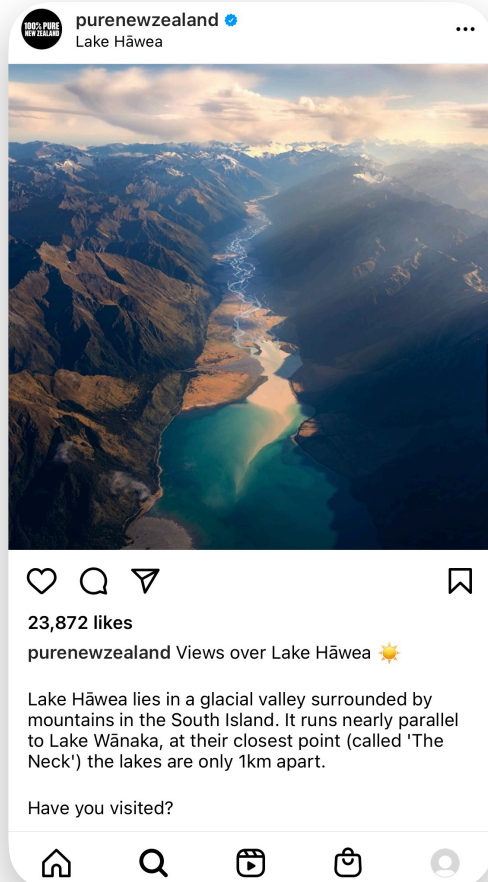
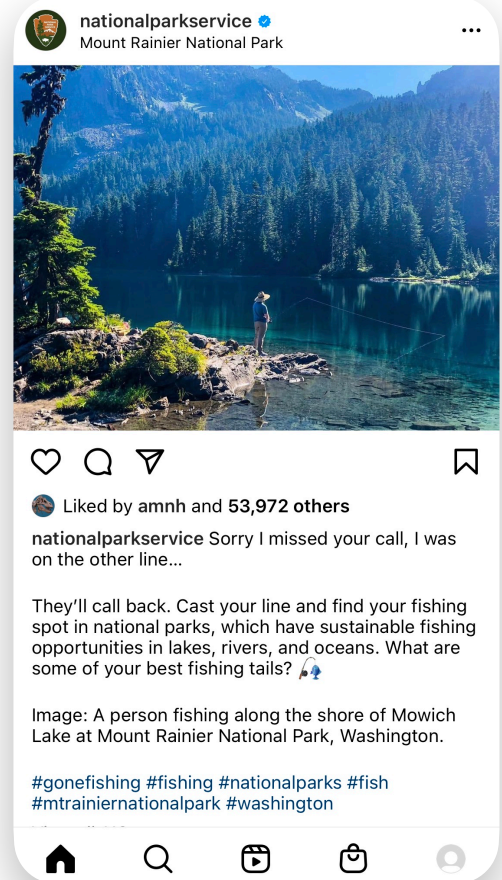
# FEED

## CAPTIONS

Captions are the place to fully embrace your voice and express yourself. Each caption should capture your energy while complementing your visuals. Don't just describe the photo— tell its story.

There's no ideal length to a caption: Sometimes short and snappy will do the trick, other times your audience will enthusiastically read a multi-paragraph writeup.

- Ensure **your authentic voice** shines through
- Author **image descriptions** using alt-text (or directly in the caption ➡)
- Encourage your supporters to comment by **asking questions** in your caption ⬇



Adding hashtags is an efficient way to increase the discoverability of your content and account.

- Use **hashtags in moderation** to avoid making your posts look cluttered and spammy

Tagging your location on Feed posts also helps people find your content and see what you're up to.

- Geo-tag small towns and local businesses to **show your involvement in the community** and your connection to the people there



# FEED

# COMMENTS



Boost engagement and build goodwill for yourself, your organization or your Instagram account through the comments section



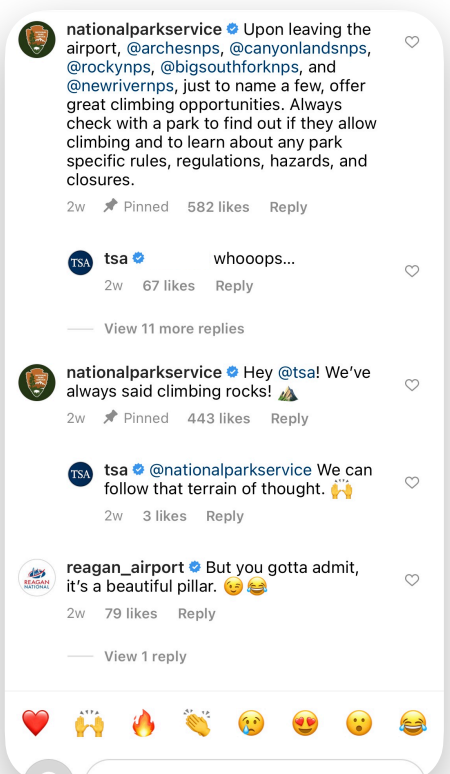
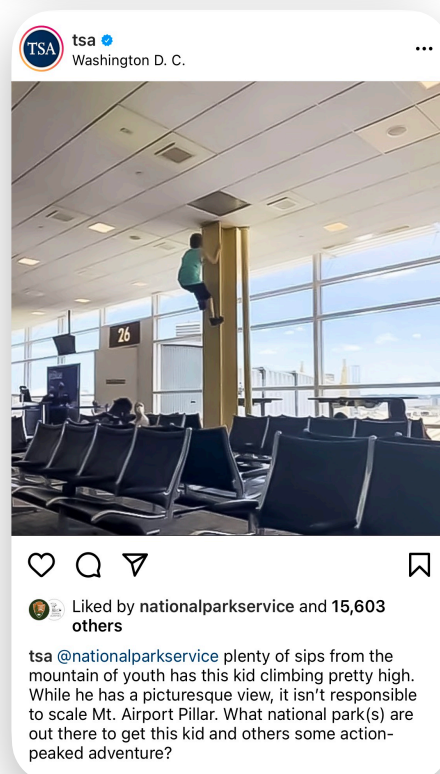
Replying to or even “liking” comments can go a long way in making your supporters feel heard and appreciated. Try:

- Answering questions
- Thanking supporters for their feedback

You should **never** feel obligated to argue with trolls. Focus on engaging with constructive comments or criticism; this in turn helps build and promote a safer online community on your profile.

Pin informative, creative or notable comments to encourage positive interactions.

Consider interacting with other posts in the political and government sphere, either through tagging them in your caption or commenting on their content.



# STORIES

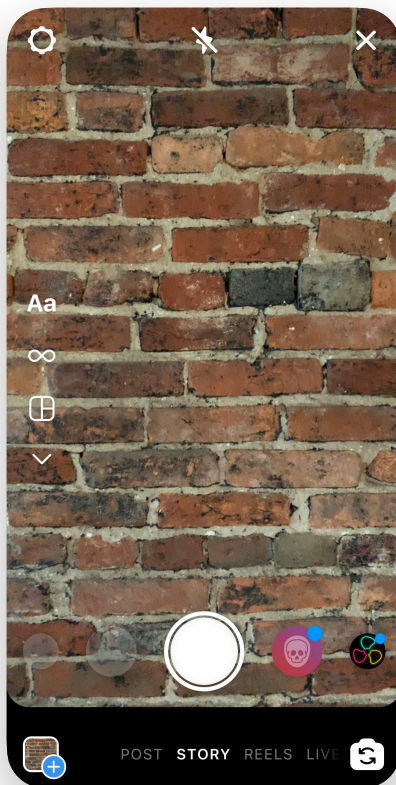


## Be yourself

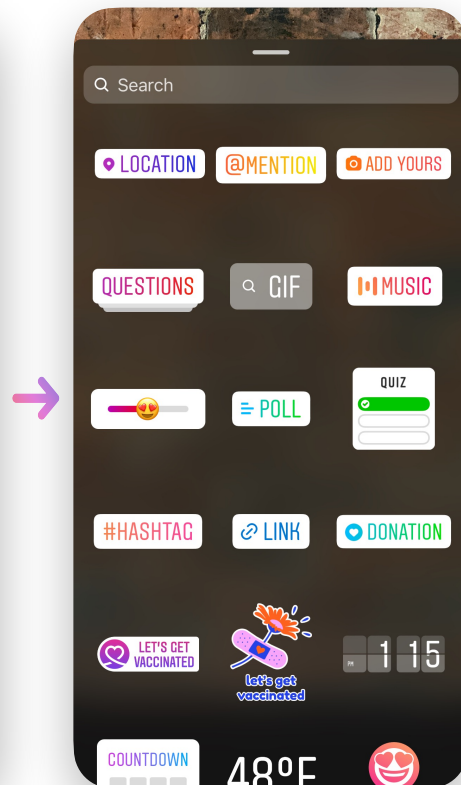
Instagram Stories is the place to share what's happening in the moment, speak in a personal voice, and have authentic conversations with the people you want to reach. Make the most of Stories by creating fun content your audience will want to keep coming back to watch.

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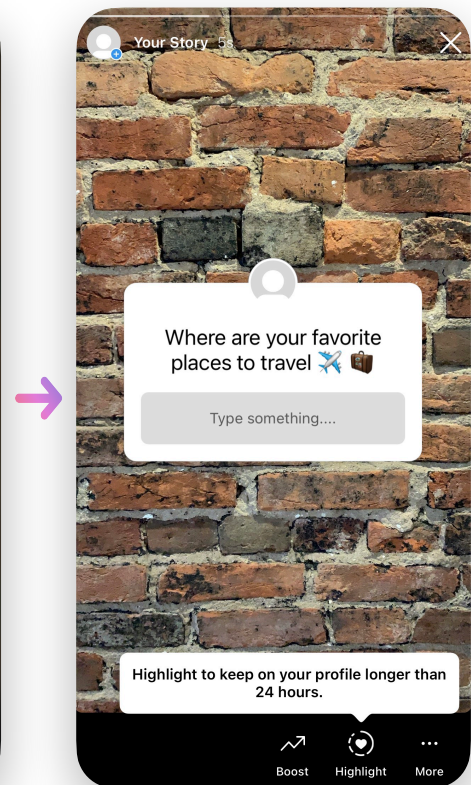
## Stories Basics



Swipe right to post a story. You can either take a picture or video, or choose content from your library (your camera roll is located in the bottom left corner).



Once you've chosen your photo or video, customize your content with stickers, GIFs, and emojis to better draw in and connect with your audience.



Add text/captions to your content, tag other accounts, and set your location. Then post! Stories posts can also be cross-shared to Facebook for increased visibility.



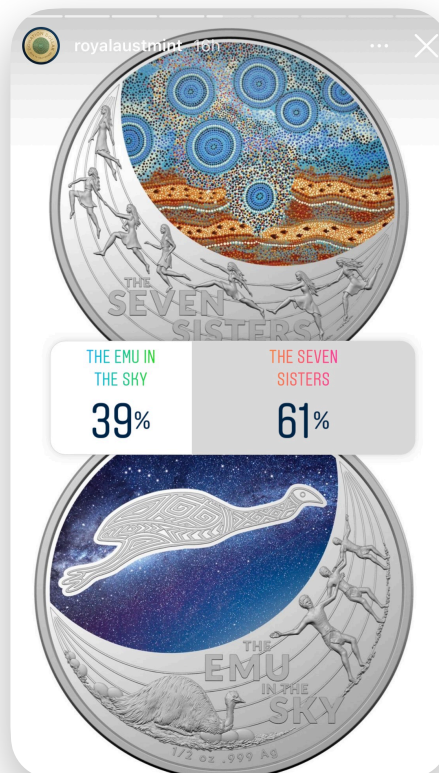
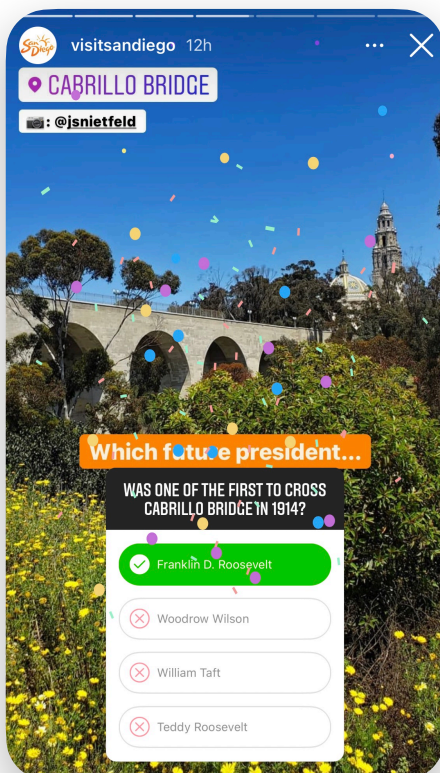
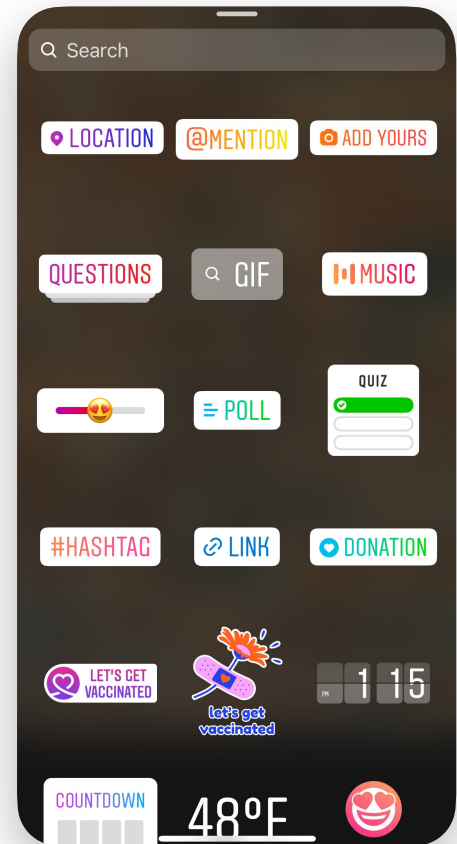
# STORIES STICKERS



Your Stories screen is a blank canvas, and stickers are the amazing and versatile graphics to help you communicate in an interactive, direct and personal way.

Here are some ways to get the most out of your sticker tray 🧡

- Use the **LOCATION**, **@MENTION** and **#HASHTAG** stickers to grow your account and expand your reach
- **Generate engagement** with the **QUESTIONS**, **QUIZ**, and **POLL** stickers
- Add additional stickers, text, and drawings to enhance your story



# STORIES HIGHLIGHTS

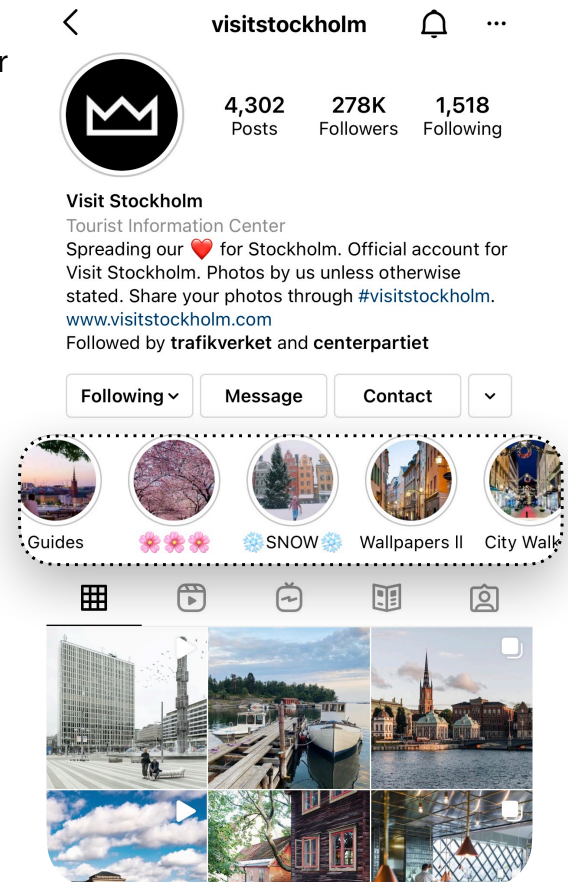


Your stories “expire” and disappear after 24 hours— consider bundling notable stories into collections (called Highlights) that live at the top of your profile.

Whether you’re looking to highlight your policy portfolio, health updates in your region, Instagram polls you’ve run, or quality time with friends and loved ones, building your collection is easy.

From your profile, select **Story Highlights > New > Select photos from your Stories Archive**. Every story you share is automatically saved to your archive.

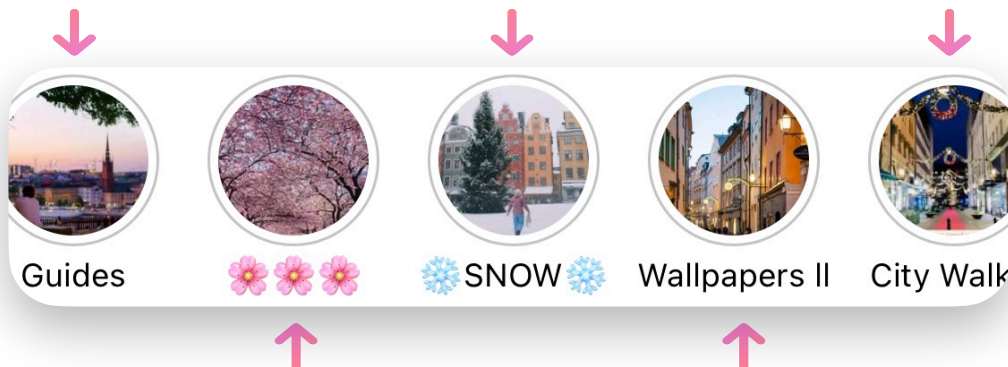
Check out how @visitstockholm, the official account for tourism in Stockholm, uses their Highlights:



Highlight Guides you create or that feature you, your region, or your constituents

Highlight changes in the season

Highlight your favorite spots around town



Guides

Flowers

SNOW

Wallpapers II

City Walk

Highlight the natural beauty surrounding you

Highlight photographs your supporters might want to download



# STORIES INSPIRATION



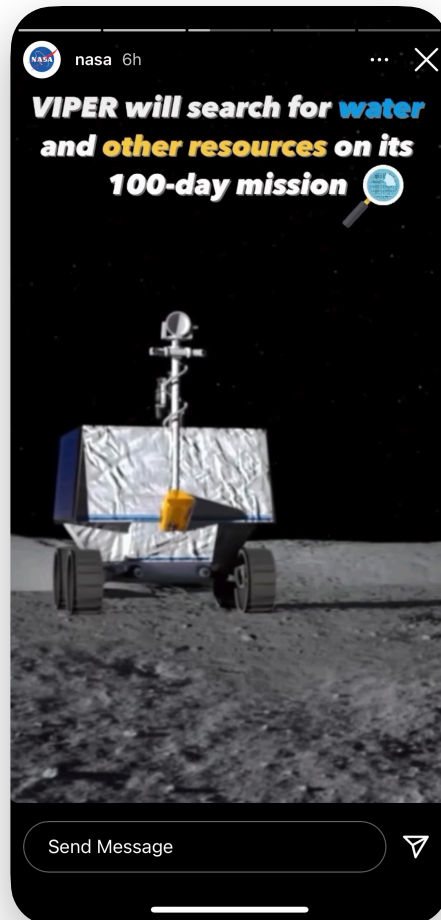
When posting to Stories, always try to **create a step-by-step journey** that engages your audience and **keeps them curious**. For example, instead of posting a shot of someone giving a speech at a podium, use Stories to convey that speech's information in a more **visually appealing** way, using **Instagram's stickers and tools** to build interest and drive engagement.

This gets your audience directly involved in the message you're trying to communicate.

Crafting an engaging story, from start to finish:



Create curiosity with a compelling image and a question for your followers



Add context and information. Using interactive stickers is a great way to keep viewers engaged.



Make your point and call your audience to action. Here, @nasa is asking viewers to visit their website.

**TIP: The best stories have a beginning, middle, and end.  
Keep it simple to appeal to a wider audience.**

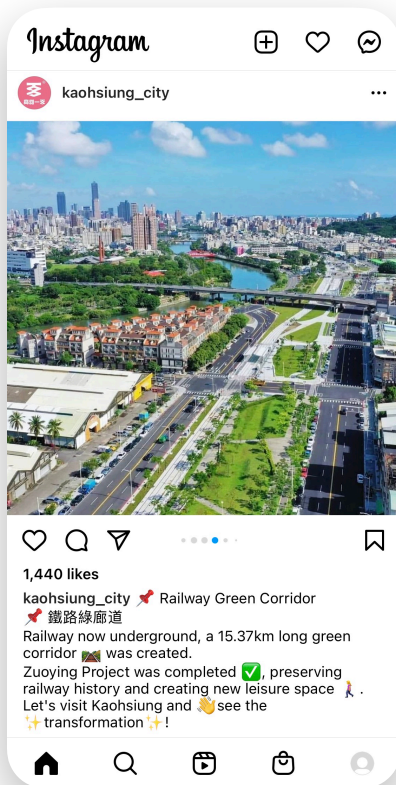
# DIRECT



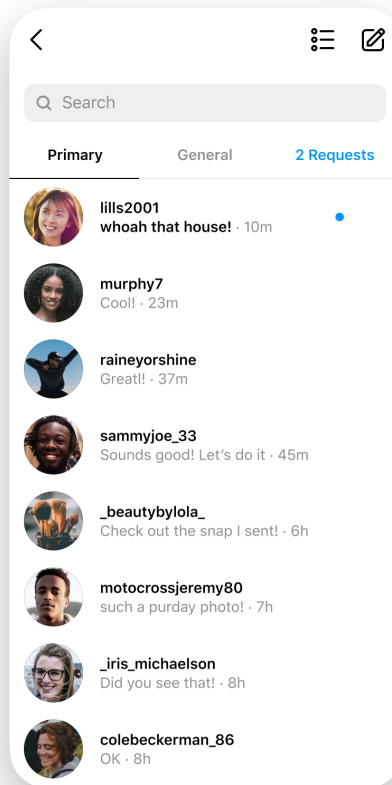
## Stay in touch

Your Direct inbox is where your followers and constituents can send you messages and start a conversation. Set aside a regular time to answer messages, triage your inbox, or turn off notifications completely– the choice is yours.

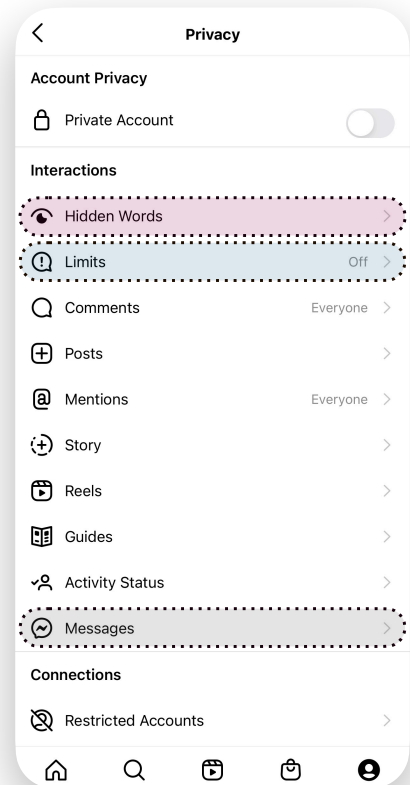
## Direct Basics



Tap the paper airplane (✈️) in the top right corner to access your messages. Or, if you have merged inboxes, the Messenger icon (📧).



Sort messages from friends into your Primary inbox. Messages from people you do not follow will be received in your Requests folder while DMs containing abusive language will be filtered into the Hidden folder.



Navigate to **Settings > Privacy** to manage your message controls.



# GUIDES



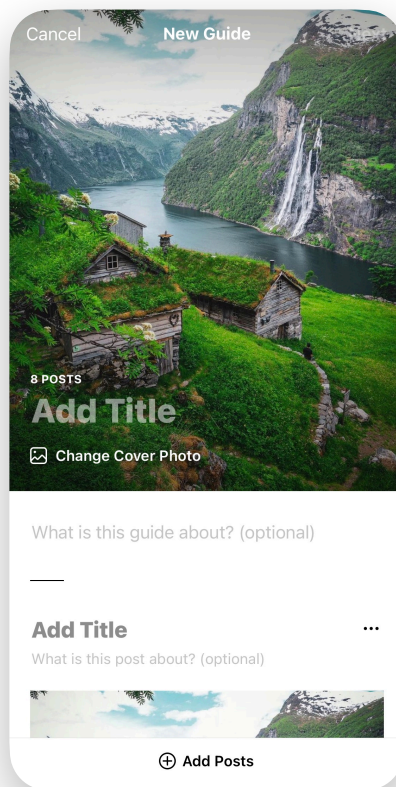
## Amplify your message

Package and share all your favorite posts with Guides. Guides allows you to group multiple images and videos into one visually striking, easy-to-scroll collection. Use Guides to show your audience what's important to you: Whether it's travel, public policy or small business, there's no wrong way to create.

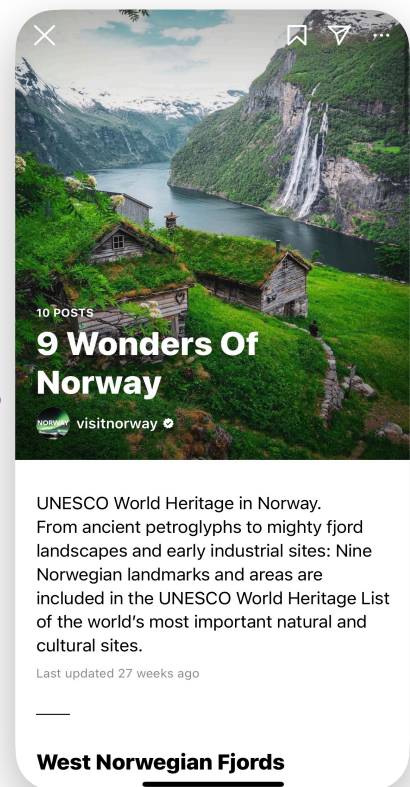
## Guides Basics



Click the plus (+) in the upper righthand corner to create a Guide. You will be prompted to choose posts from your Feed or posts you have saved.



Once you've chosen the posts you'd like to include, fill in your guide by adding titles and descriptions.



When you're ready to post, use the arrow (↵) to share your Guide with your audience in Stories and Direct.

# GUIDES INSPIRATION



The perfect guide is a living resource your supporters can reference to learn more about you and your mission.



One way to respond to increased hate and xenophobia against Asian and Asian American communities. We're proud to partner with [@ihollagram](#) (Hollaback!) to use their methodology and offer this training. Here's a preview of the 5 D's to bystander intervention.

Powerful illustration by [@alonglastname](#). ❤️

## The 5 D's of Bystander Training

### Distract

Take an indirect approach to de-escalate the situation. Start a conversation with the target or find another way to draw attention away from them. Ask them for directions or the time or drop something.

### Delegate

Get help from someone else. Find someone in a position of authority—like a bus driver, flight attendant, security guard, teacher, or store manager—and ask them for help. Check in with the person being harassed. You can ask them if they want you to call the police.

### Delay

After the incident is over, check in with the person who was harassed. Ask them what do they need? Can you help take them somewhere?

### Direct

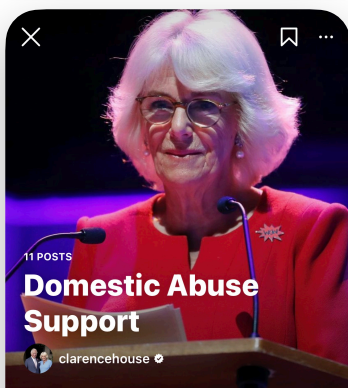
Direct. Assess your safety first. Speak up about the harassment. Be firm and clear. You can also talk to the person being harassed about what's going on. Ask: "Are you okay? Should I get help? Should we get out of here?"

### Document

It can be helpful for the target to have a video of the incident. Laws about recording in public vary, so check local laws first. Also, remember to be safe yourself while documenting.

All around the world, our partners are using Guides to publicize legislation, public health, activism, and more. Here are some tips to get started:

- Lead with your **strongest imagery**
- Highlight the **policies, programs or people** that have been impacted by your work
- Inspire your supporters to **get involved** in local and national movements
- Educate your base on your **newest campaigns and initiatives**
- Feature **local businesses and hidden gems** in your community



The Duchess has highlighted the work of domestic abuse charities in the UK and overseas for many years, with the aim of breaking taboo around the issue.

📞 If you are in immediate danger, please call 999 and ask for the police.

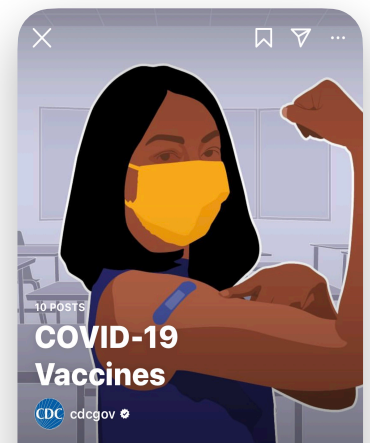
📞 If you are not in immediate danger, please call one of the following 24 hour helplines:



Life slows down as you enter Ireland's Hidden Heartlands.

From riverside towns and enchanting forests to expansive boglands and trickling streams, immerse yourself in the atmosphere of this beautiful part of the island of Ireland. 🌿 🍷 🍷

Last updated 1 week ago



#SleeveUp! #COVID19 vaccines are one of many important tools to help us stop this pandemic. Help slow the spread: Wear a mask over your nose and mouth until you're fully vaccinated. Get vaccinated as soon as you can. After you've been fully vaccinated, you can resume activities that you did prior to the

Take a look at how others are connecting with their audience 🙌

# REELS

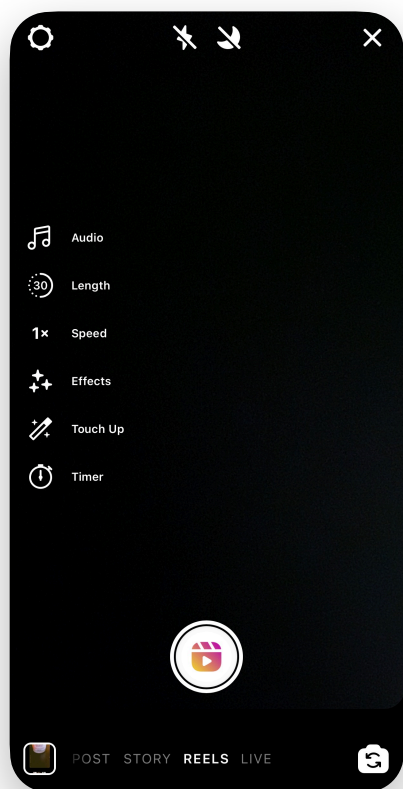


## Get creative

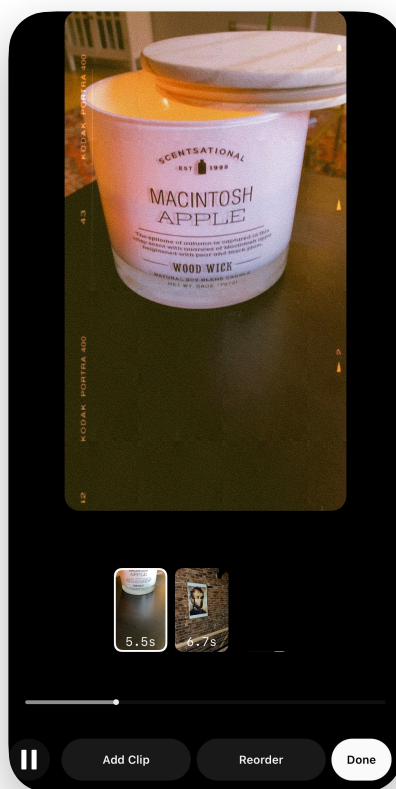
Use Reels to **create entertaining short videos for your audience** and give them a glimpse behind the scenes. Become part of cultural moments on Instagram by making short videos with our easy-to-use creative tools and posting them to your Feed or Stories.

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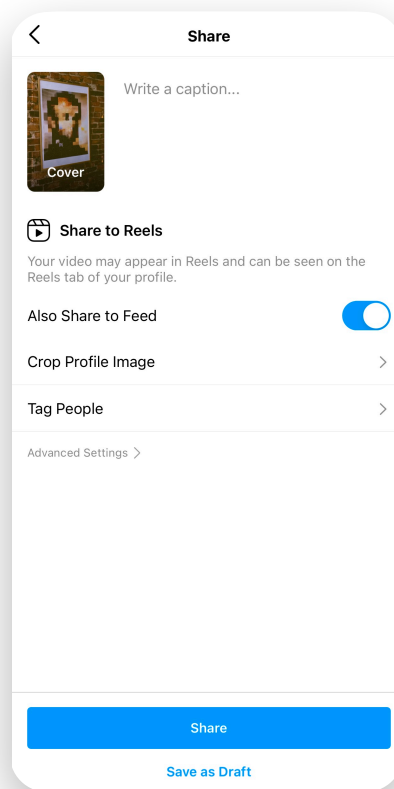
## Reels Basics



Swipe right and select Reels to begin creating.



Use the audio, speed, effect, time, or align tools to maximize your creative potential.



Post finished Reels to your Feed or share them to your Stories.



# REELS INSPIRATION

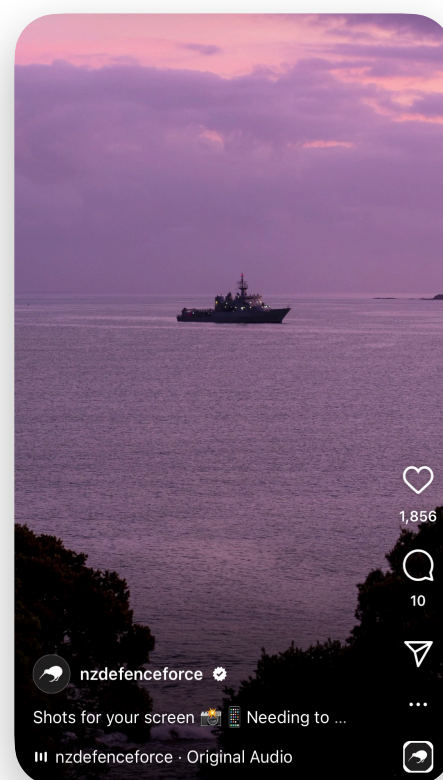
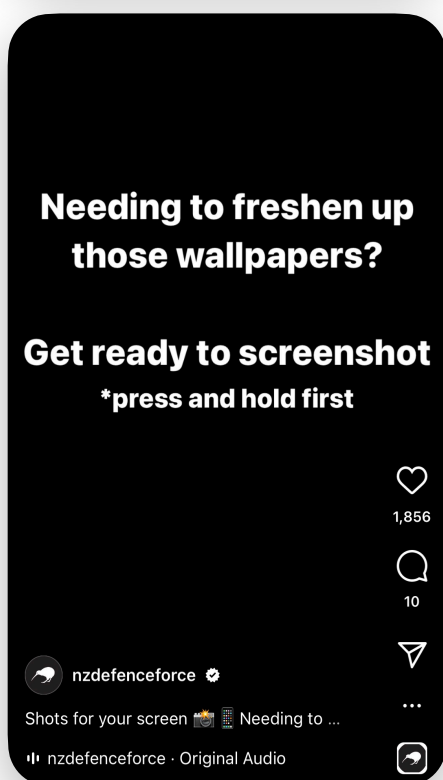


Show off your creativity and give your audience a look behind-the-scenes with Reels.



- **Use your time wisely:** Be intentional in your 15, 30 or 60 second Reel. Use the **first 3 seconds** to draw in your audience.
- **Celebrate your policies:** Create Reels that show off how your policies and programs are positively impacting your community.

- **Stand out:** Use audio from our library, add timed text and stickers, or remix a trending Reel. Get creative!
- **Be yourself:** Don't take yourself too seriously. Showcase your personality to connect better with your audience.



# VIDEO

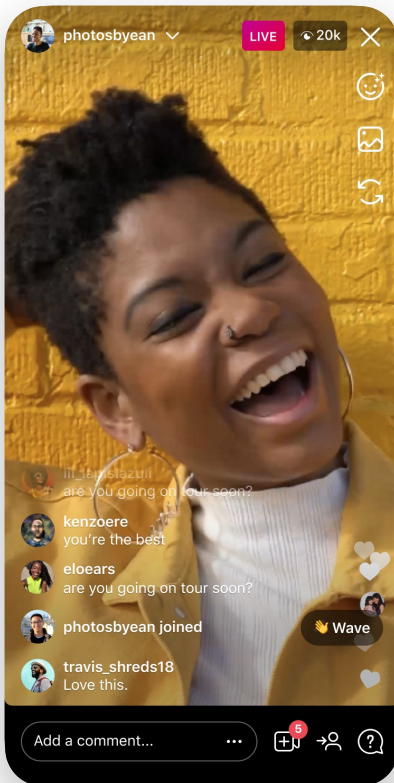


## Don't cut yourself short

Go beyond the soundbite and showcase your depth and creativity in long-form videos. Interact directly with your audience through Instagram Live or share full-length speeches, panel appearances, and press conferences in Video. The choice is yours.

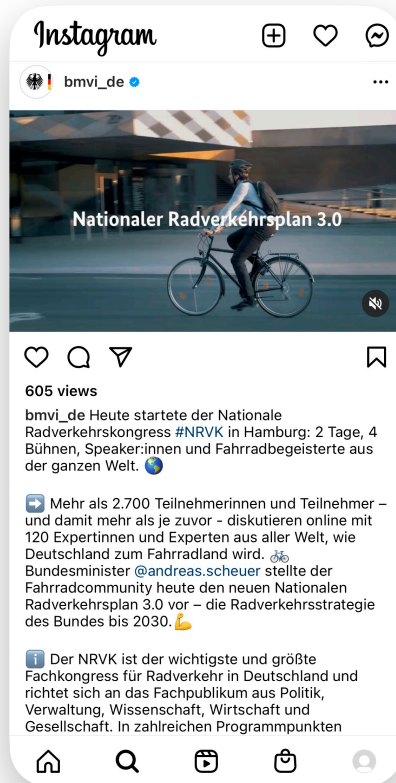
## Video Basics

### Go Live



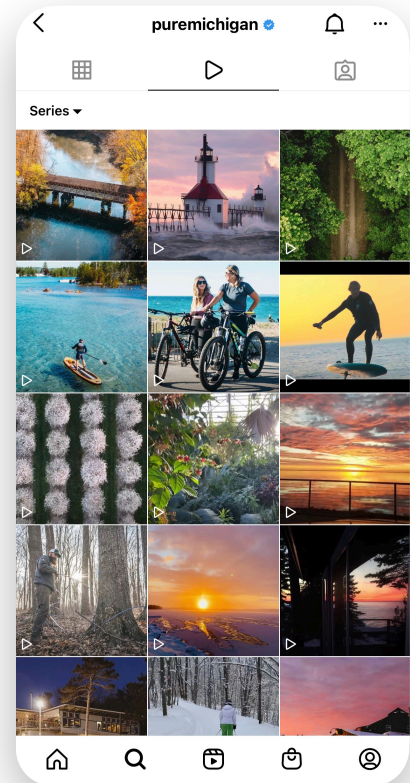
Swipe right and select “Live” to begin your broadcast. We’ll notify your audience while you do the talking.

### Post in Feed



Click the plus (+) in the upper righthand corner to share a pre-recorded clip or lengthy video directly in Feed.

### Profile View



Whether you go Live or share pre-recorded footage, all of your videos will live on your profile under the play icon (▶).



# VIDEO LIVE



Broadcast Live to draw your audience closer to your day-to-day job in politics and government or showcase a more personal side of yourself people might not get to see.

## Before going Live, be sure to:

- Promote your broadcast across Instagram
- Secure a strong internet connection

## Maximize your broadcast by:

- Inviting a **special guest** to join you (this is an easy way to reach to new audiences)
- Launching a **live fundraiser** benefiting a cause that's important to you



## While broadcasting, remember to:

- Periodically **contextualize your broadcast** (for future viewers and late joiners)
- Engage with your audience; consider **using the Q&A sticker** or replying directly in the comments
- **Keep it casual**; this is not a formal presentation, so don't treat it as one
- Make your content accessible by **activating auto-generated captions for Live** and including an **ASL interpreter** when you can

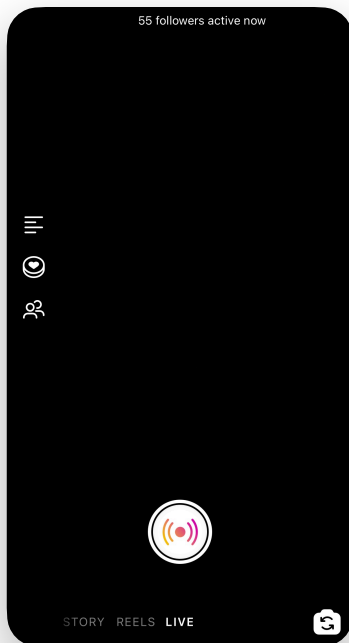
# VIDEO LIVE ROOMS



Use Live Rooms to live stream with up to three guests.

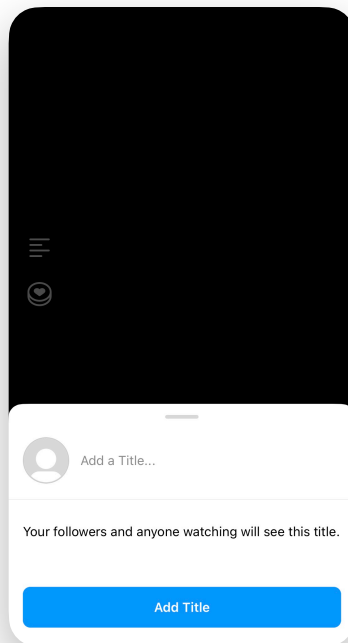
## Step 1

Navigate to camera by swiping left then **tap the Live camera** option at the bottom



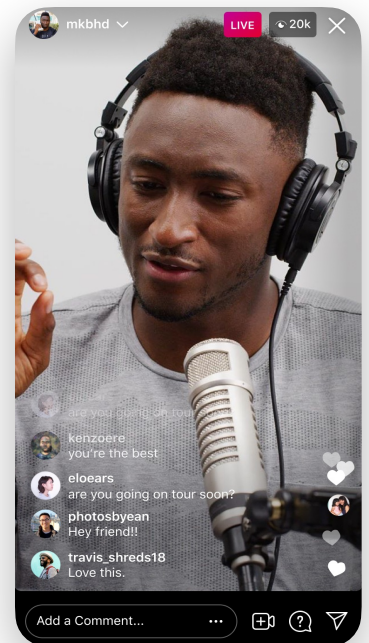
## Step 2

First **add a title** to your live so people know what it's about, then **press the circular button** to go live!



## Step 3

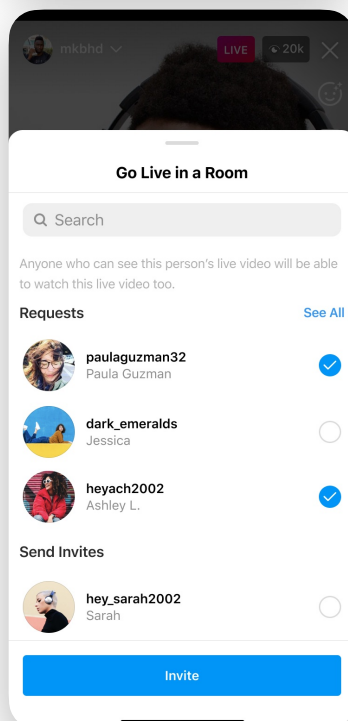
Start your live **or tap the Rooms icon** to add more people



## Step 4

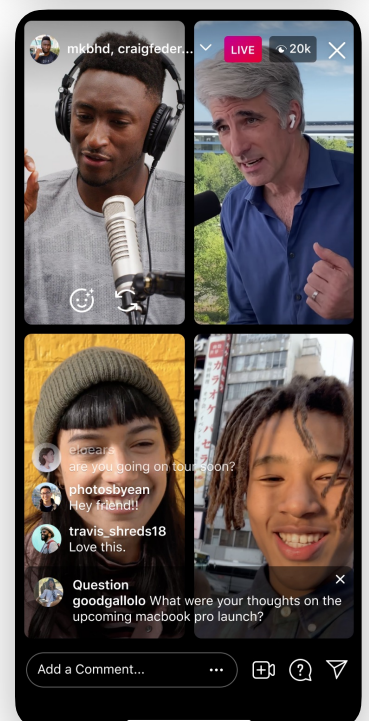
You'll see people who have requested to go live with you. You can also search for a guest to add.

Tap your guest(s) handle(s) to invite them to your live Room



## Tips

- Add all 3 guests at once or stagger their entrances (for example, start with two guests, and add the third later)
- Include a sign language interpreter in your broadcast—this is an easy way to make sure your content is more accessible



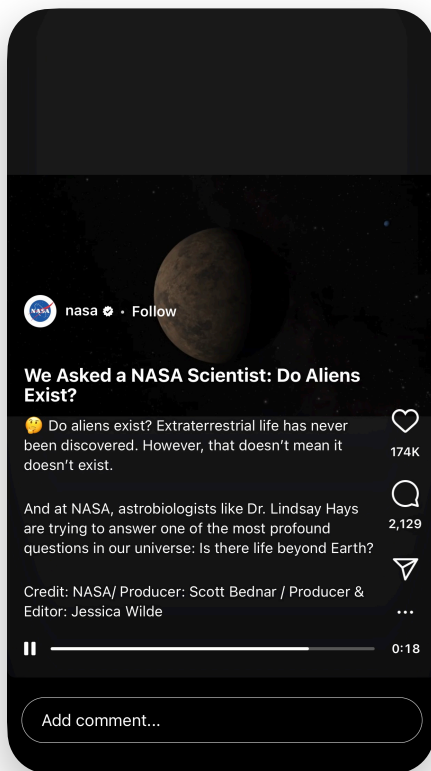
Tap the question icon to answer questions from viewers!



# VIDEO INSPIRATION

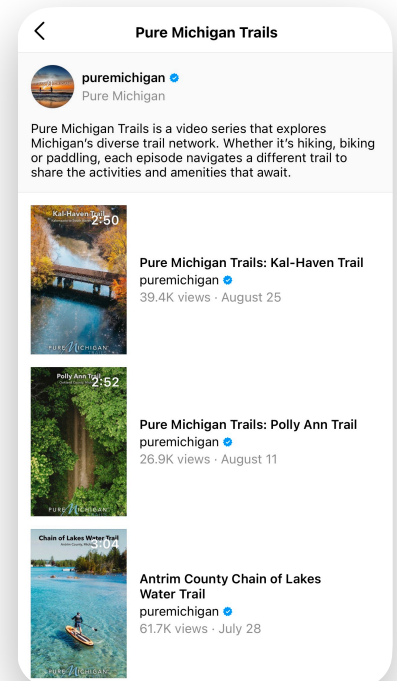
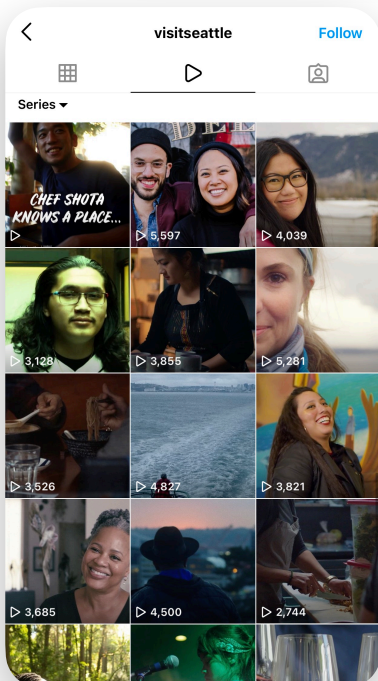


Share Videos that showcase your work, your mission, and your accomplishments. Video allows your supporters to put themselves into your shoes. What do you want to show them?



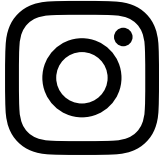
Check out how some of your fellow political and government accounts are capitalizing on Video:

- **@nasa** captures viewers interest using **interesting titles and informative descriptions**
- **@visitseattle** focuses on the **people** that make their city special
- **@shenandoahnps** highlights the natural beauty of the park with **live paintings** from their artist in residence
- **@puremichigan** uses Series to keep their content **organized and easily accessible**



Take a look at how others are connecting with their audience 🙌





# INSIGHTS

# INSIGHTS



# PROFESSIONAL DASHBOARD

## Stay in the know

Professional Dashboard is the new destination in Profile that helps you track your performance and stay informed on best practices.

### Access Professional Dashboard



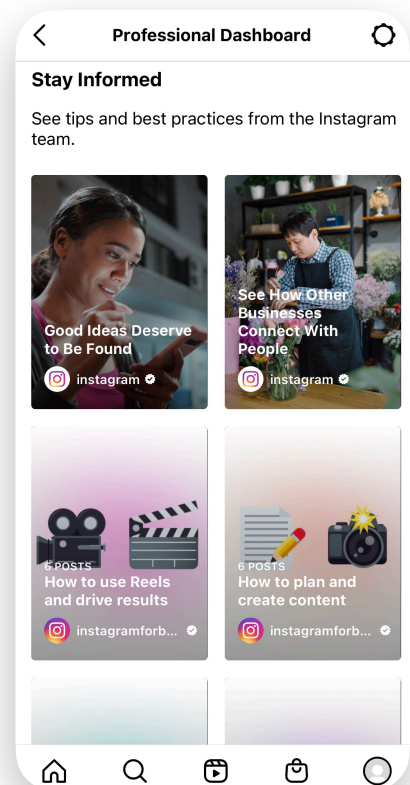
Tap “Professional Dashboard” at the top of your profile. Only Creator and Business accounts have access to these insights.

### Track your performance



Access key insights from the last 30 days under “Track Your Performance.”

### Stay informed and get inspired



“Stay Informed” houses resources providing tips, guidance, and inspiration from Instagram.

# INSIGHTS REELS



Use Reels Insights to understand how your content is performing, and what kind of reels help you reach new audiences. More insights updates give you more transparency into who your reels reach by followers and non-followers.

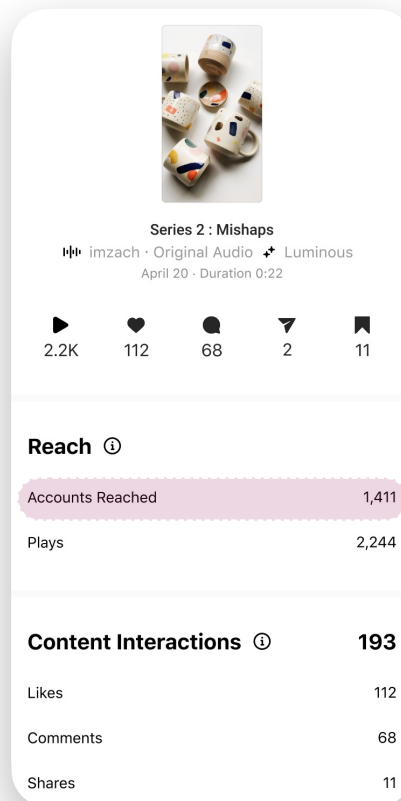
With these insights, you can fine tune your content strategy and continue to create reels that help you achieve your goals.

1.

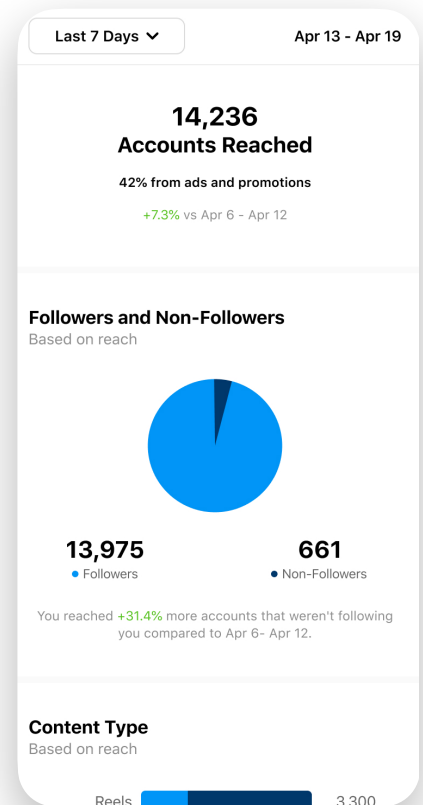
2.

## Insights for individual reels:

- ✓ **Accounts Reached**
- ✓ **Plays**
- ✓ **Likes**
- ✓ **Comments**
- ✓ **Shares**
- ✓ **Saves**



From your Reel, tap the  
**three dots (...)** > **View  
Insights**



From your Profile, tap  
**Insights** for an overview of  
all your content

Tap **Accounts  
Reached** to see who  
your Reels reach by  
followers and non-  
followers!

# INSIGHTS LIVE



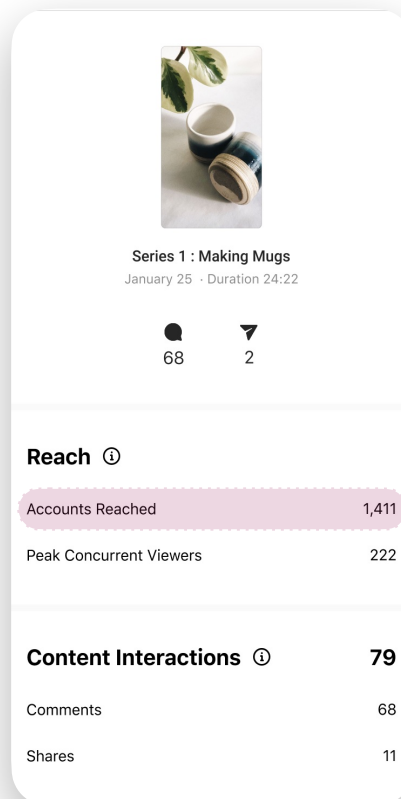
Use Live Insights to understand the impact going live has on reaching new audiences. More insights updates give you more transparency into who your Live videos reach by followers and non-followers.

With these insights, you can have further visibility into how your Live video performs.

1.

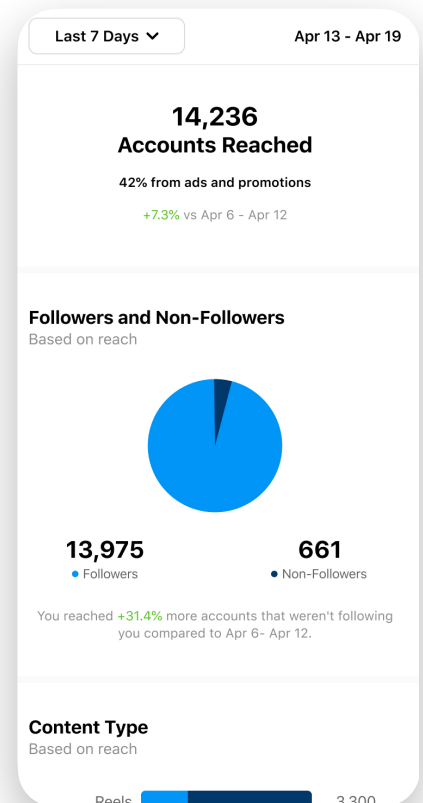
## Insights for individual Live videos:

- ✓ Accounts Reached
- ✓ Views
- ✓ Peak Viewers
- ✓ Comments
- ✓ Shares



From Account Insights,  
navigate to **Content You  
Shared** > **Individual Live** to  
view insights

2.



From your Profile, tap  
**Insights** for an overview of  
all your content

Tap **Accounts  
Reached** to see who  
your Lives reach by  
followers and non-  
followers!

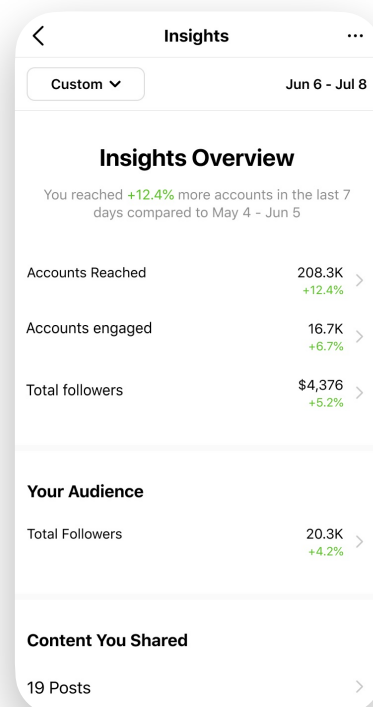
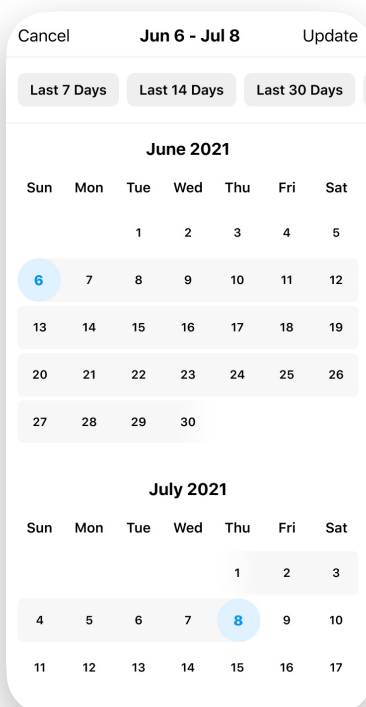
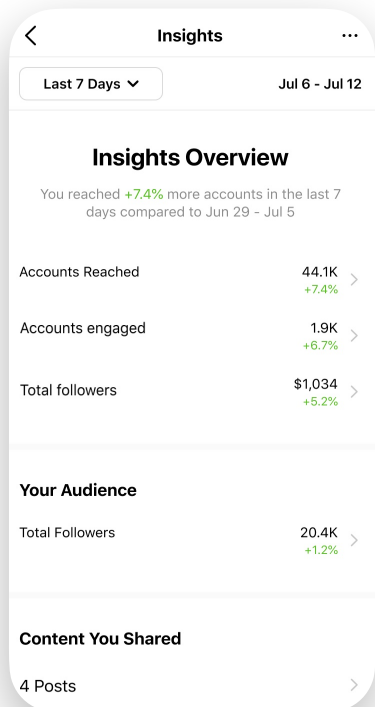
# INSIGHTS OVERVIEW

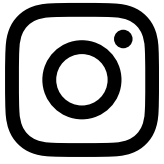


Measure your reach and engagement, and view custom insights with the new Insights Calendar on Professional Dashboard.

The insights calendar allows you to **explore your performance** with added granularity and precision. You can now:

- Select a **custom date range** when viewing your metrics
- View **metrics from 90 days** prior
- Choose from **preset timeframes**, like last 7 days, 14 days, 30 days, or Previous Month





# SAFETY AND SECURITY

# SECURITY

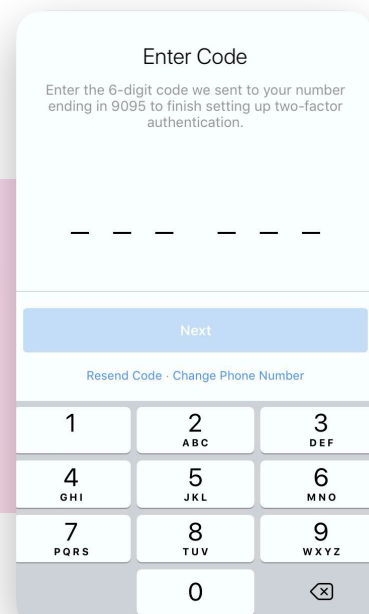
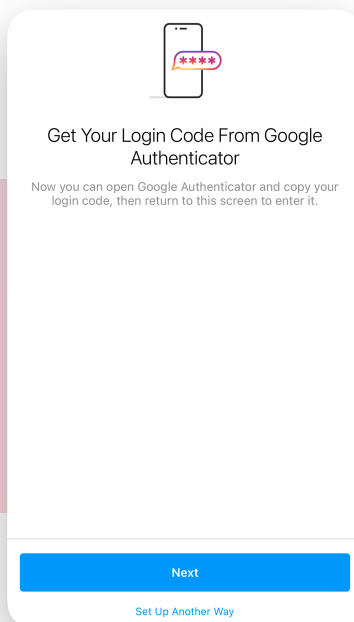
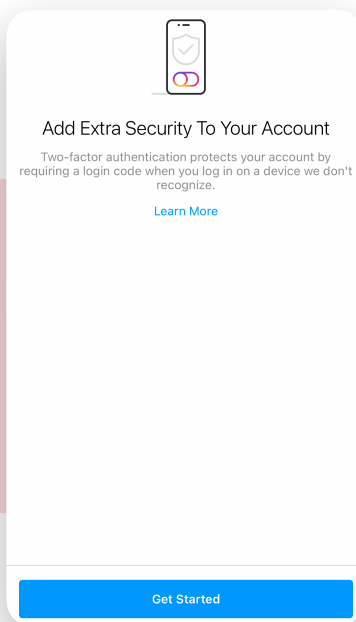


## 2 FACTOR AUTHENTICATION

**2-Factor Authentication (2FA)** is an additional security layer that safeguards your account from unauthorized password usage. This is vital protection whether your account is managed by yourself, one staff member, or a team. It's easy to set up— plus, you only have to do it once per person.

2FA stops hackers in their tracks, helping keep your private messages, photos, videos, and your community, safe. If someone who isn't you tries to log in to your account, we won't allow it unless they provide the 2-factor authentication secure code.

When 2FA is enabled, logging in to your Instagram account requires your password *plus* a secure code that you can access through a 3rd-party authenticator app (3PAA) or receive via text message (SMS).



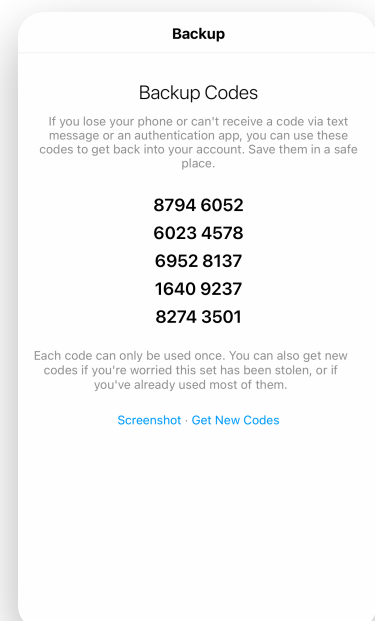
### Recovery codes

Once 2FA is set up, you will have access to Recovery Codes, which enable you to log in if you are not able to receive your 2FA code via SMS or retrieve it on your 3PAA.

Once you set up 2FA, print the codes and store them somewhere safe. You may also screenshot and save them to a secure digital storage location.

Here is how to log in to your account using the recovery code:

- 1 Go to the login page and insert your username and password
- 2 When asked for the security code, click on “Get Help Logging In”
- 3 Click on “Use Recovery Code”
- 4 Insert your recovery code and click “Confirm”



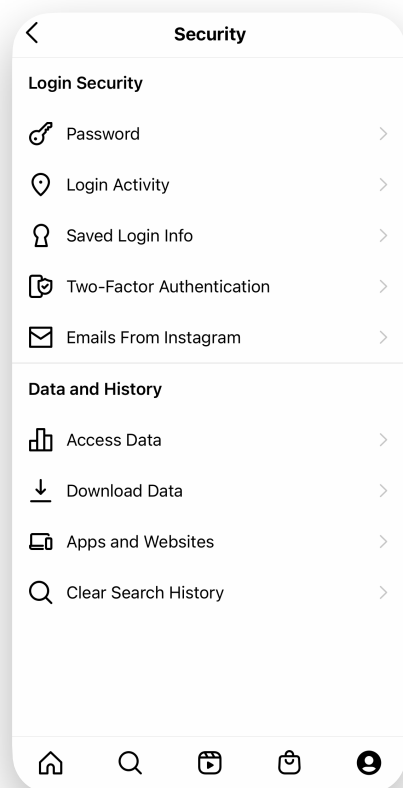
# SECURITY



# EMAILS FROM INSTAGRAM

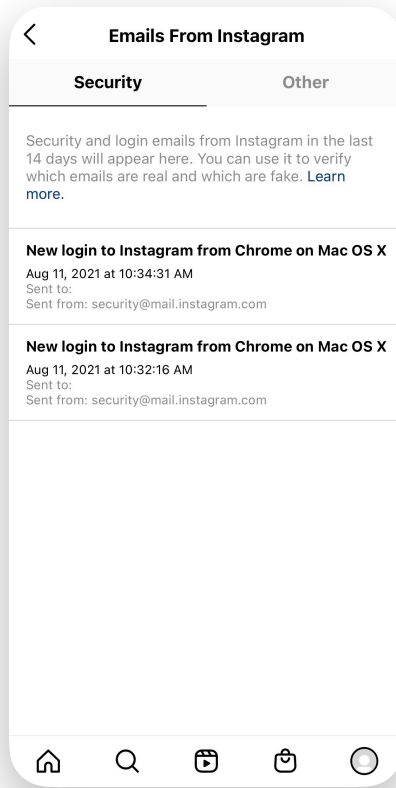
Know right away if an email claiming to be from Instagram is from Instagram. This security feature allows you to **easily identify phishing and hacking efforts**.

## How it works:



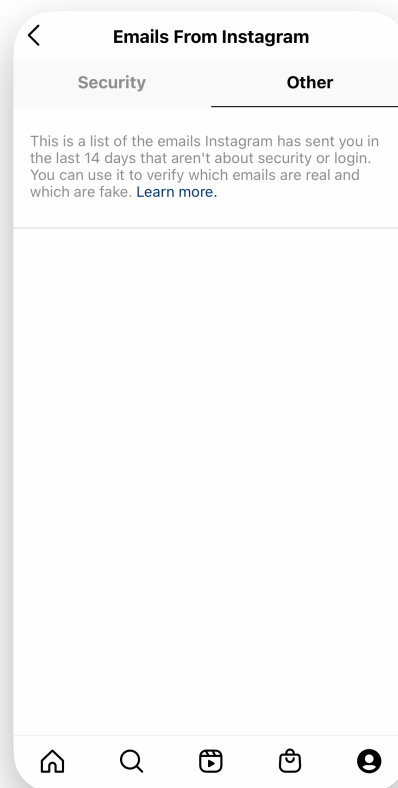
### Step 1: Access

Settings > Security > Emails from Instagram



### Step 2: Security

The Security tab displays a list of emails Instagram has sent in the last 14 days related to account security and login



### Other

The Other tab shows all the other emails Instagram has sent in the last 14 days unrelated to account security

### Accessing from Mobile Web:

Options > Emails from Instagram

### Accessing from Desktop:

Settings > Emails from Instagram

Instagram will **never** contact you via Direct Messages



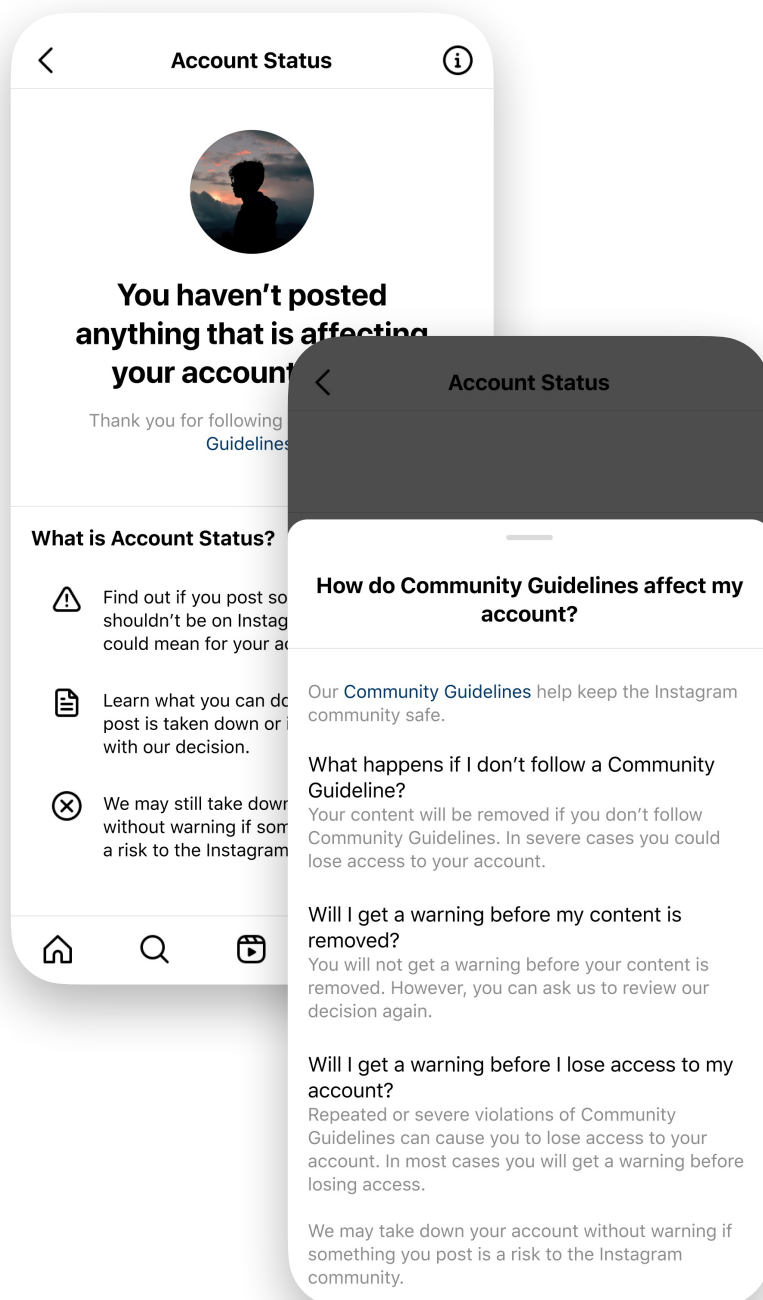
# SECURITY

# ACCOUNT STATUS



If a post of yours has been removed, check your account status to see whether it violates our Community Guidelines. If we've made a mistake, learn more about how you can request a review or make an appeal.

---



Locate Account Status via **Settings > Account > Account Status**

## Stay informed about your account

- Find out if you post something that shouldn't be on Instagram
- Learn about what a violation could mean for your account

## Know when to take action

- Request a review if your post is mistakenly taken down
- File an appeal if you don't agree with our decision

## See your status anytime

- View all posts that have been taken down
- Read our [Community Guidelines](#)

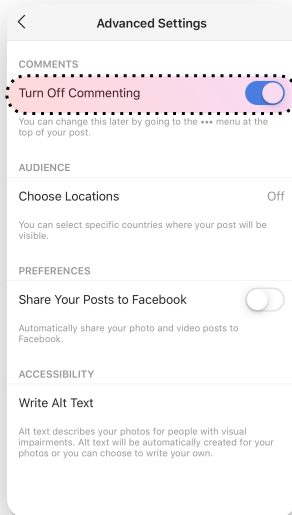
# SAFETY



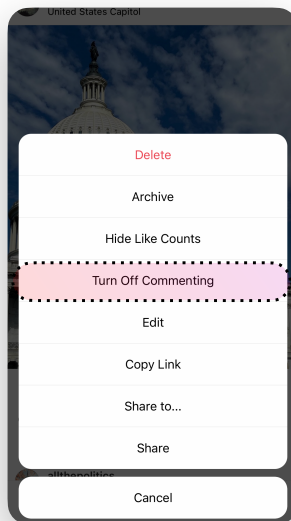
## COMMENT CONTROLS

Make your comments section more secure and protect your supporters with the following comment moderation tools.

### Turn off commenting altogether

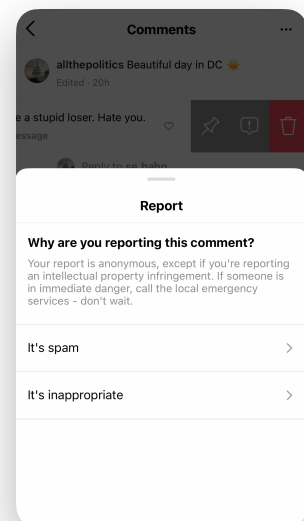


Turn off commenting **before** you post in Advanced Settings



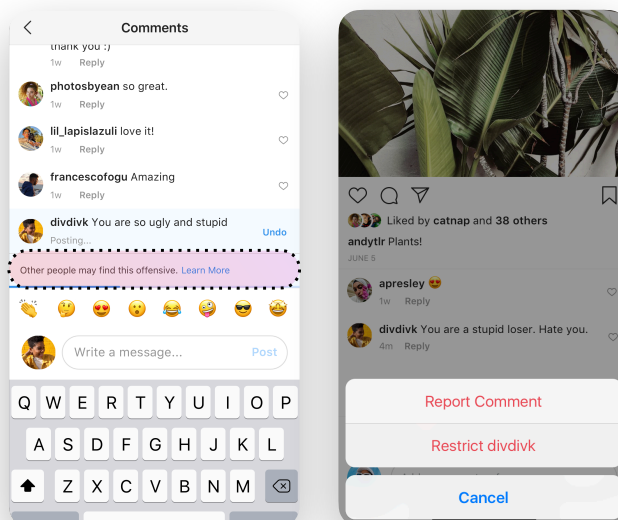
Turn off commenting any time **after** you post

### Delete or report comments



Delete and report abusive comments

### Comment warning



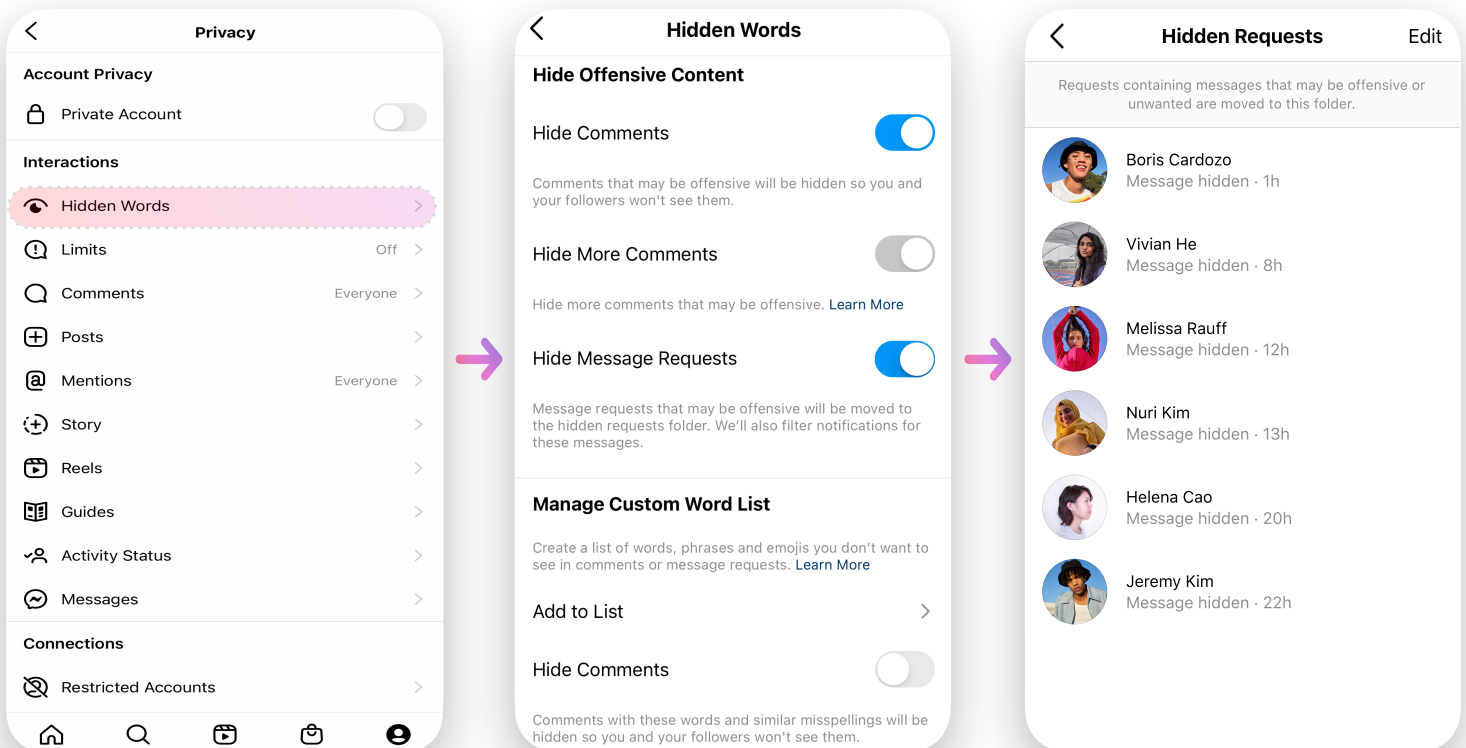
Instagram will notify people when their comment may be considered offensive and give them a chance to reflect and undo it.

# SAFETY



# AUDIENCE CONTROLS

Hidden Words acts as both a comment and audience control, protecting you from abuse in your Direct Messages and comments section.



With **Hidden Words**, you can:

- Hide **message requests**\* and **comments** containing offensive content
- Create a custom list to hide other words, phrases, or emojis

*\*This control will only apply to message requests, and not messages from your friends or people you follow.*



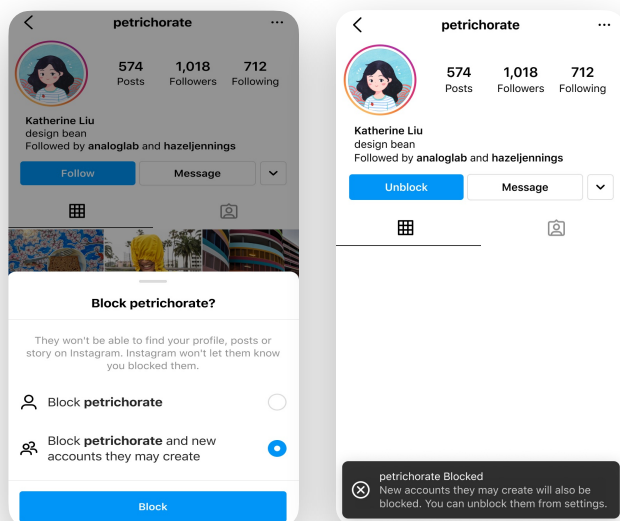
# SAFETY



## AUDIENCE CONTROLS

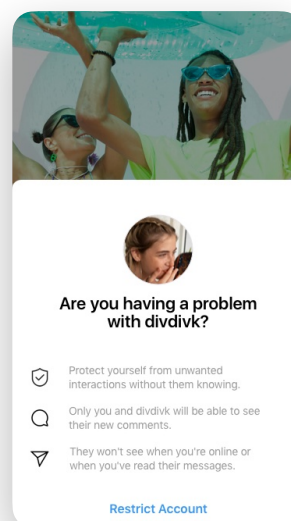
Use these additional audience controls to protect yourself and your online community from harassment and cyberbullying.

### Block\*



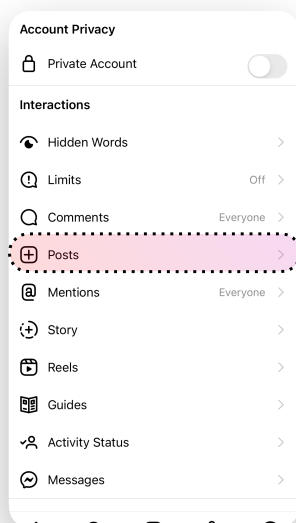
Block abusers and new accounts they may create

### Restrict

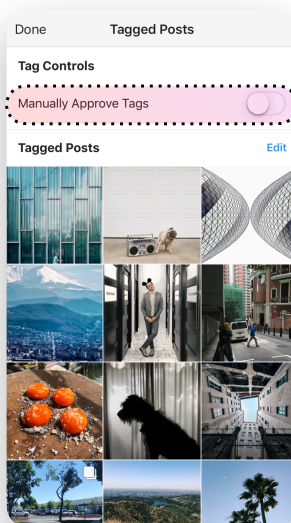


“Soft” block users with Restrict

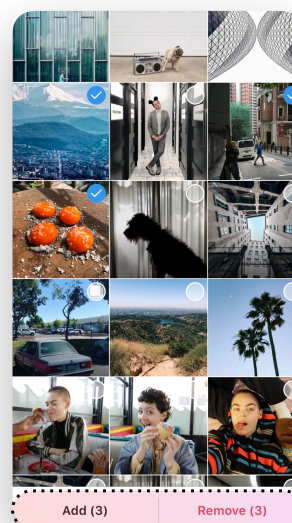
### Pending tags



Settings > Privacy > Posts



Toggle on Manually Approve Tags



Approve or remove in bulk

\*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.

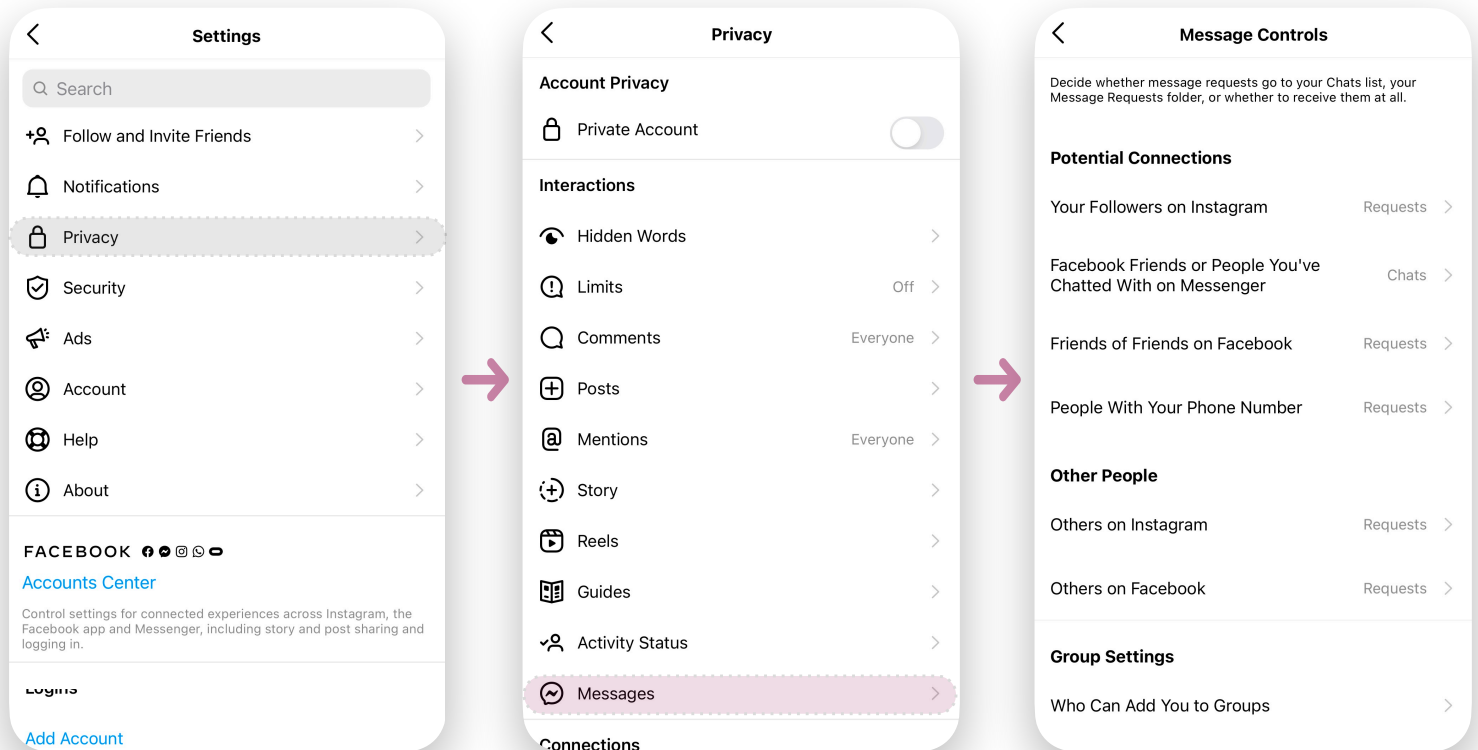
# SAFETY

# INBOX CONTROLS



Manage who can contact you via Direct Message using your Privacy controls.

Settings > Privacy > Messages

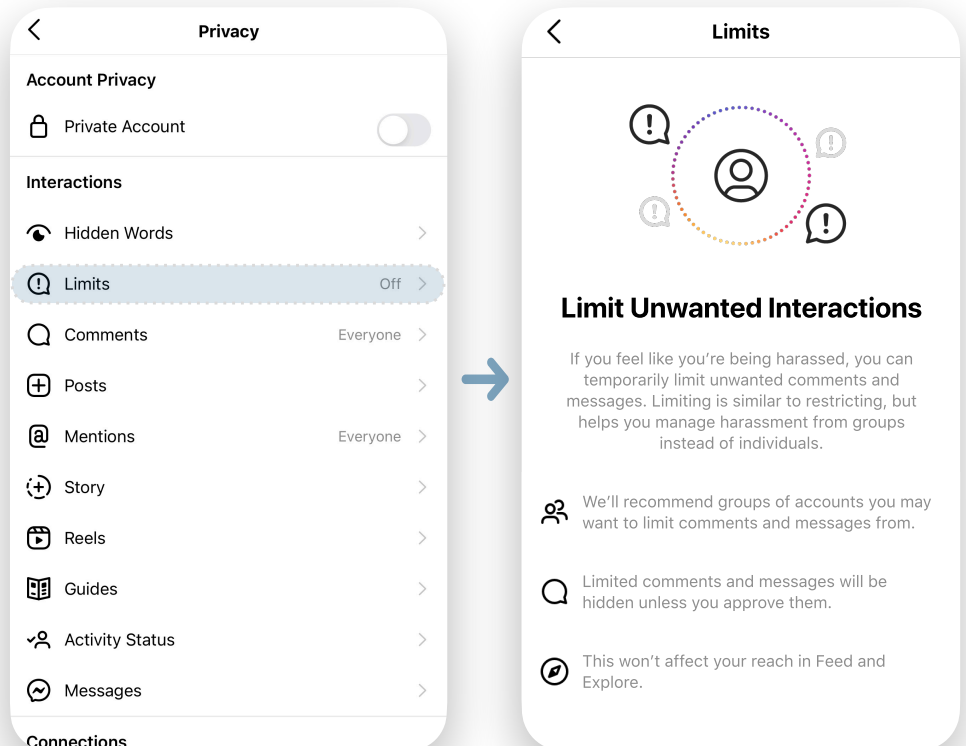


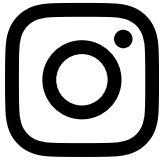
Settings > Privacy > Limits

**Limits** allows you to address **mass** episodes of harassment.

- **Decide who to limit:**  
New followers *and/or* accounts not following you
- **Decide how long to limit\*:**  
From 1 day to 1 month

Navigate to **Settings > Privacy > Messages** for additional inbox controls





FAQ



## GENERAL

**Q: How often should I post?**

A: Every account is different. We encourage you to find a cadence that suits you, whether it be a post a day or several week. Frequent posts across multiple surfaces—Feed, Stories, Reels, Video, and Guides—increase the likelihood of attracting a wider audience.

**Q: When is the best time of day to post?**

A: There is no right time to post. Feed ranking will surface your content the same whether it's posted at midnight or midday. If you're planning to go Live, check your insights first to see when your supporters are most active.

**Q: Can I get verified?**

A: If you believe you [qualify for verification](#), navigate to Settings > Account > Request Verification to apply for the blue badge.

**Q: How do I secure a specific username?**

A: If you're looking to secure a particular username for your current or new Instagram account, please get in touch with your Facebook or Instagram contact to request a name change.

**Q: How does the algorithm work?**

A: Instagram uses a variety of algorithms, classifiers, and processes to curate personalized experiences on the app. For more information on the algorithm, [check out this blog post](#) from the Head of Instagram, Adam Mosseri.

**Q: Who are Instagram's fact-checking partners?**

A: We use the same fact-checkers as Facebook. Click [here](#) for our list of fact-checkers and more information on the fact-checking program.

**Q: How can I create a more inclusive experience for my audience on Instagram?**

A: Using the [Captions Sticker in Stories and Reels](#) is one way to make Instagram more inclusive for all people. Check out our [Accessibility One Pager](#) for more information on creating accessible content.

## SURFACES

**Q: Are you getting rid of IGTV?**

A: Our goal is to make creating and sharing video easier, which is why we combined IGTV and Feed video into one format: [Instagram Video](#).

**Q: Does Instagram Video offer auto-generated captions?**

A: Instagram Video will offer auto-generated captions soon. Producers will be able to opt-in to provide captions for all videos, while viewers will be shown captions by default— no opt-in necessary.

## SURFACES

**Q: What happened to the swipe up feature on Stories?**

A: The [Link sticker](#) is now the only way to share external links with your audience. Find it in the Stories Sticker Tray.

**Q: What is a Collabs post?**

A: With [Collabs](#), you can invite another account to show as a collaborator on a Reels video or Feed post. Your collabs posts will show in both your Feed and the collaborator's, helping to expand your reach.

**Q: How many people can I Collab with?**

A: Currently, you can only collab with another person. Collaborators have the option to accept or reject the collab.

**Q: Are insights available for Guides?**

A: Insights are not yet available for Guides, however it is a feature we are working on.

## SAFETY

**Q: Will people know I've limited them?**

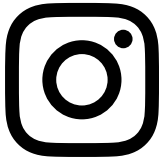
A: People in groups that you [Limit](#) will still be able to comment and send you messages, but they will remain hidden from your view. It's your choice if you want to review those interactions or ignore them indefinitely.

**Q: What happens when I restrict someone?**

A: When restricted, abusers can still interact with you and your content, however their comments and messages are hidden from you. A person does not know when they've been restricted, but they can find out if they've been blocked.

**Q: Will people know I've restricted them?**

A: A person does not know when they've been restricted, but they can find out if they've been blocked.



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