How Meta products and tools support age-appropriate experiences

At Meta, we build privacy and safety directly into our technologies. We ground our approach in research, direct feedback from parents, teens and experts, UN children's rights principles and global regulation.

We've developed resources and tools to ensure that teens enjoy a safe, age-appropriate experience while spending time with the people they care about and exploring their interests and who they are.

Parental supervision

Family Center

We've launched a central place to access supervision tools across Meta technologies, as well as educational resources for parents and guardians from leading youth and safety, privacy and well-being experts. Once a parent and teen mutually agree to set up supervision, parents can help supervise their teens' experience on Instagram and in virtual reality (VR).

Supervision tools with Instagram

These tools allow parents and guardians to monitor and manage their teen's time on Instagram, see what accounts their teen follows and is followed by, receive insights about filed reports their teen chooses to share and more.

Supervision tools with Meta Quest

Parents and guardians can monitor their teen's experience on Meta Quest devices, including the ability to see their friends and apps, view time spent in VR, block apps, receive notifications about purchases and downloads and more.

Age verification and detection*

Age verification tools

Our age verification tools, which are accessible and privacy-preserving, help us provide people on Instagram with age-appropriate experiences.

Using artificial intelligence (AI) to detect if someone is an adult or teen

AI helps us better understand a person's age and is used to help make sure teens are provided with age-appropriate experiences. This includes restricting teens from accessing Facebook Dating, receiving messages from unknown adults or seeing restricted ad content.

(*Age verification tools are not yet available in all countries — testing is ongoing, and we will look to continue expanding to more countries.)

Safeguards for teens

Messaging restrictions

We restrict unwanted contact from adults that teens don't follow on Instagram or who they do not have mutual friends with on Facebook.

Content controls and policies

Our sensitive content control makes it more difficult for teens to come across potentially harmful or sensitive content or accounts in search, Explore, hashtag pages, Reels, Feed recommendations and suggested accounts. Now, by default, teens who are younger than 16 will receive the most restrictive setting, "Less," to limit content that might not be age-appropriate.

Community Standards and Guidelines

We remove content that could be considered harmful or that goes against our policies. This includes providing more protection for teens, even for those that are public figures, in line with our Community Standards and Community Guidelines, and we make it harder for teens to find accounts that go against our recommendation guidelines.

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Age-appropriate ads

Limiting ad targeting options for teens

Age and location are the only information about a teen that we'll use to show them ads.

Giving teens more control

Teens will soon be able to manage the types of ads they see on Facebook and Instagram with Ad Topic Controls.

Restricting advertising topics for teens

We prohibit ads about restricted topics, like alcohol, financial products and weight loss products and services, to be shown to people under 18 (or older in certain countries).

Privacy settings for teens by default

When they first join Facebook and Instagram, teens 16 and under (or 18 in certain countries) are defaulted into private accounts and other more private settings.

Keeping teens' content private

By default, we switch off the ability for people to tag or mention teens who don't follow them or to include their content in Remixes on Reels or Guides when they first join Instagram.

Privacy and transparency resources for teens

We have a dedicated privacy resource page with more information for teens about privacy settings, defaults and features across Facebook, Messenger, Instagram and Meta Quest.

Tools for teens

Reminders to take a break on Instagram

Teens on Instagram can turn on "break reminders," featuring expert-backed tips on how to take a moment away from social media.

Quiet mode

Teens now have more ways to focus and set healthy boundaries on Instagram with Quiet mode. Turning it on will mute notifications, put the app in dark mode and send auto replies if someone direct messages (DMs) you. We'll also prompt teens to turn this on.

Nudges to switch to different topics

Teens receive notifications on Instagram that encourage them to switch to a different topic if they're repeatedly looking at the same type of content on Explore.

Restrict

With Restrict, teens can protect their accounts from unwanted interactions in a quieter or more subtle way. Once Restrict is turned on, comments on their posts from a person that has been restricted will only be visible to that person.

Hiding like counts

People have the option to hide like counts on all posts in Feed, keeping the focus on the memories being shared, not the number of likes.

Education and resources

Family Center education hub

Our education hub includes resources, tips and articles from subject-matter experts and trusted organizations to help support your family's experience across Meta technologies. Parents can also learn more about how our tools work with the Instagram Parent's Guide and the Quest Parent Education Hub.

Safety Center

Our Safety Center explains our approach to safety across Meta technologies, outlining the policies, tools, partnerships and resources we've built to protect and empower communities, including teens and their parents.

We Think Digital

We Think Digital is Meta's digital citizenship program with resources aimed at helping people think critically and share thoughtfully online. The program's learning resources are designed to help people, whether they're new to the internet or a digital native who wants to learn more or improve their digital skills. Through this program, Meta and its partners, from government, civil society groups and communities, aim to conduct training sessions for youths, students, parents and teachers.

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