



#TheWholeMe

A toolkit for young people about positive body image and authentic sharing on Instagram

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We want your time on Instagram to be positive, inspiring, and balanced.

This Australian toolkit, a collaboration between Instagram and Butterfly Foundation, with support from The Jed Foundation (JED), is here to help you figure out the best ways for you to use the platform. We want to encourage you to be mindful of how the time you spend online can impact your emotional well-being and how you think and feel about your body. We've put together some tips and tools that can improve your experience, and connect you with resources for further thought and discussion.

#TheWholeMe is about recognising that what you see posted by others is just one part of their story—a single post or video rarely reflects all that is happening behind the scenes. The realisation that what we see online isn't always an accurate reflection of reality, can help free us from the unrealistic expectations we place on ourselves to be a certain way, or look a certain way. Moving from a mindset of comparing yourself or your body with others, to one where you are thoughtfully sharing yourself with others, could help make the time you spend on Instagram more intentional and rewarding. We want you to feel that what you are posting is an authentic reflection of who you are and what you're feeling.

This is a tool book, not a rule book. We're not here to tell you who you are or what to do.

#TheWholeMe is about helping you to decode the images you see on Instagram and the emotions behind them. We want to encourage you to become aware of how you feel about the content you post on Instagram and even what it feels like to not share. With that self-awareness, you can use these tools and suggestions to make informed decisions about how you use the platform, who you choose to follow, and even who you choose to unfollow. By becoming aware, you can be better equipped to have a positive experience on Instagram; one where you can feel empowered within yourself about who you are and the skin you're in. We will also talk about ways to reach out to others who might need help.

Like Instagram, this toolkit is meant to be fun! It is intended to suggest ways for you to create connections and conversations. Try taking some of the quizzes with a friend or a parent and talking about your results, or sharing some of the insights you take away after reading. **#TheWholeMe** is your story to tell.



Have fun with this Guide, and don't forget the Butterfly Foundation's National Helpline is here for you if you have any questions or concerns around body image.

Call 1800 33 4673 (1800 ED HOPE) to talk to one of our trained professionals 7 days a week, 8am – midnight (AEST), email support@thebutterflyfoundation.org.au, or join us on Webchat. You can also find information on body image on the Butterfly website.

What is body image? A word from the Butterfly Foundation

Did you know that body image is how you FEEL and THINK about your body? It's actually not about what you look like! No two people were born to look or be the same.

Celebrating and embracing our differences is really important. There isn't a right or a wrong way to look. Beauty and appearance ideals exist in all societies and they are all unhelpful! These ideals don't encourage uniqueness but instead suggest that everyone 'should' and 'could' look a certain way, which is unrealistic. That's why #TheWholeMe is so important.

Spending time, money and energy on changing your appearance is exhausting and research tells us that altering your appearance won't help your body confidence or self-esteem in the long run. What will help, is reminding yourself that you have the power to change the way you see, think and feel about how you look.

This toolkit empowers you to control your feed, and check out how you use Instagram - what makes you feel good about your body image, and what doesn't - and lose those things that don't.



A big part of **#TheWholeMe** is empowering you to be aware of what you want to share, keeping a good perspective on the role the platform plays in your life, and knowing how to help others who seem to be struggling. These can all have a beneficial effect on your experience and others'. It might be worth taking some time to think about these areas to help you be a little bit more mindful. We made a quiz for each of these areas as a way for you to check in with yourself. Knowing where you already have things figured out and where you want to be more intentional is a great way to ensure your time on Instagram is positive and rewarding.

1. Sharing with sensitivity

When you share something—whether it's a meme, your thoughts on friendship, or a video of your pet—it's important to think about where you'll share it and who will see it. <u>Take the quiz and learn more</u>

2. Maintaining perspective

Sometimes online interactions can take an emotional toll—especially if you fall into the habit of negatively comparing yourself with others. Being mindful of your emotions and being able to put them into context can help.

Take the quiz and learn more

3. Responding with kindness

There are times when you might see others experiencing distress or saying things that set off alarm bells. What's the best way to help someone online? <u>Take the quiz and learn more</u>

Sharing with Sensitivity Quiz

These quizzes are designed to help you check in with yourself about what feels right and comfortable. In each scenario, choose the options closest to what you think you would do. Use the results as a jumpingoff place to reflect on how you use Instagram and to decide whether you want to make any changes.

Remember: There are no wrong answers :)



Question 1/4 Sharing with Sensitivity Quiz

You finally finished the hectic exam that was destroying your life. You:



Post a meme about freedom, with a long caption about why it was really hard for you, and thank your friends who helped you get it done.



Post a selfie holding up a sign that says "I'm FREE"



Go and celebrate with your friends.

Question 2/4 Sharing with Sensitivity Quiz

You're out with your friends and take a picture of one of them with a witch's hat over her head. Her parents don't allow her to be on Instagram, but you really want to post it. You:



Get her permission and post it publicly, making sure no one can tell who it is.



Get her permission and post it to "Close Friends Only," so only your immediate circle can see it.



Don't post it.

Question 3/4 Sharing with Sensitivity Quiz

You're having a hard time with someone at school who seems to have it in for you. It's making you feel paranoid and bummed out. You:



Post a sad selfie and lay the whole thing out in the caption. You want people to know you're hurting.



Post an Instastory of you with a friend who is treating you right. You want to keep it positive.



Skip posting and talk it over with another friend or someone in your family.

Question 4 / 4 Sharing with Sensitivity Quiz

You are really worked up about an issue you care about. You:



Do a lengthy Instagram Story laying out your feelings, and then do an Instagram Live later to talk about it more.



Decide not to post and take some time off Instagram to chill.



Follow accounts of other people who care about this issue, so you can learn more before you post anything.

Results Sharing with Sensitivity Quiz

Mostly A

From your answers, it seems that you love posting all kinds of things about your life—but you're also thoughtful about what you post and respect that not everyone is as open as you are. You might want to occasionally take a step back and consider your posting options—once something is public, it's there for everyone to see. You could explore switching to a private account, or limiting some of your content to "Close Friends". <u>Click here</u> to learn more about customising your Instagram experience.

Mostly B

Based on your answers, you're sensitive and thoughtful about what you share and where you share it. You're focused on being true to yourself and surrounding yourself with people who will build you up and cheer you on. That's great, give yourself a pat on the back! If you want to learn more about how to make Instagram work for you, <u>click here</u>.

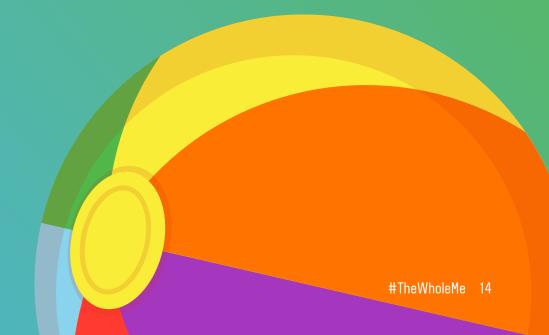
Mostly C

Based on your answers, it seems that privacy is important for you—whether it is yours or someone else's. You're comfortable with the amount of sharing you do online, and it sounds like you really value the connections you have offline. If you want to learn more about how to make Instagram work for you, <u>click here</u>.

Maintaining Perspective Quiz

These quizzes are designed to help you check in with yourself about what feels comfortable. In each scenario, choose the options closest to what you think you would do. Use the results as a jumping-off place to reflect on how you use Instagram and to decide whether you want to make any changes.

Remember: There are no wrong answers :)



Question 1/4 Maintaining Perspective Quiz

You post a selfie in the morning before school. At lunch, you check your phone and no one has liked or commented on it. You:



Remind myself that my worth is not tied to a 'selfie'.



Delete the photo—thinking you must look really weird in it or something.



Tell your friends you need them to like and comment as soon as possible.

Question 2/4 Maintaining Perspective Quiz

You are scrolling through your Insta feed and find yourself wishing you could look like who you see. You:



Get off Instagram and do something that makes you feel good.



Stop. Drop and say three "I'm grateful my body can..." statements.



Talk to a close friend or family member and let them know you are feeling a bit down.

Question 3/4 Maintaining Perspective Quiz

You log on and see a picture of all of your friends hanging out without you. You:



Talk to your closest friend about it to see if there is something you should know.



Don't say anything, but start checking their Instagram accounts more and more frequently to see if it's happening a lot.



The next time you all hang out, let your friends know you felt a bit left out and be curious as to why you may not have been invited.

Question 4 / 4 Maintaining Perspective Quiz

You love making art. You decide to start an Instagram account to showcase your art. At first, it's exciting because your friends all follow and even some people you don't know, but after a few months there are no new followers and hardly anyone comments. You:



Are disappointed, but you know that your friends like your art. You start looking for other artists whose work you like—if you follow them, they might follow back and you can talk about each other's work.



Decide that this is a failed experiment and delete the account.



Post anyway. Remember that your talent isn't determined by the amount of likes or attention your work receives.

Results Maintaining Perspective Quiz

Mostly A

From your answers it looks like you have a great perspective about the role of Instagram in your life. You seem to have a strong sense of self and desire to grow as a person. Appreciating the positive and not obsessing over something that might be negative is a life skill that's important for everyone to have. Go, you! Check out 'your activity' to keep track of how much time you are spending on Instagram.

Mostly **B**

Nice! Your answers suggest that you are a very thoughtful and sensitive person. It's important to be able to be thoughtful about what happens online and remember that what might seem catastrophic is usually minor. You might want to open up some conversations about your emotions with a friend or a family member and get their input. We want your time on Instagram to be positive—as well as the time when you aren't on Instagram! Taking a step back to give yourself some space could make a big difference. You can check out 'your activity' to help you be more aware of how much time you are spending on Instagram.

Mostly C

It looks like you're in touch with your feelings and have a perspective that works for you. It also seems you have a strong support system. If you sometimes feel upset about the response or lack of response you get on Instagram, you might want to take a step back to explore those feelings and how you deal with them. It may be helpful to make sure that the time you spend online is in balance with the rest of your life. To learn more about balance, <u>click here</u>.

Responding with Kindness Quiz

These quizzes are designed to help you check in with yourself about what feels right and comfortable. In each scenario, choose the options closest to what you think you would do and use the results as a jumping-off place to reflect on how you use Instagram and to decide whether you want to make any changes.

Remember: There are no wrong answers :)



Question 1 / 4 **Responding with Kindness Quiz**

A cartoonist you follow online is posting comics that talk a lot about depression and hopelessness. Then they abruptly stop posting. You:



Figure they must have taken a break.



Send them a message saying you love their work and noticed they'd stopped posting. You're wondering if everything is OK.



Reach out to mutual friends and acquaintances to see if anyone has been in touch.

Question 2/4 **Responding with Kindness Quiz**

Your best gamer friend starts following a bunch of other gamers who tell jokes and say things that make you uncomfortable—and your friend has been sharing that content, so you have to see it. You:



Mute your friend online but stay friends offline—maybe it's just a phase.



Bring it up next time you hang out and ask what the appeal is. You genuinely want to know because it doesn't feel right to you.



Tell your friend you don't feel very comfortable with their actions, so they have a choice: their new friends or you.

Question 3/4 **Responding with Kindness Quiz**

You run into a classmate who's extremely upset. They tell you that their best friend has been talking about mental health issues and has indicated a high level of distress. You:



Go home and keep texting to check in on developments—you're worried, but you don't know what to do.



Suggest that you call the friend or go see them so you can assess the situation.



Talk to a trusted adult and seek advice or call Lifeline on 13 11 14.

Question 4 / 4 **Responding with Kindness Quiz**

A friend of yours said something stupid on Instagram. They took it back and apologized, but the comments on their post are getting ugly. You:



Don't say anything—it will blow over.



Make plans with them, then casually bring up the situation to see if they want to talk. If they ask for advice, you plan on suggesting they take a break or switch their account to private.



Post a public defense of your friend, calling out the bullies and telling them to stop.

Results Responding with Kindness Quiz

Mostly A

From your answers, you're clearly empathetic and care about other people—you notice when someone seems down or upset. It can be hard to know what to do or say in these situations, maybe you aren't sure about the best approach.

Mostly B

Your answers indicate anyone would be lucky to have you as a friend. Reaching out when you see someone who seems to be upset is a meaningful and kind thing to do.

Mostly C

Based on your answers, we see that you're a caring person who wants to help others. Sometimes it can be hard to know how to help, especially when the situation makes you feel emotional as well. Be sure to take care of yourself while you're taking care of others.

<u>Click here</u> to learn more about reaching out to someone who's in pain, and remember that if you ever see a post on Instagram that makes you think someone might harm themselves, you can report it anonymously and a team will respond and connect that person to resources and help. To make a report, tap "····" above the post, then tap Report. Select "It's Inappropriate > Self injury."



It's Personal: How to make Instagram work for you

Use these **#TheWholeMe** tips and Instagram tools to customise your experience and keep things positive.

Check in with yourself after you've been online for a bit. If using Instagram causes you to engage in comparisons, such as your appearance, try adjusting the way you are using Instagram. Look for people and accounts that connect you to new and existing interests and make you feel good about yourself. If certain pages are making you feel inadequate, make the positive choice to unfollow.

2. Perform routine maintenance

Try going through the list of accounts you follow every once in a while and edit. As you go through them, consider unfollowing any accounts you're no longer interested in or accounts that bring you down in some way. Trimming your follow list periodically can open up space for new people who lift you up.

HOW TO: On your profile, click "Following." Scroll through and tap the "Following" button next to anyone's name you want to unfollow. The button will turn blue. You can also go to someone's profile and tap "Unfollow."

3. Find new follows

You can enrich your experience by regularly looking for new and interesting people to follow. Explore is one way to browse through accounts and topics—tap the magnifying glass when you open the app and try searching on a tag for something you're interested in or passionate about like #baking, #bookstagram, #photography, or #nailart.

4. Mute people you don't want to unfollow

If you need to take a break from someone but you don't want to hurt their feelings by unfollowing, you can just mute them. They'll never know, and you can relax. You can also easily unmute them if and when you are ready to.

HOW TO: Tap the "…" menu in the corner of one of their posts. You can choose whether to mute feed posts, story posts, or both from an account. You can also mute someone by pressing and holding on a story.

5. Use "Restrict" to protect your account from unwanted interactions

If someone is being aggressive or negative in your comment section, you can put them on a "Restricted" list. Comments from people you restrict will only be visible to them if you approve them. Restricted people also won't be able to see when you're online or when you've read their messages. If you aren't ready to unfollow or block someone, you could try starting with "Restrict". They also won't know that they have been restricted.

HOW TO: You can restrict someone by swiping left on a comment, through the Privacy tab in Settings, or directly on the profile of the account you intend to restrict. Tap "Restrict" to add the account to your restricted list.

6. Block when necessary

If someone's behavior is impacting you negatively and muting isn't enough, you can block them. It's the best way to stop drama in its tracks. They won't be able to view your posts or find you in search, and they won't be notified that you did it. This will also help empower you to really own your feed and make your Instagram experience a more positive one.

HOW TO: Tap "...." on their profile, then tap "Block.

7. Make connections, not comparisons

You want to get inspired to make changes and explore new things, but not get into a space where you feel like you're not good enough because you are lacking something someone else has. Try to keep in mind that you're just seeing one part of their life, one that they've edited to appear 'perfect' and polished. Remember, perfect doesn't exist. If you catch yourself engaging in comparisons, practice shifting your thoughts from "what am I lacking?" to "what am I grateful for?".

8. Choose your audience

Being public on Instagram is public in the true sense of the word. Anyone can see what you post and once something is out there, it's pretty much impossible to get it back. You might want to make your account private so the only people who see your posts are the people that you want to see your posts. You can easily go back to public if you change your mind later.

HOW TO: Tap "profile button" on the bottom right and then either "options button" (for iOS) or "***" (for Android). Scroll down to "Private Account" and move the slider to the right. The slider will turn blue once the account is private. The accounts following you will still be following you—new followers will have to request access. If there is someone following you on private that you want to exclude, go to your followers list and tap to the right of their handle to remove them.

9. Report bullying

If someone is being aggressive online, consider if and how you want to respond. You can mute, unfollow, or block them using the tools on this page, or set your account to private. You can also report posts and profiles that are engaging in abusive or harassing behavior. If bullying is affecting your well-being, try reaching out to a friend or family member to talk about it. Remember, you have the right to have a safe and positive experience online.

HOW TO: Tap "…" above the post or at the top right of profile. Tap "Report," and follow the instructions. Reporting is anonymous.

10. Avoid extreme stans

It's cool to link up with the folks in your fandom—it's how many great friendships are made. It's probably best though to stay clear of the toxic side of fan culture, where people gang up on others and bully or harass them. Who wants to be a part of that?

11. Fine-tune your story sharing

Remember that—even if you have a private account—there are ways to post that are even more selective. You can use the "Close Friends" setting on stories so that only certain people, who you choose, can see them. People who are unable to see the story won't know that you've posted something.

HOW TO: Create a "Close Friends" list by tapping " \equiv " in your profile, then tapping "Close Friends." Then, when you create a story, choose "Close Friends" at the bottom of the screen instead of "Publish to your profile." You can also create a specific list for individual stories.

Threads from Instagram, a new camera-first messaging app, is another private space just for your close friends. Once you install the app, messages from people on your Close Friends will come straight to Threads, so that you never miss something from your inner circle.

12. Be direct

Sometimes you really just want to share with a few people. That's smart! When things are really personal, you can feel really vulnerable. Instagram Direct is the most private way to share on Instagram, so consider using it in those situations.

HOW TO: To send a message (text, image, or video), click the "《" icon at the top right of your Feed and choose who to share it with (up to 15 people). You can also message someone by clicking that same icon from their profile.

13. Control comments

Your comment section is a great place for interaction and conversation, and for people to react to what you're posting. And because it's *your* comment section, you can proactively set it up to be the kind of space you want it to be. Some people are fine with a free-for-all. Some people never read their comments. There's also the option to allow only certain people to comment. This can be a great compromise if you want to stay public but don't want to let the entire world give their opinion on what you're up to.

HOW TO: Go to settings and choose "Comment Controls." You can choose to allow comments from only your followers, or only the people you follow, or turn off comments entirely. You can also filter out comments that use any specific words of phrases that you find upsetting or prefer not to see.

14. Calm down conflict

Sometimes the comments on a post can get out of hand and even go places that have nothing to do with what you put up. If you're uneasy with a conversation going on in your comments, you can try letting people know by saying something like, "Hey, I think this has run its course. Let's move on." If that doesn't work, you can also delete comments or change your comment settings. (See above.) It's a good idea to let people know you are doing this, so it doesn't seem like an invisible hand suddenly began doing things. You can post, "I'm going to freeze these comments now," or message someone and say, "Hey I deleted your comment because…." A little communication can help prevent hurt feelings.

HOW TO: To delete a comment, swipe left and tap "Delete." To turn off comments on a post, tap "...." at the top right, then choose "Turn off commenting."



Balancing Act

The quality of the time you spend online is incredibly important to your well-being. So is the quantity; too much screen time could mean that you are neglecting other important things in your life. Use this worksheet to consider what the right amount of Instagram use is for you, and explore some tools to help you set limits. The goal is to make the most of *all* of your time, online or off — that's **#TheWholeMe** way.

1. Track your measurements

There is an easy way to see how much time you are spending on Instagram. Head to your settings page and tap on "Your Activity." You'll see a dashboard with the average amount of time you spend on Instagram. Tap any bar to see your time for a specific day. Surprised by what you see? You might benefit from cutting back.

2. Set a reminder to log off

If you want to cut back on your screen time, you can set a daily reminder that will alert you when you've been on for a certain amount of time. Bonus: When you set a time limit, you might find yourself being more thoughtful about what you do on Instagram. To set up a reminder, go to your profile and tap " \equiv ". Then tap Your Activity > Set Daily Reminder. Choose the amount of time and tap Set Reminder.

3. Be in the moment

Sometimes having your phone around can distract you from really experiencing and enjoying what's going on around you. Remember, you don't need to post in real time. Try taking a few photos and then putting your phone away so you can really be present, then sharing them later with your thoughts. Bonus: You're less likely to make a typo.

4. Mute notifications to help you focus

If you have trouble ignoring notifications, turn them off. Try muting notifications during times that you want to be off-line. It can also be helpful to physically put your phone away in a drawer or another room during meals, hangouts, or study sessions. To mute notifications, go to your profile and tap " \equiv ", then tap Your Activity. Tap Notification Settings and tap Pause All, then select how long you want to mute them. You can also mute specific types of notifications.

5. Give your phone a bedtime...

If you have trouble falling asleep, it could be because you use your phone too much late at night. Your brain needs time to rest. Try putting your tech to bed about an hour before you hit the hay.

...and a wake-up time

Checking your phone first thing in the morning isn't necessarily bad, but you might want to experiment with an a.m. routine that puts self-care at the center. Try doing a few things—showering, having breakfast, brushing your teeth—before you go online. You'll be more awake and able to interact with people, and you might just leave home on time!



Being a Friend Online: Help for hard conversations

An important part of **#TheWholeMe** is being kind and supportive to others, in the same way you'd expect others to be kind and supportive to you. There might be times when you notice someone on Instagram who seems to be feeling sad or angry. It can be really difficult to know what to say or do in those moments.

Here are some ideas.

1. Always take care of yourself first

If you are the person who is feeling sad, angry or bullied, talk to someone. If you don't have an adult or a peer you feel comfortable with, <u>Kids Helpline</u> can be contacted on **1800 55 1800**, it's free and confidential and open 24/7 for online and phone counselling for young people aged 5 to 25.

If you find yourself having a difficult time and are having negative thoughts about your body, call the Butterfly National Helpline on **1800 33 4673**, email support@thebutterflyfoundation.org.au or webchat. It is completely anonymous and you can connect with a trained professional about what is bothering you.

2. Know the signs to watch for in others

People may communicate their feelings in different ways, but there are things that can give you clues to their emotional state. ReachOut Australia has some resources to help understand mental health issues and how to identify potential issues in other people. Check out <u>their website</u>, which suggests looking out for things like:

- Feeling more worried than usual
- Loss of interest in activities they normally enjoy
- Constantly being in a bad mood
- Having trouble sleeping, or sleeping way more than usual
- Crying for no clear reason
- Feeling 'down', sad or unmotivated
- Struggling to concentrate

- Changes in eating habits (eating more or less)
- Having difficulty performing at school or at work
- Turning to alcohol or drugs to cope
- Having trouble coping with or doing everyday activities
- Isolating themselves from family or friends

If you, or someone you know is experiencing something on this list or has changed in a way that's causing you to be concerned speak to a GP or mental health professional.

Keep in mind that every person is differnt and that the signs that someone is going through a tough time when it comes to mental health aren't always obvious.

Everyone has some bad days, but if you notice someone exhibiting any of the above behaviors repeatedly, the tips below can help you figure out what to do.

3. Reach out

A phone call, a text, or a DM telling someone that you care about them can mean a lot. You don't have to have all the answers—just letting them know that they aren't alone and that you care about them is a kind thing to do.

4. What to say

It's best to keep it casual. Try things like, "I've noticed you posting a lot of sad memes lately, are you OK?" or "I'm checking in on you because you seemed really upset the other day. How are you?"

5. Don't assume someone else will do it

You might think that a person has a lot of other friends, or that you don't know them well enough to get involved—but you never really know what **#TheWholeMe** means for them. It's likely better to check in and find out that they're fine than to ignore something that's worrying you.

6. If they open up, listen

Avoid offering advice or talking about yourself—keep the focus on the other person and how they are feeling. Asking questions like, "Have you talked to anyone else about this?" can be a way to see if they have support in the other parts of their life. Remind them that they aren't alone and what they are feeling is valid. ReachOut Australia has some helpful local resources around identifying issues in other people and tips for talking about this <u>here</u>.

7. Encourage them to get help

Sometimes we can get so caught up in our feelings that we don't see a way out. You can suggest that your friend talks to their parents or another responsible adult, or share resources like the <u>Kids Help Line</u>.

8. Report concerning content

If you believe that someone may be thinking about hurting themselves, let us know so that we 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. To make a report, tap "…" above the post, then tap Report. Select "It's Inappropriate > Self Injury."

9. When to tell someone

If the person you've reached out to doesn't show any signs of feeling better, if you start feeling uncomfortable with what they asked you to keep secret, or if their behaviour gets more extreme, talk to an adult or a friend you trust about next steps.

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