

How Do Teen Girls Really Feel About Instagram?



Our new report, “Teens and Mental Health: How Girls Really Feel About Social Media,” asked teen girls all about how they use social media: the platforms they’re on, the content they find, and how it all makes them feel. Here’s what they had to say about Instagram.

How often are teen girls on Instagram?

- Girls who report using Instagram say they spend **one hour and 32 minutes** per day on the platform.

How does Instagram impact their lives?

- **67%** were especially likely to say their lives would be “the same” without it.
- **38%** said Instagram has had a “mostly positive” impact on their lives.
- **58%** reported unwanted contact from strangers on Instagram.
- **23%** said they spend too much time on Instagram.

Note: Among adolescent girls who use Instagram.

What kind of content do they see on Instagram?

- **25%** said they come across helpful mental health information or resources daily on Instagram.
- **36%** reported seeing harmful content related to eating disorders on Instagram.
- **21%** of girls of color reported seeing racist or hateful content on Instagram daily, but **71%** also said they come across positive, race-affirming content at least monthly.
- **26%** said they come across things related to suicide that upset them on Instagram at least weekly.

Note: Among adolescent girls who use Instagram.

How does Instagram make them feel?

- **32%** said they feel bad about their bodies at least weekly when using Instagram.
- **24%** had concerns about bullying or negative comments on Instagram.
- **58%** reported positive experiences like connecting with friends, meeting new people, or getting support on Instagram.

Note: Among adolescent girls who use Instagram.

“It’s time consuming and takes away from other things I could be doing.”

—11-year-old Instagram user

“I had unrealistic ideas of what I should look like and how my life should be.”

—13-year-old Instagram user

“I was being bullied by other kids at my school who made accounts about ugly people and posted about me being ugly and doing cringey things.”

—13-year-old Instagram user