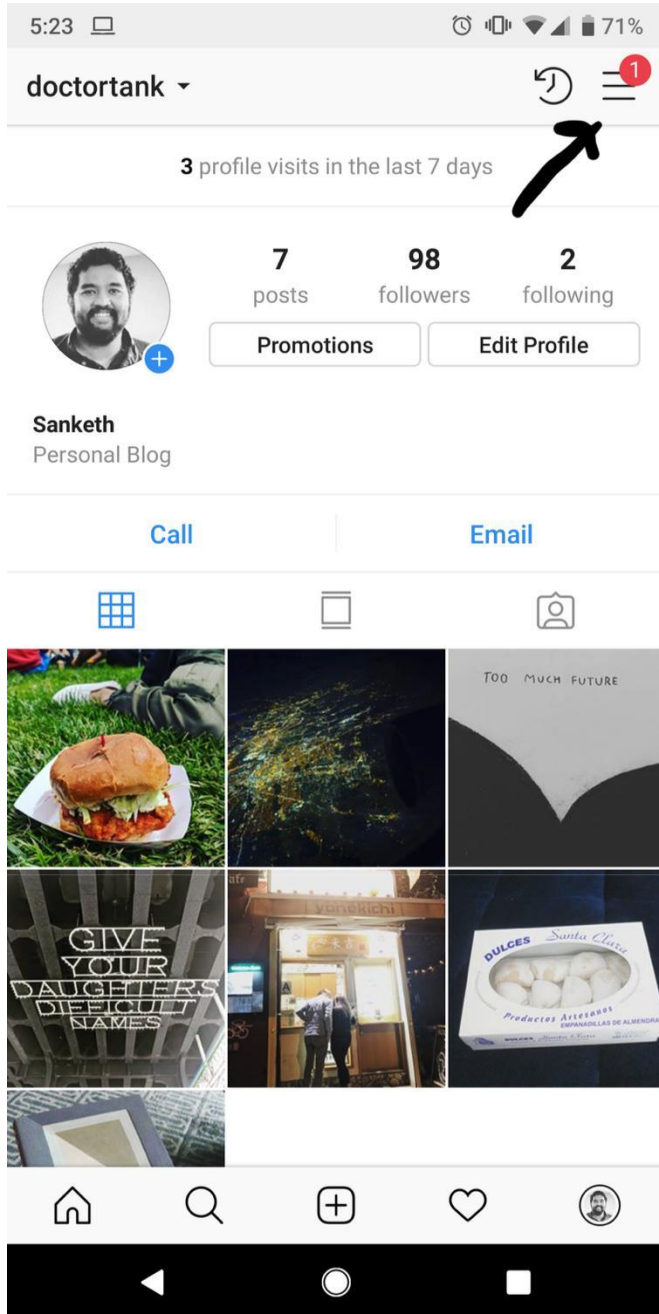


# Instagram Commercial Content Android Rating Tool Instructions

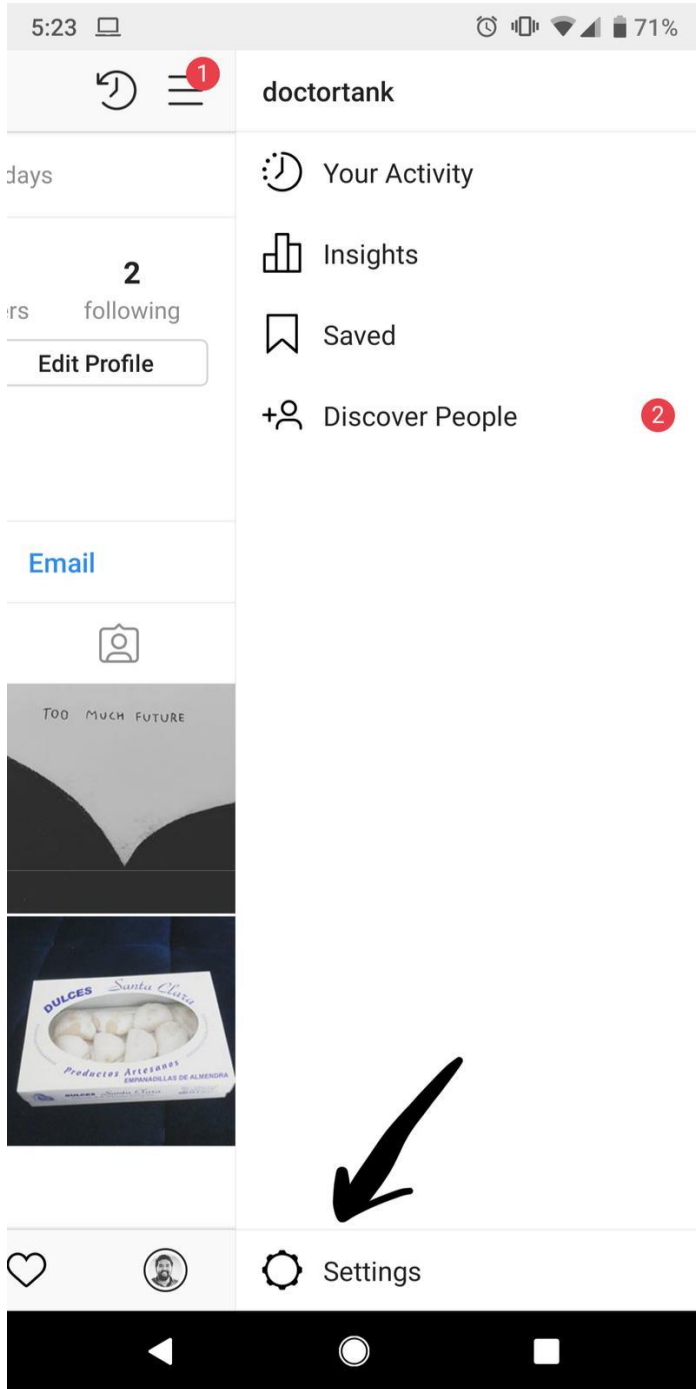
- Please ensure you are using latest version of the Instagram app
- Open-up the Instagram app on your Android Phone to the Home screen
- Tap on your profile photo in the bottom right corner to arrive at your “Profile Page”



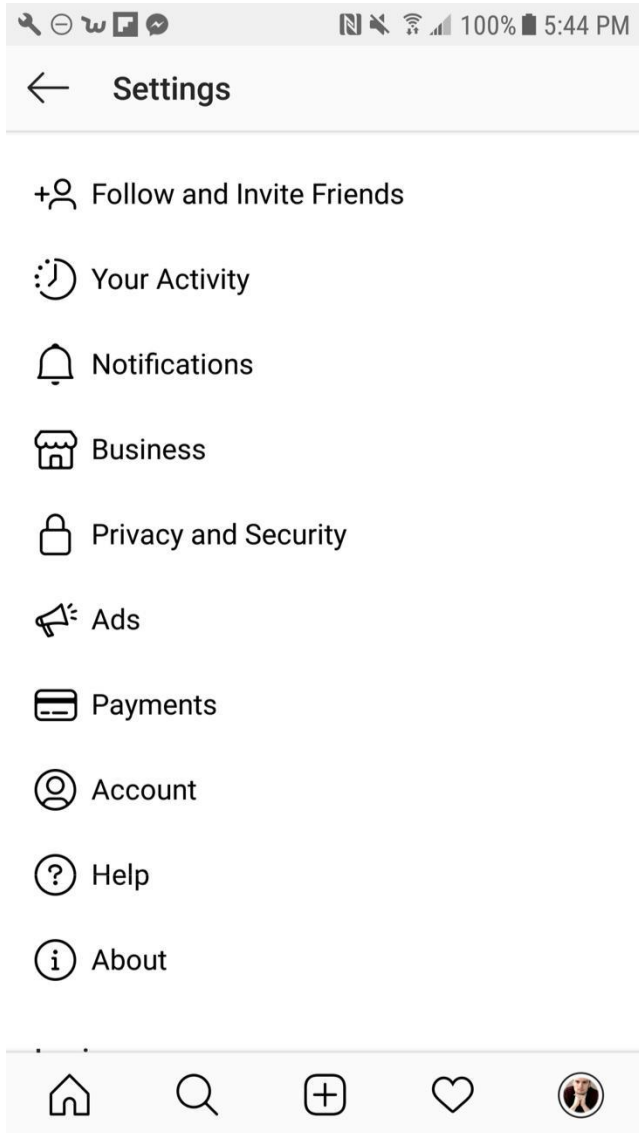
- Tap on the “Hamburger Icon” on the top right to open the drawer.



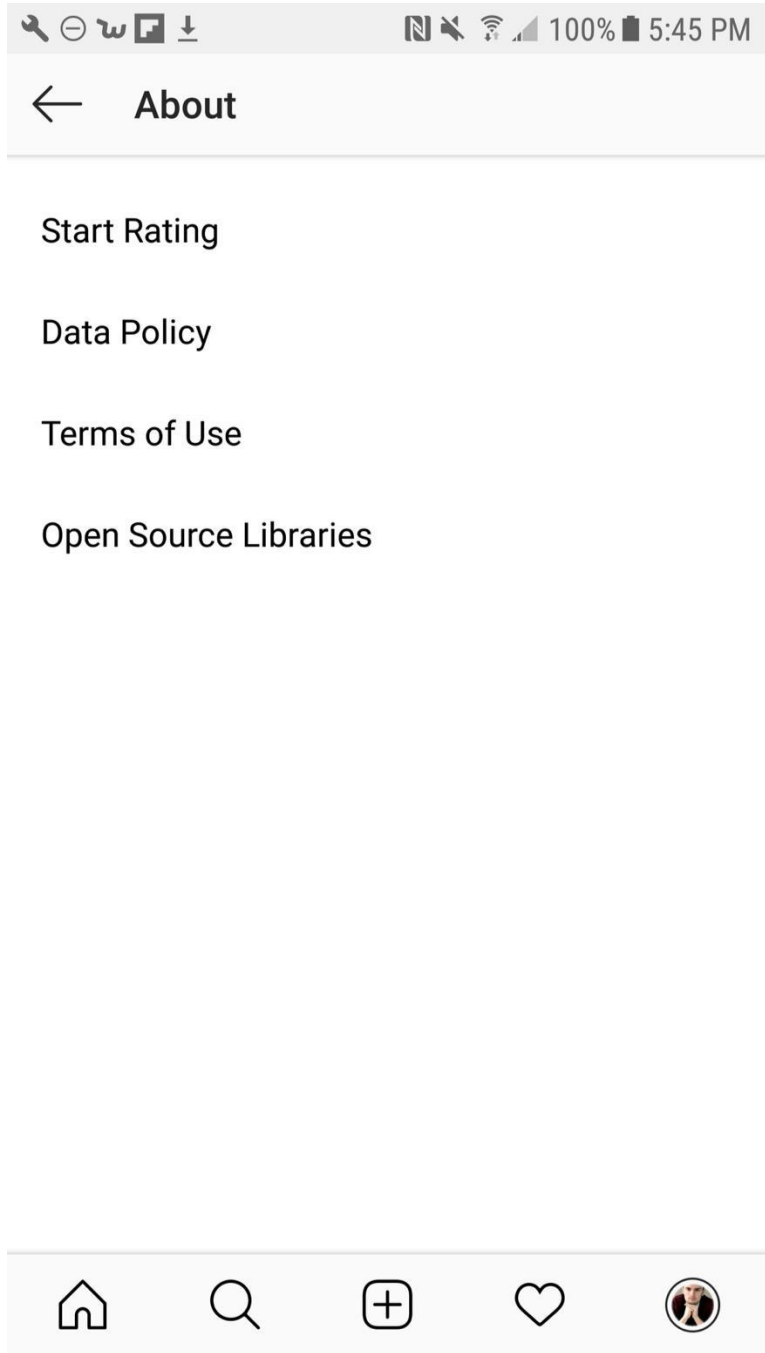
- Tap on Settings in the drawer.



- Click “About” (it's the last option in the first section).



- **Scroll to find “Start Rating” and tap on it.**



- **Start rating. You will see an image as you would see on your Home Feed. Scroll down to find the first question.**

5:23 🕒 📶 🔋 71%

✕ **Rate** Skip  
1 of 20

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18,779 views

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**6ahmadhajali123456** @emmadx احبيبتك 

5 DAYS AGO

QUESTION 1 OF 3

How much did you like or not like seeing this post on Instagram?

◀ ○ ▶

- **You will have between 10 to 15 questions to answer.**

5:24 🕒 📶 🔋 71%

✕ **Rate** **Skip**  
1 of 20

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**6ahmadhajali123456** @emmaqtx احبيتك

5 DAYS AGO

---

QUESTION 1 OF 3

**How much did you like or not like seeing this post on Instagram?**

Strongly disliked

---

Somewhat disliked

---

Neither liked nor disliked

---

Somewhat liked

---

Strongly liked

---

◀ ○ ▶

- **Some questions are multiple choice so tap on all appropriate answers.**

5:24 🔔 📶 🔋 71%

✕ **Rate** Skip  
1 of 20

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5 DAYS AGO

QUESTION 2 OF 3

Does this post show or mention any of the following anywhere in the post? Please check the profile name, picture / video, mentions, tags, hashtags, links in the caption, tags in the caption.

Brand or business

Product or service

Public figure or celebrity

Blogger, influencer, vlogger

Business owner, freelancer, artist, creator

Publisher

Location

Event

None of the above

Next

- You **MUST** answer all questions associated with an image.
- The arrow next to the question allows you to scroll back to the previous question associated with the ad and update your response.
- **DO NOT** Skip images unless there is a technical issue. If you encounter a technical issue, please reach out to your project manager and follow their protocol.
- You should tap the description of the image to read the whole description before making a decision. You can tap through to an account by clicking on the profile photo or name.
- If you hit the “X” at the top left Profile Settings page, all of the answers for previous images will be saved and you will return to the last image you saw before exiting. Please note that you will have to repeat the answers for the current image you are on (e.g. if you exit the Rate Image page at Question 6 of the current ad, you will return to Question 1 of the current ad).



- **When you are finished with all questions for all the images you will get the following screen. Tap “Done”.**



Thanks

We will use your responses to help improve Instagram.



- You must complete rating for all content by 11:59pm local time.
- A new batch of content will be available after midnight local time.
- Hit “Done” to return to the Profile settings page.