

“ I use my finsta to kind of make my life and the people who follow it a more positive place.

Zach Greenwald, sophomore



the hidden world of Finstas

With growing social pressures on Instagram, students at HHS and nationwide are creating a second account known as the “finsta.”

Ali Winter
Staff Reporter

Since the launch of Instagram in 2010, over 800 million people from around the globe have become active users on the platform. Recently, these members have branched out from having just one profile, where they post more harmless pictures, to now owning a second account, full of more personal and authentic posts.

No one is quite certain where this trend began, but it is clear that it has spread like wildfire. This new development is called the “finsta,” and has become commonplace in many high schools and colleges across the country and even the world, including at HHS.

According to a survey of 312 students, 85.3 percent of HHS students know someone who has a finsta, while 36 percent said they had one themselves.

To many students, having a finsta means having a safe space to express their inner thoughts

and feelings about a variety of subjects. Only 32.9 percent of HHS students felt that they could not post on their real Instagram account without fear of social consequences. To many, owning a finsta account can eliminate that fear.

“[Finstas are] a nice little community where you can have fun and not have to be at your best angle and you can just do whatever you want on the finsta,” said Margo Mandel, sophomore.

This feeling of safety stems from the fact that finstas rely heavily on privacy—owners of these accounts turn on privacy settings so that they can choose who follows the account, which is usually a limited number of closer friends. However, this sense of security results in many users posting photos of drug use, sexual references, or other controversial content.

“I just post really funny pictures that I wouldn’t want to necessarily share with every single person that follows me on my main Instagram. These

are pictures or videos that my friends and I find funny, and they aren’t necessarily appropriate,” said a student who wishes to be anonymous.

Another popular trend

flaws, and making the conscious decision to love themselves.

“I do post some #BodyPosi posts, as it’s a personal account so I don’t feel uncomfortable being positive about my body and

crazy,” said Jimmy Murphy, sophomore.

One of the main advantages articulated by nearly every finsta user was that they felt as though it is a safe and accept-

or twice but then I deleted it because I thought that was not the purpose of my finsta and I don’t want it to be about bad things or things that aren’t very positive,” said Zach Greenwald, sophomore.

As popular as the finsta has become, there are still some who oppose the trend due to it being so secretive and exclusive. Sometimes it can come across poorly if someone blocks or unfollows someone, as with any other social media account. On a finsta however, it stings a bit more, as it’s saying that this person does not feel comfortable with the blocked person seeing their more personal posts.

“I always felt like if I was putting something into the public that people were gonna see. There’s not anything that I would want a certain audience to see versus the rest of the people that I let follow me in general,” said James Gulden, junior.

“ The whole idea of a finsta being a fake Instagram is sort of funny to me because really it’s your real one. It’s where you are the most honest, and you’re the most open. On your public you sort of put out a fake persona.

James Gulden, junior

among finsta users is the #BodyPosi movement. Short for “body positive,” #BodyPosi posts typically consists of female finsta users posting more revealing photos of themselves that are often not appropriate for parents’ or non-close friends’ eyes. Participants’ intent is to feel empowered by accepting their bodies, along with their

kind of showing it off in a way that makes me feel good about it,” said Angela Perez, junior.

Those who follow accounts that post #BodyPosi pictures also appreciate the trend’s ability to empower others and promote confidence.

“I don’t think it’s bad. If you’re positive about your body and want to share it, then go

ing community. Many users at HHS said that they refrain from posting negative things about others or causing drama on their finstas. The reason for this is that people do not go on their finsta accounts to post about others or their lives; it’s more to tell about themselves and their own lives.

“I think I did post beef once

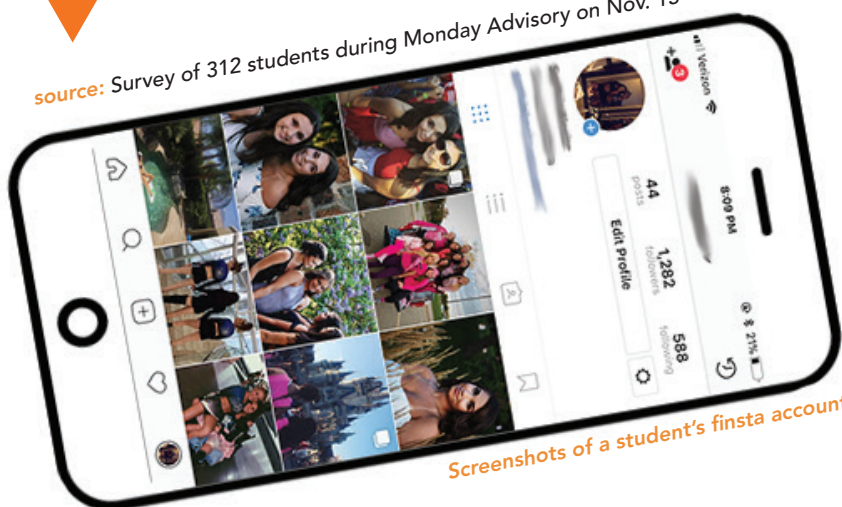
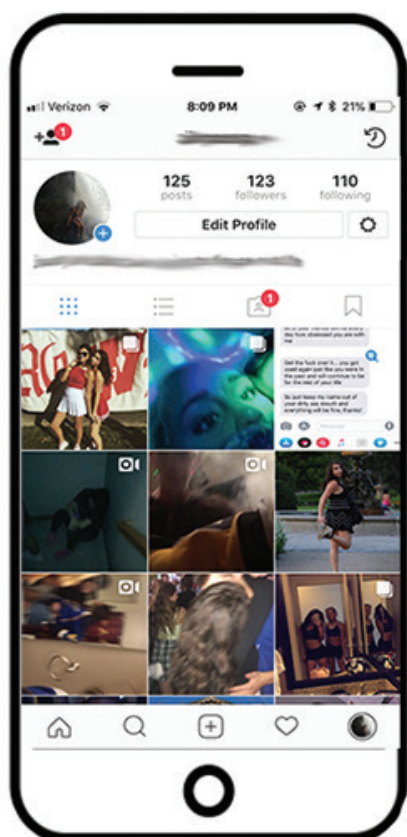


66.7 percent of students believe students can’t post freely on Instagram without fear of social consequences



36 percent of students own a finsta

source: Survey of 312 students during Monday Advisory on Nov. 13



Screenshots of a student’s finsta account

finsta vocab

finsta

noun | /finsta/

A combination of the words **fake** & **Insta(gram)**. When people have a finsta, they post pictures they only want their closest friends seeing instead of their regular Instagram followers to see.

rinsta

noun | /rinsta/

Short for “**real Instagram**.” Usually contains aesthetics, themes, and good quality photos. Known as the “official” Instagram of the user.

#BodyPosi

adjective | ‘badi’pasi

A way many people post pictures of themselves **showing off their body and not get judged** for it because they’re promoting being comfortable in your skin.

handle

noun | ‘haendl

One’s **online alias** or nickname. Many finsta handles are more provocative, humorous, or can be intentionally confusing to prevent easy access to the account by others.

beef

verb | ‘bif

To have a grudge or **start conflict** with another person. Many teenagers use finstas to discreetly start or engage in beef with others.

source Urban Dictionary
infographics Michael Korsh