

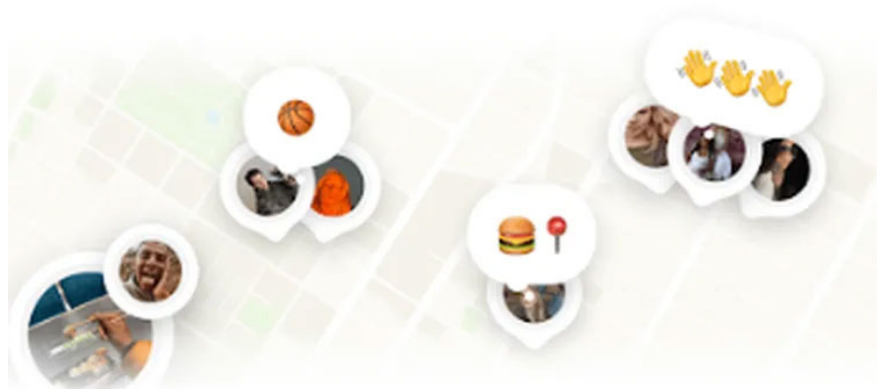
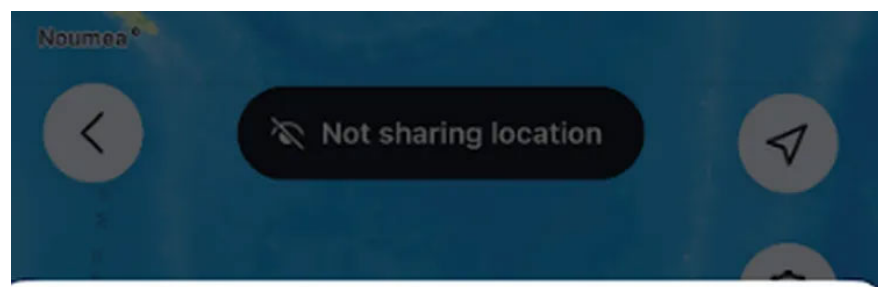
# Instagram is testing a new Snap Maps feature

Instagram has started testing a new feature that looks a lot like Snap Maps. This feature allows Instagram users to post text and video updates to the map based on the location they took the photos.

Maps are shared with friends, who can show updates together. This is basically just Snap Maps, which was originally launched in 2017.

Currently, the difference seems to be that Instagram may have much more restrictive privacy settings. Users must choose a "specific group of people" to share their location with, such as "close friends or just followers they follow back," Christine Pai, a Meta spokesperson, told The Verge. Snapchat allows public posting on Snap Maps.

Instagram's feature is currently only available as a "small test" in some markets, Ms. Pai said. This tool is optional and includes controls for location sharing. *"As always, we are building this feature with safety in mind,"* Ms. Pai said. She did not immediately respond to follow-up questions about whether fully public sharing would be offered or how long posts would remain live.



## Find your friends and leave notes on the map



### Leave a note for friends

Choose who can see your note, then move the map to place it.



### Share your location with people you trust

People you choose to share with will see your precise location as a circle on the map.



### Choose when you share

Only the people you share with can see your location and notes. You can turn off location sharing at any time. [Learn more](#)

Choose friends

Not now

The map feature was first spotted during development in February under the name "Friend Map". Then, some images of the feature in use started being made public this week. Ms. Pai did not say where the feature is currently being tested.

Instagram got a photos feature in 2012 that puts all your images on the map, but is completely private - it can't be shared with friends and only includes your own images. This was a fun way to look through your photo collection, but the company discontinued the feature four years later, citing low usage.

If rolled out widely, the map feature would be a return to something Instagram has always done well: Copying ideas from competitors - Stories from Snapchat, Reels from TikTok, and Threads from Twitter .

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