

How to 'Reset' Your Instagram Algorithm When Your Feed Needs a Fresh Start

As a type A perfectionist, there are few things that give me more satisfaction than a good old spring clean. Come change of seasons, I'm always overcome with the urge to clear out drawers, declutter cupboards, and rearrange shelves.

Doing it is a bit of a slog, of course, but that feeling you get after a good tidy-up? Worth every *second* I spend cursing over piles of old clothes on my bedroom floor.

Now, wouldn't it be neat if we could do the same for our online spaces?

(You see where I'm going with this) As it happens, you can – on **Instagram, at least**. And, unlike spring cleaning, it won't do a number on your back.

In November 2024, the social media platform quietly launched a way for users to hit the reset button on their Instagram algorithm – completely wiping the slate clean on their home, reels, and explore feeds.

Instagram launched this feature with teens in mind (more on this below), but honestly, it's a wildly underrated new tool for anyone looking to refresh their social media experience without starting from scratch with a new account.

Here's everything you need to know about this handy feature. Bye-bye, algorithmic shift of a sad late-night doom-scroll. It's time for a fresh start.

What exactly is an Instagram algorithm reset?

An Instagram algorithm reset is a feature that lets you clear your recommended content across explore, reels, and feeds to start fresh.

To understand this, it's helpful to know a little bit about how the Instagram algorithm works. In all your time on the platform, you've given Instagram hundreds of thousands of signals about the kinds of content you want to see more of. Likes, comments, and shares are the obvious ones, but even the more subtle, passive signals can shape your feed. Think, time spent lingering on a shocking video you just can't turn away from – all of those little moments can add up.

Best case scenario, you might find your feeds are no longer helpful for where you're at in your life (for example, videos about wedding dresses that keep popping up *after* your wedding). In the worst case, you might find your feed peppered with videos you find triggering or distressing.

So resetting your algorithm isn't just about decluttering your feed. It's about taking control of your Instagram experience. I'd argue it's a very necessary feature as the platform shifts more and more to recommended content over content from family and friends – and incredibly helpful in protecting your mental health.

As Instagram puts it, they want to give users “new ways to shape their Instagram experience, so it can continue to reflect their passions and interests as they evolve.”

Why would you want to reset your algorithm?

There are plenty of reasons you might want to hit the reset button:

- Your interests have changed (goodbye sourdough!)
- You've been getting too much content on sensitive topics, which may cause distress
- You're tired of seeing the same types of posts over and over
- You accidentally fell down a rabbit hole of content you're not actually interested in
- You want to discover new creators and fresh perspectives

The reset feature was developed as part of the platform's evolving protections for Teen Accounts, who Instagram wants to help cultivate "safe, positive, age-appropriate experiences."

That said, the content reset feature is available for all users who feel that their feeds no longer reflect who they are.

How to reset your Instagram algorithm in 5 steps

Ready for that fresh start? Here's how to reset your Instagram recommendations:

1. From your profile, tap the three-bar '**More options**' icon in the top right
2. Scroll down to '**What you see,**' and tap '**Content preferences**'
3. Tap '**Reset suggested content**'
4. Follow the on-screen instructions and tap 'Next'
5. Tap '**Reset suggested content**' to confirm

Screenshots showing how to reset your algorithm on instagram
Pro tip: Before you finalize the reset (at step 5 above), Instagram will give you the option to review the accounts you're following.

If you're not sure you want a full reset and would prefer to remove certain accounts or add different ad topics, you can do that here, too.

What happens after you reset your Instagram algorithm?

Once you hit that reset button, your recommendations will start with a clean slate. But that doesn't mean your feeds will be empty. Instagram will give you a mix of content to

explore in your explore, reels, and other recommended feeds.

As you interact with content by liking, sharing, or engaging with it, Instagram will begin personalizing your recommendations again based on these new signals.

It's worth noting what the reset doesn't change:

- The accounts you follow (unless you manually unfollow them during the review process)
- The ads you see
- Your existing posts, stories, or direct messages

Here's a helpful way to visualize what it will be like: think moving to a new neighborhood while keeping all your furniture and friends.

Other ways to change your Instagram experience

If you don't fancy a full reset, there are still plenty of tools on Instagram that will help you be more intentional about curating your feeds.

Here are some other features you might want to try:

- **Tap "Interested"** on posts you want to see more of (tap the three dots on a post to find the option).
- **Select "Not interested"** for content you'd rather skip (as above, you'll find the option by tapping the three dots on a post in your feeds). Note that these options are only available on your reels and explore feeds.

- Use **Hidden Words** to filter out posts with specific phrases (found in the same menu above, but under the 'How others can interact with you,' section).

- Switch to your **Following Feed** to see posts chronologically (tap the Instagram logo on your home feed to switch).

- Create a **Favorites list** to prioritize content from accounts you love (found in the same menu above, also under the 'What you see,' section).

Ready for a reset?

Let's go back to my spring cleaning analogy: you know how, when you clear out your closet, you rediscover clothes you love and haven't worn in ages, or make space for a new style you're thinking of trying.

It's a bit like that. Sometimes, you don't quite know what you need until you've taken stock of what you have.

That said, you'll need to be intentional about how you engage after the reset. Those first few days post-reset are important for training the algorithm on what you actually want to see. Be mindful about what you like, comment on, and how long you spend watching certain types of content.

Ready for that algorithm reset? Marie Kondo would be proud.

<https://buffer.com/resources/reset-instagram-algorithm/>