

Instagram Changes Wording on Questions Sticker After Suggestion on Twitter

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12 hours ago

Ask, and ye shall receive: A mere 12 hours after Airbnb Experiences global head of marketing Musa Tariq suggested changing the default text in Instagram's questions sticker from, "Ask me a question," to, "How can I help," with the coronavirus pandemic in mind, the change was made.

Tariq said in a tweet Wednesday evening, "I have a small request, @instagram: How can we change the default text here from, "Ask me a question," to, "How can I help?" Even just for one week. Changing four simple words would spread more kindness in the world than most of us could ever dream of."

I have a small request @instagram – how can we change the default text here, from "Ask me a question" to "How can I help?". Even just for a week. Changing 4 simple words, would spread more kindness in the world than most of us could ever dream of. ?????????? @kevinweil @ajlucio5 pic.twitter.com/rMl0UJRwGs

– Musa Tariq (@MusaTariq) April 2, 2020

After quickly responding, "I like it," just 12 hours later, head of Instagram Adam Mosseri said in another reply Thursday morning, "We love the idea of reframing the question to focus on others—so we just launched it right now. We're hoping it'll be a small way help people spread kindness and support."

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pic.twitter.com/ZAqq6MfUF2

– Adam Mosseri (@mosseri) April 2, 2020

Instagrammers aren't the only people feeling helpful, as the term, "how can I help," has also been spiking sharply upward on Google Trends since March 8.

<https://www.adweek.com/digital/instagram-changes-wording-on-questions-sticker-after-suggestion-on-twitter/>