

## USE AND GUIDELINES OF INSTAGRAM HOW THE MEASURES IMPACTED JOURNALISTIC CONTENT PRODUCTION ON PROFILE IN MARANHÃO

USOS E DIRETRIZES DO INSTAGRAM: como as medidas impactaram a produção de conteúdo jornalístico em um perfil no Maranhão

USOS Y DIRECTRICES DE INSTAGRAM: cómo las medidas impactaron la producción de contenido periodístico en un perfil de Maranhão

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### ABSTRACT

This article analyzes the impacts of Instagram guidelines on the production of journalistic content by a regional media outlet in Maranhão, Imperatriz Online. The research uses semi-structured interviews with members of the editorial staff and is based on McLuhan's Medium Theory, through the application of the tetrad. The results show that the platform's rules impose editorial, vocabulary, and thematic limitations, directly affecting the freedom and quality of local journalism. The analysis shows that, despite strategic adaptations, these guidelines can compromise access to information and the plurality of voices in digital journalism.

**KEYWORDS:** digital journalism; Instagram; platform guidelines; Imperatriz Online; media theory.

### Introduction

This research aimed to investigate the impact of Instagram's usage guidelines on journalistic production. To this end, the study analyzed Imperatriz Online, a media outlet that covers news in Imperatriz, the second largest city in terms of size and representation in Maranhão, a state located in the Northeast region of Brazil. Created in 2013 on Facebook, Imperatriz Online has expanded its digital presence over the years, expanding to platforms such as TikTok, Telegram, Twitter, Threads, and YouTube, in addition to maintaining active groups on WhatsApp for direct interaction with the

public. It also has a website. With a solid base of 287,000 followers as of June 2024, the outlet's Instagram page stands out as the main channel for dissemination and engagement and is where the newsroom's content production is focused.

This study, which is funded by an Fapema Public Notice, is based on the Medium Theory, whose best-known representative is researcher Marshall McLuhan, specifically on the Tetrad proposal, structured in two of his works, "The New Science" (McLuhan; McLuhan, 1988) and "The Global Village: Transformations in World Life and Media in the 21st Century" (McLuhan; Powers, 1989/1992), where he proposes to understand how technologies influence the social environment. The argument that supports this methodological model is that each new technology not only changes the communication environment but also reconfigures the social and cultural practices that surround it.

Social media, especially Instagram, impose guidelines that guide everything from the choice of words to the selection of images and videos shared by media companies in their space. This research focuses on understanding how such guidelines directly impact the informational content produced by Imperatriz Online. It was initially observed that these guidelines can not only influence but even restrict the way news is selected, written, and broadcast, thus shaping the regional journalistic narrative.

The analysis focused on understanding how Instagram guidelines are interpreted and implemented by the journalistic team, examining how these regulations can limit or adapt the informative nature of local news stories. This work therefore seeks to shed light on the complex interactions between technology, journalistic practice, and social dynamics in a specific regional context. The research is based on qualitative data collected through semi-structured interviews (Duarte, 2005) conducted with the Imperatriz Online editorial team.

## 2 Journalistic Writing and Technologies

Technologies are constantly influencing and transforming journalism, which is closely linked to technological changes. According to Silva (2013), the telegraph not only accelerated the dissemination of news, but also introduced new standards of production and writing, such as the possibility of conducting remote interviews and the use of the lead, an opening paragraph that summarizes the event. Later, the advent of the telephone generated a new wave of speed in newsrooms, transforming the practices of gathering information.

Just as the telegraph and telephone brought about significant changes in journalism, the advent of computers, the internet, and digital social media has led to equally profound transformations in journalistic practice. For the author, in addition to computerizing journalistic processes, these technologies have broadened the spectrum of information that can be conveyed. Canavilhas (2013) argues that the spread of cell phones and tablets has boosted the presence of media outlets on social networks, motivated mainly by the lucrative potential and reach of these platforms. On the other hand, Roque (2022, p. 318) argues that the growing dominance of technology companies known as the "Big Five" (Apple, Amazon, Facebook, Google, and Microsoft) and the integration of social media by news organizations have had repercussions on the journalism sector, affecting both newsrooms and content production. These changes require media outlets to adapt to the platforms' guidelines and editorial lines, limiting their autonomy in choosing language, prioritizing images, themes, size, and even terms used.

With the flow of information on platforms, the constant need for updating and adapting to platform infrastructures, content for Instagram needs to be limited, first by the amount of space and then by the idea of time on the platform. For this reason, Assis (2021) defined the content produced on Instagram as self-destructive. As highlighted by Jurno and D'Andréa (2020), it is necessary to understand that the mechanisms for searching and circulating information are neither neutral nor egalitarian. When adapting to that structure, the information circulating in this space must also adapt to the distribution logic established by the company.

A study conducted by Tony Harcup and Deirdre O'Neill in 2014, later published in the article "What is news? News values revisited (again)" in the journal Journalism Studies (2016), reviewed the news values used in the press in light of the influence of social media. The results revealed the need to adjust and expand some news values, including the creation of the new criterion "shareable," which reflects the ability of news to be widely disseminated. In addition, the categories "audiovisual," to highlight the impact of photographs, videos, and audio; and "drama," for news involving situations of human interest with negative aspects, among others, were introduced.

These changes are directly related to the context of being in a specific digital environment and can be influenced by the individual guidelines of each platform. The adaptation of news values to social media reflects not only the need to engage and attract online audiences, but also to conform to the editorial guidelines and limitations imposed by each digital platform.

### 3 Instagram and Community Guidelines

Instagram, as a company, sets strict guidelines for its users. These rules cover aspects such as intellectual property, nudity, authentic interactions, legal compliance, and respect for the community, aiming, as they describe, to prevent the sharing of illegal, offensive, or harmful content. In the business context, the guidelines also aim to combat dishonest business practices and spam.

When the platform's guidelines and policies are violated, users may face restrictions on app features and a decrease in the reach of their posts, which can lead to a significant drop in engagement. Posts may be hidden and profile visibility in searches may be blocked, a practice known as "shadowbanning." In more serious cases, the account may be permanently disabled. The platform notifies users of violations and penalties applied. Since the end of 2021, the "Account Status" tool has allowed users to check for policy violations.

These restrictions can pose a significant problem for news outlets as they can limit topics and words and directly influence the editorial line of the outlets. Various media outlets in the region have used Instagram as a tool for circulating information. One example is TV Mirante (@tvmirante), which uses its profile to share behind-the-scenes information. Another is Imirante (@imirante), a profile that shares information, much like Imperatriz Online.

Updates to Meta's Terms of Use and Community Guidelines occur whenever the group deems it necessary, without prior notice or a routine schedule for changes. In 2019, the platform began collaborating with independent fact-checkers to analyze and label posts containing false information, resulting in a reduction in the reach of these posts and their labeling as false for users. In March 2021, Meta launched "COVID-19: Instagram Information Center" to regulate the sharing of content related to the pandemic.

Instagram's guidelines are, in principle, an important response to contemporary challenges of content control on social media. They seek to limit the circulation of false

information by applying restrictions to the reach of posts and, in extreme cases, removing content that violates their policies. However, for journalism profiles, these guidelines can create barriers that affect both editorial freedom and informational authenticity. The limitations imposed by Instagram, which range from specific words to sensitive topics, can become an obstacle for journalists, who need freedom to explore complex and often controversial topics. This algorithmic surveillance affects the diversity of voices and narratives on the platform, as fear of censorship can lead journalists to self-censor and limit the depth and scope of their publications.

Some news outlets in Brazil have already faced challenging situations in relation to Instagram's restrictions, highlighting how these guidelines can affect journalistic work. Agência Lupa, which specializes in fact-checking, has had content limited and even removed by the platform's algorithms. When publishing refutations of false information related to controversial topics, such as vaccines and the pandemic, Lupa ended up suffering from a reduction in the reach of its posts. This was due to Instagram's algorithm, which detects keywords associated with sensitive topics and applies strict filters without differentiating the context — in this case, journalistic and informative.

Another relevant example is that of Piauí magazine, which had an article censored on Instagram when it addressed allegations of harassment involving public figures. Although it followed journalistic standards of investigation and verification, the topic was classified by the platform as "sensitive content," leading to a limitation in reach and even partial concealment of the publication. These restrictions can directly impact the credibility and social function of journalism, which is to inform and foster fundamental debates. Thus, for well-known and respected media outlets, the use of automatic and opaque guidelines represents not only an editorial barrier, but also an ethical challenge, as it can result in a distortion of the information available to the public.

#### 4 Methodological Approach

The research was conducted through interviews with three Imperatriz Online professionals in different positions and roles, with the aim of understanding how the outlet deals with Instagram guidelines, its strategies for maintaining its editorial line, and perceptions of the platform's impact on journalistic work. The outlet's journalistic team consisted of four professionals during the research period, and the editor-in-

chief, the company owner, and one of the reporters were interviewed. The technique used was semi-structured interviews (Duarte, 2005), based on a script of questions to guide the conversation. Although the interviewees did not request anonymity, it was decided to keep their names confidential, preserving only the identification of their positions. For analysis purposes, the interviewees will be identified by numbers 1, 2, and 3. The interview with the owner was conducted in person at the Imperatriz Online headquarters, using a cell phone audio recorder, while the interviews with the editor-in-chief and the reporter were conducted via WhatsApp, due to logistical issues and the personal preferences of the interviewees, who responded via audio messages.

Finally, the collected data were analyzed in light of the Medium Theory, a methodological framework that investigates how technology interferes in the social space in which it is inserted. Among the analytical approaches provided for in this framework, we opted to apply McLuhan's tetrad (McLuhan; McLuhan, 1988; McLuhan; Powers, 1989/1992). In the context of this study, the tetrad was used to understand how technology, specifically Instagram, alters the news production process of Imperatriz Online, guided by user guidelines. McLuhan's tetrad raises four central questions: what is enhanced, what is recovered, what becomes obsolete, and what is reversed. The tetradic application model can be better visualized in Table 01.

**Table 01 - The four laws of McLuhan's tetrad**

Enhancement	Recovery
What does the medium/artifact/form under analysis enhance, intensify, enable, or accelerate?	What actions, services, and characteristics of previous environments return or are recovered by the new medium/artifact/form?
Obsolescence	Reversal
When one area of expertise is enhanced or intensified, another is diminished or paralyzed. What previous condition is removed from the focus of attention or obscured by the new medium/artifact/form?	What is the potential for reversal of the object under analysis?

**Fonte:** Authors (2024), adapted from McLuhan e McLuhan (1988) e McLuhan e Powers, (1989/1992)

The interview script consisted of eleven questions directed at the owner of the outlet, who serves as the website's editorial director, and seven other questions aimed at understanding the journalists' daily routines. The first set of questions aimed to understand how the news outlet navigates Instagram's guidelines and restrictions as a company. The questions explored everything from the origins of the social media

strategy for journalistic content to how Imperatriz Online works with the platform's limitations and the impact of these guidelines on posts.

#### **4.2 Getting to know Imperatriz Online**

Imperatriz Online positions itself as an independent journalism outlet focused on regional news and entertainment. By July 2024, it had 333,000 followers on Instagram and produced diverse content, including daily newsletters, posts, and live streams. In 2022, the outlet was incorporated into the "Grupo Mais Maranhão," increasing its reach to more than 1 million people on social media.

Financial sustainability is ensured by advertisements placed in feeds, stories, and on the [imperatriz.online](http://imperatriz.online) website, with a daily average of more than 25 ads. Production includes more than 20 daily publications, divided between written posts and reels. The company uses its own studio for recordings and operates with a team of four journalists working in varying shifts. News is published on the outlet's social media channels from 7 a.m. to 11 p.m. To maintain news coverage during this period, the outlet has a team of four journalists. These professionals work different shifts and have set targets for the number of posts, ranging from three to five articles.

#### **4.3 Internal functioning and review of activities**

After conducting interviews and presenting a detailed profile of the analyzed website, the study moves on to the analysis phase. The goal now is to answer the research question that seeks to understand how social media guidelines impact the routine of the media outlet.

The Imperatriz Online team points out that Instagram has limited the publication of police coverage content, especially those with images of bodies and scenes of death, which were previously published without restrictions on the media outlet's website. This control imposed by the platform covers news of homicides, sexual abuse, and assaults, requiring the newsroom to redouble its care with the use of images to avoid penalties.

To comply with Instagram's policies, the outlet has begun to avoid photos and videos that show blood, bodies, or explicit scenes of violence. In news stories about homicides and accidents, the page blurs or cuts images to hide sensitive elements, a practice that was not necessary in posts on the website. Although the team sees this as a limitation on informative content, this change is in line with journalism guidelines,

which encourage ethical and careful coverage of these topics. For the outlet, however, this adaptation may represent a need to rethink its editorial line and adjust the way it addresses violence, balancing the search for informative impact and compliance with platform policies.

The journalists interviewed point to word restrictions as another significant impact on their routine. The necessary adaptations go beyond visual material, as Instagram also imposes limitations on the use of certain terms in news texts. Without providing a specific list of prohibited words, the platform requires Imperatriz Online to resort to "an empirical approach, based on the experience of other users who work directly with the network" (Interviewee 1, 2023, verbal information).

This needs to monitor and modify words, topics, and expressions significantly limits journalistic freedom and the ability to report accurately and in depth. In an environment that regulates language in an opaque manner, the impact can be detrimental not only to journalism, which loses clarity and authenticity, but also to the public interest and diversity of voices, since restricting certain topics can leave gaps in essential discussions and in the representation of varied experiences.

The owner of the media outlet monitors updates to Instagram's guidelines and terms of use. The platform itself notifies users when there are updates. After notification, the terms are read and the changes are passed on to the newsroom. During these collective readings, attempts are made to anticipate possible terms or publications that may be affected. The same process is also adopted whenever there are restrictions on the news outlet's profile, such as a reduction in follower reach, possibly due to violations of the platform's rules in posts.

## 5 How word substitution helps avoid penalties

In June 2021, Imperatriz Online's management noticed a reduction in the reach of news about Covid-19, especially in bulletins with data on deaths and cases in Imperatriz. Analysis revealed that Instagram was limiting the visibility of articles that mentioned terms such as "Covid-19" and "coronavirus" due to the circulation of fake news on the subject. Given the informative value of these updates for readers, the outlet sought an alternative, replacing the blocked words with expressions such as "tested positive" and "pandemic," which allowed it to circumvent the restrictions and maintain the comprehensibility of the news. However, although it was a valid solution, this choice represented a harmful interference with journalism, forcing adaptations that

could compromise the clarity and accuracy of the information. The restriction also affected the outlet's live broadcasts, such as the live shows "Antes do Almoço" and "Jornal da Noite," as well as reports and reels. During these broadcasts, journalists avoided using the restricted words, and on television news programs, when a prohibited word was accidentally mentioned, the segment was cut or the news was edited to exclude the term.

In 2023, Imperatriz Online resumed the use of terms related to death that had previously been avoided. This return occurred only after test posts were made to verify whether the platform would apply new restrictions. With no notification of penalties, the newsroom decided to reintroduce the previously excluded terms.

Imperatriz Online, which practices service journalism by publicizing donation campaigns in cases of illness, faced significant restrictions on the reach of its posts when Instagram began limiting the use of terms such as "pix," "raffle," and "draw." This common practice by the outlet was hampered, especially when publicizing requests for help with medical treatments that are not covered by the public health system or have long waiting lists, as many of these campaigns involve raffles to raise funds. The restrictions imposed by Instagram coincided with Civil Police investigations into fraud in digital raffles and sweepstakes, leading the platform to ban mentions of these terms. Although Imperatriz Online does not hold raffles, its articles had to adapt: instead of directly advertising raffles, the outlet began to use "donations" and replaced 'pix' with "key for donation or transfer," impacting the form of communication and forcing the newsroom to explain the change to applicants and their families.

In addition to these examples, the editorial team adopts a series of restrictions on the use of specific words in its publications to comply with Instagram guidelines. Some words are prohibited due to their associations with sensitive topics or inappropriate content. For example, terms such as "depression," "suicide," "killed himself," and "took his own life" are avoided in police reports involving disappearances and homicides followed by suicide. Similarly, "mutilate" is avoided in reports on crimes of torture and homicide. Terms related to sexual content and nudity, such as "sexed," "sex," "sexual," "sexual abuse," "penis," "breast," "genitals," "sexual organ," "naked," "sexual exploitation," "pornography," and "masturbate" are excluded from police reports on harassment and other sexual crimes.

Interviewees reported difficulties with adapting terms and content limitations imposed by Instagram's guidelines, discussing how these guidelines impact their work

routine. While recognizing the importance of the guidelines to ensure platform safety and compliance with community standards, they expressed concerns that some requirements interfere with the editorial line and credibility of the media outlet.

The guidelines do have an impact on content production because they limit us, for example, when it comes to producing the news itself, choosing certain topics, and choosing certain vocabulary. [...] Vaccination, for example, is a very important topic, one of great social relevance, but the guidelines do not allow us to work on it properly because they limit our scope in these news stories. So, some of these rules, such as not being able to talk about vaccination or report on police incidents, end up hindering journalistic work. (Interviewee 2, 2023, verbal information).

Respondents highlight that these restrictions represent a significant problem when considering the right to access information. The exclusion or limitation of important topics, such as pandemic data, due to the algorithm's interpretation as Fake News, compromises the flow of essential information to the public. This situation not only affects editorial lines and newsworthiness criteria, but also jeopardizes access to relevant information. This challenge is even more pronounced in rural newsrooms, where small newsrooms, already facing significant difficulties, see the required adaptations as an additional limitation that can undermine their ability to maintain a consistent editorial line and a solid reputation.

This is especially true in a scenario such as that of Maranhão, which is considered a media desert. There are few media outlets operating in the city, as previously attested by Silva (2023), and informational profiles have been doing an informative job in the city. When one looks at these restrictions, one reflects even more on the challenges of local information circulation in this city.

As previously stated, it is necessary to adapt to the logic and rules of that space in order to circulate information, and these are not always fair and neutral, which makes it difficult to adapt news content to the Instagram space (Jurno; D'Andréa, 2020), causing it to lose some of its characteristics in order to enter that information flow.

[...]Because of these restrictions, unfair punishments are often imposed, journalistically speaking, so to avoid financial damage and punishment, important news is often not reported, which already has an impact and may continue to have an impact in the future (Interviewee 2, 2023, verbal information).

Even though readers may not understand how the platform interferes with the news-building process, they notice and find strange the changes in the writing of the news and in the speech of journalists. "The public notices and often asks questions, like when we didn't use the words 'death,' 'die,' 'murdered,' and during that period we received countless questions about why we didn't use those words" (Interviewee 3, 2023, verbal information).

In addition, the interviewees point out that because the platform is unclear about restricted words, it makes it even more difficult to identify the terms that lead to punishment. "Sometimes the content is classified as bad, as negative, and you have no way of identifying it. In fact, you have to analyze the data from the posts and try, through this analysis, to see the most correct course of action to take" (Interviewee 2, 2023, verbal information).

Unlike other media outlets in the city, Imperatriz Online chooses not to replace letters with numbers in words, believing that this method also goes against Instagram's rules and that if identified by the platform, it can lead to more severe penalties.

Firstly, it is completely inappropriate for the text, and secondly, it is nonsense! Artificial intelligence itself can already interpret these texts, just as we read and interpret them. It is an illusion to think that you can put numbers in letters and go unnoticed. (Interviewee 2, 2023, verbal information).

### 5.1 De facto tetrad

**Table 02 - Application of the tetrad adapted to Imperatriz Online**

Enhancement/Modify	Recovers/Maintains
Change in Editorial Line	Adaptation of Journalism to New Technologies
Need to Update the Team on Guidelines	Reconfiguration of News Selection Criteria
Adaptation of Language	Modification of Writing for Digital Media
	Concept of Newsworthiness
Obsolete/Obscure	Reverses/Enhances
Obscuring of Language	
Difficulty in Reader Comprehension	Obscuring of Topics and Groups
Difficulty in Journalistic Work	
Risk of Lack of Access to Information	

**Fonte:** Authors (2024), adapted from McLuhan e McLuhan (1988) e McLuhan e Powers, (1989/1992)

In general, looking at the tetrad assembled from the interviews, we can understand that the guidelines most strongly modify three major areas:

- Change in editorial line: the editorial line of the media outlet is modified to comply with the platform's guidelines, which may even distance the outlet from some fundamental journalistic principles, leading it to adopt practices closer to

advertising. This adaptation, although necessary to ensure visibility, may compromise the essence of independent and critical journalism.

- Need for constant updating: staying up to date on social media platform policies has become an unexpected part of journalists' traditional workday. This requires additional effort on top of the many other tasks that professionals already perform, including the ability to adapt to a dynamic digital environment, something that not everyone was familiar with initially.
- Language adaptation: adapting language to meet platform restrictions can undermine journalism by limiting the clarity of information and restricting the ability to report accurately. This is especially problematic for the public interest and democracy, as it can reduce the diversity of topics and opinions covered. For rural media outlets, which already face a shortage of space for coverage, these limitations can be even more damaging, restricting the provision of crucial information to local communities.

With regard to what the guidelines obscure or leave unclear as a result of the change in routine, we can list four other points detailed below:

- Obscuring language: adapting language to fit platform guidelines compromises simplicity and objectivity, essential principles for good journalistic writing.
- Difficulty in reader comprehension: by losing objectivity, language becomes more complex, which hinders the reader's comprehension of the news, making the information less clear.
- Difficulty in journalistic work: journalists need to think of different terms to replace words prohibited by the platform, which can complicate the writing process and even lead them to use strategies such as "clickbait" to generate more engagement.
- Risk of lack of access to information: language restrictions can make it impossible to convey complete and accurate information, which prevents full access to news and content of public interest.

Regarding what remains unchanged despite the changes, the tetrad allows us to list the following reflections:

- Adaptation of journalism to new technologies: the analysis reaffirms the importance of journalism's continuous adaptation to emerging technologies, including social media, in order to maintain the relevance and effectiveness of communication.

- Reconfiguration of news selection criteria: it highlights how social media alters traditional news selection criteria, prioritizing what is most relevant and attractive to online audiences.
- Modification of writing for digital media: the analysis confirms that social media modifies journalistic writing, requiring adaptations in style and format to meet the specific characteristics of each platform.
- Concept of newsworthiness: continues the discussion on what is considered newsworthy, taking into account the influence of social media on the topics and formats chosen for journalistic coverage.

Finally, following the tetradic structure, it is understood that what the guidelines can potentially lead to is the Obscuring of Topics and Groups, that is, adapting to platform restrictions can obscure certain topics and groups, compromising the breadth and depth of journalistic coverage.

Finally, the analysis of the tetrad reveals how Instagram's guidelines pose complex challenges to journalism, forcing adaptations that impact the essence of journalistic practice. It allows us to see that, although these changes can be seen as an attempt to comply with new technologies and platform demands, they compromise essential aspects of journalism, such as objectivity, clarity, and diversity of topics covered. Constant adaptation, modification of language, and restrictions on terms and content distort the way information is reported, limiting access to quality information and undermining coverage of important issues, especially in local media outlets that already face difficulties in reaching a wide audience. By connecting these points, the tetrad highlights how the need to align with platform rules can weaken journalism, distancing it from its fundamental principles.

## 6 Final Thoughts

Based on the analysis carried out, it can be concluded that the influence of platforms, especially Instagram, on the practice of journalism requires critical reflection on the new dynamics that shape the production and dissemination of news. Although social media, such as Instagram, offer opportunities to expand audience reach and engagement, they impose significant restrictions that can impact the essence of journalism, especially in small and regional outlets.

The prohibition of certain words also hinders and impairs the coverage of some events. For example, the ban on words such as "harassment," "death," and "murder"

hinders the circulation of important information, and attempts to use other words can also interfere with the interpretation of events. We know that the purpose of news coverage is to help readers understand through simple and direct text.

Adapting to the language and norms of the platform often compromises objectivity, clarity, and diversity of topics, resulting in journalism that strays from its founding principles. This reflection becomes even more relevant for media outlets in the interior, which face challenges in ensuring access to information of public interest and preserving plurality of coverage.

The study presented here does not exhaust the topic, but opens up possibilities for new research, allowing for the construction of other tetrads that may arise from new questions. According to the proposed methodology, the tetrad presented offers an initial view of the consequences of digital presence and platform policies in journalism, especially in local contexts.

This study highlights the need to rethink journalistic practice in the face of cyberspace, which, although it adds new possibilities for communication, also raises serious questions about access to information and the reach of essential topics. This scenario is in line with media theory, which states that all technology simultaneously brings with it both additions and subtractions, impacting both the way we communicate and the content we are able to access.

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**RESUMO**

Este artigo analisa os impactos das diretrizes do Instagram na produção de conteúdo jornalístico de um veículo regional do Maranhão, o Imperatriz Online. A pesquisa utiliza entrevistas semiestruturadas com membros da redação e é fundamentada na Teoria do Meio, de McLuhan, por meio da aplicação da tétrade. Os resultados evidenciam que as normas da plataforma impõem limitações editoriais, de vocabulário e de abordagem temática, afetando diretamente a liberdade e a qualidade da prática jornalística local. A análise evidencia que, apesar das adaptações estratégicas, essas diretrizes podem comprometer o acesso à informação e a pluralidade de vozes no jornalismo digital.

**PALAVRAS-CHAVE:** jornalismo digital; Instagram; diretrizes de plataforma; Imperatriz Online; teoria do meio.

**RESUMEN**

Este artículo analiza los impactos de las directrices comunitarias de Instagram en la producción de contenido periodístico de un medio regional de Maranhão, Brasil: Imperatriz Online. La investigación se basa en entrevistas semiestructuradas con el equipo editorial y en la Teoría del Medio de McLuhan, utilizando el modelo de la tétrada. Los resultados muestran que las políticas de la plataforma imponen limitaciones editoriales, léxicas y temáticas, afectando directamente la libertad y la calidad del periodismo. El análisis destaca que, a pesar de las adaptaciones estratégicas, dichas directrices pueden comprometer el acceso a la información y la pluralidad de voces en el periodismo digital.

**PALABRAS CLAVE:** periodismo digital; Instagram; directrices de plataforma; Imperatriz Online; teoría del medio.