



What happens to your Instagram when you die?

Ever wondered what happens to your social media presence when you die? Brits are embracing new ways to mourn and remember loved ones, shows a new survey commissioned by Avalon Funeral Plans.

The study of 2,000 adults found that one in ten would consider livestreaming their own funeral on the internet. A quarter of millennials, aged 25-34 years old, said they would consider having their final send-off broadcast online.

The practice of broadcasting funeral services online has gained popularity in recent years, with crematoria across the UK beginning to install special webcasting equipment that lets families share final farewells online with those who can't be there.

The survey also asked participants what they'd like to happen to their social media accounts after they die. A third said they didn't know or hadn't thought about it, including nearly half of over 55s.

But a fifth said they'd want their accounts to be 'memorialised' so that friends and family can still visit their profile.

Facebook first introduced its memorial feature ten years ago and is developing more ways for

the living to manage their loved one's accounts after they're gone - which is useful for the one in twenty people surveyed that preferred to have a family member, or loved one, take over the account for them.

However, the most popular option was for social media accounts to be deleted completely, with over a quarter saying they'd rather their social profiles were removed entirely.

"It's not surprising that people are considering ways to be remembered online," says Susan Stevenson, CEO of Avalon Funeral Plans. "After all, we increasingly live our lives online, and social media giants are starting to give us more ways to remember people.

"But it's important to tell your loved ones how you want to be remembered. As we've seen with people's opinions on managing social media after a death, what's right for one person won't be right for everyone.

"I'd encourage everyone to have these conversations now so that, when the time comes, your loved ones know what you would want to happen to your digital legacy."

***Avalon Funeral Plans surveyed 2,000 people living in the UK in 2019.**

