

Platform-Specific Policies

How to Handle Your Passing on Social Media

Social media cannot detect a death when it occurs. It is up to you (or your appointed point of contact) to settle your digital affairs, otherwise the account may remain inactive and public for years to come.

Each platform runs differently. Here are a few of the most popular, as well as how to handle them when the time comes.

Facebook & Instagram:

You can assign a “Legacy Contact” before you die to manage your account.

If notified of your passing without a designated contact, both platforms will "memorialize" the account (freezing it and adding "Remembering" to your profile) or permanently delete it upon request.

TikTok & Snapchat:

Neither one offers a memorialization option.

Family members must provide proof of death to request deactivation and permanent removal of the account.

X (formerly Twitter):

Allows immediate family members to submit proof of death to close and permanently delete the account.

Google / YouTube:

You can set up Google's “Inactive Account Manager” to instruct the platform to delete your account (or share data with a trusted contact) after a set period of inactivity.

LinkedIn:

Immediate family members or colleagues can request the profile be removed by contacting the platform and submitting proof of death.

How to Take Control

To ensure your digital footprint is handled according to your wishes, you can take a few actionable steps:

Designate a Digital Executor: Add specific instructions for your digital assets into your will or estate plan.

Use Built-in Tools: Use Facebook's Memorialization Settings to select a Legacy Contact or request automatic deletion.

Use Inactive Account Manager: Use Google's Inactive Account Manager to choose what happens to your YouTube, Gmail, and Google Drive.

Leave Clear Instructions: Write down all of your login information for each website, or store it digitally in a secure password manager (such as *Bitwarden*) that an executor can legally access.