# Instagram tests secret code feature for locked Reels



Meta's Instagram is in the process of testing an innovative feature aimed at enhancing user interaction on the platform, specifically through its Reels functionality. This new feature, not yet officially named by the company, allows creators to lock their Reels, restricting visibility to select users. As a result, when individuals visit a profile where locked Reels are present, those reels will appear blurred and require a secret code to unlock.

The mechanism for unlocking these Reels is designed to be engaging. Users must input a "secret code," which can be any word or phrase of the creator’s choosing. Instagram's Design account, as reported by TechCrunch, has hinted at this feature by conducting tests where users are invited to guess the secret code needed to unveil certain locked Reels. For example, one teaser indicated that the secret code could involve the first "#" in the post's caption, with “threads” being one solution suggested.

This interactive element not only adds a layer of protection for creators wishing to share exclusive content with their most dedicated fans but may also lead to increased engagement, as creators can select codes tied to personal details, such as birthdays or memorable events, that true fans would know.

As Instagram evolves, it also continues to introduce other user-friendly features. Recently, the platform unveiled new direct messaging (DM) options, including seamless sharing of music through Instagram Music and a built-in translation tool for chats. Additionally, the potential introduction of a "Dislike" button has been highlighted, providing users with a means to express disapproval towards a post, reminiscent of features found on platforms like Reddit and YouTube.

Moreover, Instagram has enhanced its Reels feature with a new 2x speed option, allowing viewers to accelerate the playback of content. This suite of updates indicates Instagram's commitment to refining user experiences and fostering interaction within its community.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.androidpolice.com/instagram-locked-reels-secret-code-view/> - This link supports the claim about Instagram testing locked Reels that require a secret code for viewing, and it explains how the feature might increase user engagement for creators by allowing exclusive content sharing.
* <https://www.macrumors.com/2025/04/09/instagram-locked-reels/> - This URL corroborates the information about Instagram's locked Reels requiring a keyword or code to be unlocked and notes this could enhance engagement among loyal fans.
* <https://techcrunch.com/2025/04/09/instagram-locked-reels/> - TechCrunch's reporting confirms that Instagram's Design account tested the locked Reels feature with a hint for the secret code being related to the post's caption, such as the first hashtag.
* <https://about.meta.com/en/news.blog/2023/12/introducing-instagram-music> - This link may provide context about Instagram's recent updates, including enhanced features like seamless music sharing through Instagram Music, though it doesn't specifically address the locked Reels feature.
* <https://www.theverge.com/2023/11/17/23806541/instagram-translate-chat-feature-rollout> - The Verge reports on new Instagram features such as a built-in translation tool for chats, highlighting Instagram's ongoing efforts to enhance user interaction and communication.