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The FYF is the heart of the TikTok experience. It's where you can discover new interests and hobbies, and where creators build thriving new communities. It's powered by a recommendation system that helps connect you to content, creators, and topics you might enjoy. The system looks at things like what you like, share, comment on, and search for, as well as what's trending. **Learn more about the [tools](#) that help you understand and customize your [recommendations](#).**

We maintain content eligibility standards for the FYF that prioritize safety, and are informed by the diversity of our community and cultural practices. While the spontaneity of the FYF is what makes TikTok unique, it's intended for a range of audiences that includes everyone from teenagers to great grandparents. We make ineligible for the FYF certain content that may not be suitable for a broad audience. **Learn more about the types of content we leave out from the FYF in the “FYF Ineligible” sections throughout our Community Guidelines.**

Even if a video doesn't make it to the FYF, people may still find it through search or by going to a creator's account. If a video isn't getting many views, it also doesn't necessarily mean it broke a rule. Creators can check [TikTok's analytics](#) to see how their videos are performing, including if there were any made ineligible for recommendation.

Our recommendation system is built to help people discover and enjoy a wide range of content—not just the same kinds of videos over and over. We aim to prevent our systems from repeatedly recommending content that could lead to a negative experience, such as extreme fitness or dieting, sexual suggestiveness, sadness, or overgeneralized mental health advice. During moments of crisis or unrest, we may also interrupt repetitive recommendations to help ensure people continue to see a broad mix of content, creators, and perspectives—just as the FYF is designed to do. **Learn more about our work to keep your experience [safe, varied, and fun](#).**