Integrity and Authenticity

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TikTok is all about having authentic experiences—from the accounts you follow, to the content you see. We want you to feel confident that what you're watching is reliable, original, and shared by real people. This trust is what helps build strong communities both on and off-platform.

Misinformation

In a global community, people will have different opinions—but we aim to ground those conversations in facts. That's why **we don't allow misinformation that could cause significant harm to individuals or society, no matter the intent of the person posting it.** This includes hoaxes, misleading AIGC, harmful conspiracy theories, and other false information related to public safety, crises, or major civic events—when such content may lead to violence or cause public panic. We work with independent [fact-checkers](#) and experts to assess the accuracy of content, and we factor their assessments into our moderation decisions.

Content is ineligible for the FYF if it contains misinformation that may cause moderate harm to individuals or society. To be cautious, unverified information about crises, major civic events, or content temporarily under review by fact-checkers is also ineligible for the FYF. We may also apply warning labels or [prompt](#) users to pause before sharing unconfirmed content.

More information

Misinformation: False or misleading content.

Significant Harm: Serious physical injury or death, severe psychological harm (such as trauma), large-scale property damage, or societal harm, including the undermining of fundamental social systems or institutions.

Conspiracy Theories: Beliefs about unexplained events, or claims that involve rejecting generally accepted explanations for events. This includes suggesting they were carried out by covert or powerful individuals or groups.

Hoaxes: False, fabricated, or misrepresented claims presented as facts.

NOT ALLOWED

- Misinformation that poses a risk to public safety or incites panic, including falsely presenting past crisis events as recent or claiming that critical resources are unavailable during emergencies
- Health misinformation that could cause significant harm, such as promoting unproven treatments that may be fatal, discouraging professional care for life-threatening conditions (e.g., vaccine effectiveness), or spreading false information about how such conditions are transmitted
- Misinformation that denies the existence of climate change, misrepresents its causes, or contradicts its established environmental impact
- Conspiracy theories or hoaxes that could cause significant harm, such as those that make a violent call to action or have links to previous violence

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FYF INELIGIBLE

- Conspiracy theories that assign blame to powerful groups or institutions, such as "the government" or a "secret society," and are likely to undermine public confidence or distort a matter of public importance
- Health misinformation that can result in moderate harm, such as false claims about treating non-life threatening conditions like the common cold
- Sharing unedited media that is presented out of context and may mislead a person about a topic of public importance. For example, showing a crowd at a music concert and falsely calling it a political protest
- Misuse of authoritative sources to push misleading conclusions, such as selectively referencing certain scientific data to support a conclusion that is counter to the findings of the study
- Unverified claims about a crisis or major civic event
- Viral misinformation that poses an elevated risk of undermining the integrity of the information ecosystem or eroding trust in institutions, organizations, or businesses

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ALLOWED

- Personal opinions that don't include harmful misinformation
- People sharing personal medical experiences, as long as they don't promote misinformation or discourage professional care
- Conversations about climate policy, weather, or technology, as long as they don't deny or misrepresent scientific consensus
- Documentary or educational content reporting on or condemning misinformation

Civic and Election Integrity

Elections are important events that often spark lively conversations and debate. We aim to respect these discussions while ensuring TikTok remains a space that brings people together. We welcome informed civic conversations, but draw the line at content that could mislead voters or cause real-world harm. That includes misinformation that could prevent people from voting, interfere with elections, or encourage the unlawful disruption of results.

We classify eligible political TikTok accounts as [Government, Politician, and Political Party Accounts](#) and apply a set of policies that prevent the use of certain features. These accounts aren't allowed to participate in incentive programs or creator monetization features.

We also don't allow [paid political advertising](#). This includes creators being compensated for making [branded political content](#), and the use of other promotional tools on the platform, such as [Promote](#). We prohibit advertising of any kind by political figures and entities, and suspected paid political advertising is ineligible for the For You feed. However, eligible government entities may advertise in specific, approved categories—such as public health and safety information, tourism, and culture—after completing a certification process. Additionally, official electoral management bodies may run informational ads about election processes.

To help you manage your TikTok experience, we may add warning labels to content that our fact-checking partners cannot verify. **Learn more about our [election integrity](#) work.**

More information

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NOT ALLOWED

- Misinformation about:
    - How, when, and where to vote, or register to vote
    - Voter eligibility or candidate qualifications
    - Laws or procedures for elections, referendums, ballot initiatives, or censuses
    - Election results
- Instructions or encouragement for illegal voting or electoral interference, including voter intimidation or threats to election workers and electoral observers
- Calling for unlawful disruption of a valid election outcome, such as through a coup
- Paid political advertising, whether or not it's disclosed
- Campaign fundraising by [Government, Politician, or Political Party accounts](#)

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FYF INELIGIBLE

- Unverified claims about an election, such as claiming all ballots are counted before a final tally
- Statements that misrepresent authoritative civic information, such as a false claim about the text of a parliamentary bill
- Suspected paid political advertising

Edited Media and AI-Generated Content (AIGC)

We welcome creativity, including when it comes from new digital tools like generative artificial intelligence (AI). But generative AI and editing can blur the line between fact and fiction. To help keep content on TikTok trustworthy and provide people with important context about what they are viewing, **we require creators to label AI-generated or significantly edited content that shows realistic-looking scenes or people**. Unlabeled content may be removed, restricted, or labeled by our team, depending on the harm it could cause.

Even with labels, some edited or AI-generated content can still be harmful. **We don't allow content that's misleading about matters of public importance or harmful to individuals**.

More information

AI-Generated Content (AIGC): Any image, video, or audio made or changed by AI. This can include realistic scenes or artistic styles, like anime, cartoons, or paintings.

Significantly Edited Content: Media that makes it seem like someone did or said something they didn't, or alters their appearance so much that they're unrecognizable. This includes:

- Cropping or cutting phrases to change meaning
- Rearranging or combining clips
- Changing speed or adding/removing audio or video parts

Realistic-Appearing Scenes or People: Content that looks like it could be real, such as AI-generated images that look like real photographs or footage.

Likeness:A recognizable image, video, or audio representation of a person, including their face, body, voice, and gestures.

Public Figures:People 18 and older with a significant public role, such as a government official, politician, business leader, or celebrity. We don't identify people under 18 as public figures.

Private Figures:All people under 18, and adults who aren't public figures.

REQUIRED DISCLOSURE (using the AIGC label or a clear caption, watermark, or sticker)

You must label content that uses AI or includes significant edits to show realistic-looking people or scenes. You can add your own clear caption, sticker, or watermark. For AI-generated content, you can also use our [AIGC label](#).

Disclosure is needed when content isn't harmful but could be confusing, including when:

- A face is replaced with someone else's
- AI tools make it look like someone said something they didn't
- A background, object, or person is added or removed in a misleading way
- AI-generated audio mimics the voice of a real person

Disclosure isn't needed when:

- Making small edits like color correction, reframing, or cropping
- Using artistic styles, like anime
- Using generic text-to-speech (TTS) narration, when the TTS isn't a recognizable voice of a known individual

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NOT ALLOWED

- Using the likeness of private figures without consent
- Sexualized, fetishized, or victimizing depictions
- AI-created likenesses made to bully or harass
- Accounts focused on AI images of youth in clothing suited for adults, or sexualized poses or facial expressions
- AIGC or significantly edited content that misleads about a matter of public importance, such as:
    - Content made to look like it comes from a real news source
    - A crisis event, like a natural disaster or conflict
    - A public figure being degraded, harassed, or linked to criminal behavior
    - A public figure taking political stances, supporting products, or commenting on public issues they haven't actually addressed
    - A political endorsement or condemnation that never happened
- Any content that breaks our Community Guidelines, including those on impersonation, misinformation, and hate speech, even if it's AI-generated

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FYF INELIGIBLE

Any realistic-appearing content which isn't yet confirmed to be AIGC or significantly edited content, but presents matters of public importance in a way that could lead to misinterpretation, or cause harm to private figures

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ALLOWED

Humor or art, such as a spoof, meme, or TikTok dance

Unoriginal Content and Intellectual Property Rights

The creativity on TikTok is what makes our community special. We want to protect that. You should only post content you created or have the right to share. **We don't allow content that violates someone else's intellectual property (IP) rights.** If we become aware of content that breaks these rules, we will remove it. **Learn more about our IP policies.**

Content is also ineligible for the FYF if it includes unoriginal or reused material without anything new.

If you think your copyright or trademark rights have been violated, you can submit a copyright or trademark report through our in-app tools.

More information

Intellectual Property (IP): Legal rights that protect creative work you've made.

Copyrights: Legal protections for original works like music, videos, or artwork. They cover how the idea is expressed, not the idea or fact itself.

Trademarks: Words, symbols, slogans, or designs that identify and set apart a product or service from others.

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NOT ALLOWED

Content that violates someone else's copyrights, trademarks, or other IP rights

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FYF INELIGIBLE

- Reused or unoriginal content posted without creative edits, such as clips that show someone else's watermark or logo
- Low-quality or minimally edited content, such as short clips made from GIFs only

Deceptive Behaviors and Fake Engagement

We want TikTok to be a trustworthy space where people around the world can create, connect, and learn. Authentic engagement is core to that experience—it helps power the recommendations you see.

That's why we **don't allow accounts that [mislead or try to manipulate our platform](#),** or **the trade of services that artificially boost engagement or trick the recommendation system**. This includes behaviors like covert influence operations, impersonation, spam, fake reviews, and sharing hacked materials in harmful ways. You can have multiple accounts—for example, for fan content or creative expression—but not to deceive others or break the rules. If we find deceptive account behavior, we may:

- [Ban your account](#)
- Ban additional or new accounts you create
- Restrict your account, which could include limiting your ability to post new content, appear in top search results, or in the FYF

We strictly prohibit automation tools, scripts, or other tricks designed to bypass our systems. These can result in content removal, account bans, or other enforcement. If your account is restricted or banned, you may not create or use another account to get around it.

If we detect accounts or content with inauthentic metrics, we'll remove fake likes, followers, or other inflated signals. Content that tries to manipulate people into giving gifts or inflating likes or follows isn't eligible for the FYF.

More information

[Covert Influence Operations](#) **(CIO):** Coordinated, inauthentic behaviors where networks of accounts work together to mislead people or our systems and try to strategically influence public discussion. This may include attempting to undermine the results of an election, influencing parts of an armed conflict, or shaping public discussion of social issues.

NOT ALLOWED

- CIO activity, including:
  - Trying to deceptively influence elections, social issues, politics, or armed conflicts, including through hiding your account's real identity or intent

- Accounts coordinating secretly to promote a candidate or political issue
- Posting content on behalf of foreign entities (like a government or military) without saying so. We may make it harder to find content from accounts suspected of doing this while we review them
- Hacked materials distribution, when this poses a significant risk of harm. Note that we may allow limited discussion or distribution of hacked materials if there's a clear public interest and the content follows journalistic best practices
- Spam, such as:
  - Using automation to run many accounts or send repetitive content
  - Posting a large amount of irrelevant material
  - Buying or selling followers or engagement for financial gain
- Using bots or scripts to write fake reviews or comments, or to increase likes or shares
- Impersonation by pretending to be someone else without clearly stating that the account is a fan or parody account in the display name
- Pretending to be a fake person or organization with the goal of misleading people
- Circumvention of our policies, which includes:
  - Spreading violative content across multiple accounts
  - Using a different account to continue violating policies after being banned
  - Returning to TikTok after being permanently banned for [severe violations](#)
  - Using another account to avoid restrictions, such as comment blocks or FYF-ineligible content restrictions
- Trading, marketing, or providing access to services that artificially increase engagement, such as:
  - Followers or likes
  - Fake reviews
  - Using AI or bot accounts to drive traffic
- Sharing how-to guides or tips for boosting engagement in fake or deceptive ways

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FYF INELIGIBLE

- Tricking others into increasing engagement, such as:
  - "Like-for-like" promises
  - False incentives for gifting or following
  - Misleading claims meant to boost views or popularity

Was it helpful?