

Adult Content Policy

November 19, 2025

Adult Content

May 2024

You may share consensually produced and distributed adult nudity or sexual behavior, provided it's properly labeled and not prominently displayed.

We believe that users should be able to create, distribute, and consume material related to sexual themes as long as it is consensually produced and distributed. Sexual expression, whether visual or written, can be a legitimate form of artistic expression. We believe in the autonomy of adults to engage with and create content that reflects their own beliefs, desires, and experiences, including those related to sexuality. We balance this freedom by restricting exposure to Adult Content for children or adult users who choose not to see it. We also prohibit content promoting exploitation, nonconsent, objectification, sexualization or harm to minors, and obscene behaviors. We also do not allow sharing Adult Content in highly visible places such as profile photos or banners.

How we define Adult Content

Adult Content is any consensually produced and distributed material depicting adult nudity or sexual behavior that is pornographic or intended to cause sexual arousal. This also applies to AI-generated, photographic or animated content such as cartoons, hentai, or anime. Examples include depictions of:

- full or partial nudity, including close-ups of genitals, buttocks, or breasts;
- explicit or implied sexual behavior or simulated acts such as sexual intercourse and other sexual acts.

How to mark your content

If you regularly post adult content on X, we ask that you please [adjust](#) your media settings. Doing so places all your images and videos behind a content warning that needs to be acknowledged before your media can be viewed. You can also add a one-time content warning on individual posts. If you continue to fail marking your posts, we will adjust your account settings for you.

Users under 18 or viewers who do not include a birth date on their profile cannot click to view marked content. Learn more about age restricted content [here](#).

You may begin to see new media content warnings on posts that X has designated as containing Adult Content (instead of a generic sensitive media label). When these new content warnings are available for you to use, please be sure to continue marking your media accordingly.

How to report

Anyone can report unmarked content or other violations using our dedicated in-app reporting flow.

Appeals

If you believe we made a mistake, you can [submit an appeal](#).