♪ TikTok   🔍

Community Principles   ⌄

Community Principles

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Effective September 13, 2025

TikTok has eight core principles that guide how we develop our rules and how we make complex enforcement decisions. They're all about keeping you safe, respecting human rights, and supporting a creative and welcoming community. We developed these principles with the foundational goal of preventing harm and enabling expression.

At times, we have to make difficult tradeoffs between competing goals. When that happens, we approach the decision thoughtfully and rely on trusted guidance, including:

- Internationally recognized global human rights standards

- Feedback from our community and Advisory Councils

- Input from experts in online safety, public health, and related fields

Here are the eight principles:

1. **Prevent Harm:** Keeping TikTok safe and fun is our top priority. Harm can look different—it might be physical, emotional, or even financial. To strike the right balance with free expression, we restrict content only when necessary and in a way that seeks to minimize the impact on speech.

2. **Support Free Expression:** TikTok thrives on creativity. We honor this principle by providing the opportunity to share freely on our platform, while also proactively addressing behavior that can inhibit the speech of others. However, free expression isn't an absolute right. It's always considered in proportion to the potential harm, and can result in your content being removed or not recommended in the FYF.

Product feedback

How do you think we can improve?

Accuracy: The information provided didn't match what I see in the product

Readability: The information was unclear and not easy to understand

Relevancy: The information didn't match the title or header

Details: The information is relevant to me, but lacking additional details or examples

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Others

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