

4.2 Harmful to Self or Other Individuals

Use the **Lowest** rating for pages with content that encourages, depicts, incites, or directly causes harm to self or other individuals.

Harm includes physical, mental, emotional, or financial harm to people. Pages should be considered Harmful to Self or Other Individuals if they directly attempt to harm people; encourage behavior that may result in harm; depict extremely violent or gory content without a beneficial/educational purpose; or otherwise are severely traumatic to people who view the page.

Pages do not have to be harmful to *all* people to be considered Harmful to Self or Other Individuals. Different people have different levels of vulnerability to scams, awareness of potential dangers (e.g., dangerous feats depicted in stunt videos), and tolerance for viewing violent/disturbing content. If there is a reasonable possibility that viewing a particular page would cause harm to those who are most vulnerable, it should be considered harmful.

Pages created with a beneficial purpose that report on, discuss, or inform about harmful actions or events (e.g., fictional entertainment, reputable news, education) should typically not be considered Harmful to Self or Other Individuals. For example, advocacy aimed at drawing attention to harmful, real-world actions or events (such as a webpage describing a protest against domestic violence) would not be considered Harmful to Self or Other Individuals.

Here are some examples of content that is vs. is not considered Harmful to Self or Other Individuals:

Harmful to Self or Other Individuals	NOT Harmful to Self or Other Individuals
<ul style="list-style-type: none">• Incitement of violence towards Other Individuals• Serious death threats or realistic-sounding threats• Exposing personal information belonging to others with malicious intent to target them or promote harassment towards them (i.e., “doxxing”)• How-to information that describes how to commit violent acts in an easy-to-replicate way• Advocating for, glorifying, or trivializing violence and atrocities, or to disparage victim(s) of violence/atrocities• Depicting or promoting information that facilitates or leads to serious harm to people, or discussions that attempt to justify abuse of people• Encouraging unsafe behavior or substantially downplays the risks of dangerous activities (e.g., consuming household cleaning products)• Suicide promotion or pro-anorexia content that encourages people to engage in behavior that can result in hospitalization or death• Health-related advice that contradicts well-established expert consensus and could result in serious harm or could prevent someone from undertaking a life-saving treatment	<ul style="list-style-type: none">• Depictions of violence in an action movie• A news story about violent events• Educational content that may depict violence or gross imagery• An explanation of scams meant to raise awareness about them• Portrayals of dangerous activities in a manner that discourages others from attempting the same feat (such as by clearly explaining the risks, describing the expertise and equipment required, etc.)