

SBTC Community Standards

The SBTC Community Standards outline what is and isn't allowed on SBTC.

VIOLENCE AND CRIMINAL BEHAVIOUR

Violence and incitement

Policy rationale

We aim to prevent potential offline harm that may be related to content on SBTC. While we understand that people commonly express disdain or disagreement by threatening or calling for violence in non-serious ways, we remove language that incites or facilitates serious violence. We remove content, disable accounts and work with law enforcement when we believe there is a genuine risk of physical harm or direct threats to public safety. We also try to consider the language and context in order to distinguish casual statements from content that constitutes a credible threat to public or personal safety. In determining whether a threat is credible, we may also consider additional information such as a person's public visibility and the risks to their physical safety.

In some cases, we see aspirational or conditional threats directed at terrorists and other violent actors (e.g. "Terrorists deserve to be killed"), and we deem those non-credible, absent specific evidence to the contrary.

Do not post:

Threats that could lead to death (and other forms of high-severity violence) and admission of past violence targeting people or places where threat is defined as any of the following:

Statements of intent to commit high-severity violence. This includes content where a symbol represents the target and/or includes a visual of an armament or method to represent violence.

Calls for high-severity violence, including content where no target is specified but a symbol represents the target and/or includes a visual of an armament or method that represents violence.

Statements advocating for high-severity violence.

Aspirational or conditional statements to commit high-severity violence.

Statements admitting to committing high-severity violence, except when shared in a context of redemption, self-defense or when committed by law enforcement, military or state security personnel.

Content that asks for, offers or admits to offering services of high-severity violence (for example, hitmen, mercenaries, assassins, female genital mutilation) or advocates for the use of these services.

Admissions, statements of intent or advocacy, calls to action or aspirational or conditional statements to kidnap or abduct a target or that promotes, supports, or advocates for kidnapping or abduction.

Content that depicts kidnappings or abductions if it is clear that the content is not being shared by a victim or their family as a plea for help, or shared for informational, condemnation or awareness-raising purposes.

Threats of high-severity violence using digitally produced or altered imagery to target living people with armaments, methods of violence or dismemberment.

Threats that lead to serious injury (mid-severity violence) and admission of past violence toward private individuals, unnamed specified persons, minor public figures, high-risk persons or high-risk groups where threat is defined as any of the following:

Statements of intent to commit violence or

Statements advocating for violence or

Calls for mid-severity violence, including content where no target is specified but a symbol represents the target, or

Aspirational or conditional statements to commit violence or

Statements admitting to committing mid-severity violence, except when shared in a context of redemption, self-defense, fight-sports context or when committed by law enforcement, military, or state security personnel.

Content about other target(s) apart from private individuals, minor public figures, high-risk persons, or high-risk groups and any credible:

Statements of intent to commit violence or

Calls for action of violence or

Statements advocating for violence or

Aspirational or conditional statements to commit violence.

Threats that lead to physical harm (or other forms of lower-severity violence) towards private individuals (self-reporting required) or minor public figures, where threat is defined as any of the following:

Private individuals (name and/or face match are required) or minor public figures that includes:

Statements of intent or advocacy, calls for action, aspirational or conditional statements to commit low-severity violence

Instructions on how to make or use weapons if there is evidence of a goal to seriously injure or kill people through:

Language explicitly stating that goal, or

Photos or videos that show or simulate the end result (serious injury or death) as part of the instruction.

Unless when shared in a context of recreational self-defense, for military training purposes, commercial video games or news coverage (posted by a Page or with a news logo).

Providing instructions on how to make or use explosives, unless there is clear context that the content is for a non-violent purpose (for example, part of commercial video games, clear scientific/educational purpose, fireworks or specifically for fishing)

Any content containing statements of intent, calls for action, conditional or aspirational statements, or advocating for violence due to voting, voter registration or the administration or outcome of an election.

Statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring or take up armaments to locations (including but not limited to places of worship, educational facilities, polling places or locations used to count votes or administer an election) or locations where there are temporary signals of a heightened risk of violence or offline harm. This may be the case, for example, when there is a known protest and counter-protest planned or violence broke out at a protest in the same city within the last seven days This includes a visual of an armament or method that represents violence that targets these locations.

Statements of intent or advocacy calls to action, or aspirational or conditional statements to forcibly enter locations (including but not limited to places of worship, educational facilities, polling places or locations used to count votes or administer an election) where there are temporary signals of a heightened risk of violence or offline harm. This may be the case, for example, when there is a known protest and counter-protest planned or violence breaks out at a protest in the same city within the last seven days.

For the following Community Standards, we require additional information and/or context to enforce:

Do not post:

Violent threats against law enforcement officers.

Violent threats against people accused of a crime. We remove this content when we have reason to believe that the content is intended to cause physical harm.

Coded statements where the method of violence or harm is not clearly articulated, but the threat is veiled or implicit. Meta looks at the below signals to determine whether there is a threat of harm in the content.

Shared in a retaliatory context (e.g., expressions of desire to do something harmful to others in response to a grievance or threat that may be real, perceived or anticipated)

References to historical or fictional incidents of violence (e.g., content that threatens others by referring to known historical incidents of violence that have been executed throughout history or in fictional settings)

Acts as a threatening call to action (e.g., content inviting or encouraging others to carry out harmful acts or to join in carrying out the harmful acts)

Indicates knowledge of or shares sensitive information that could expose others to harm (e.g. content that either makes note of or implies awareness of personal information that might make a threat of

physical violence more credible. This includes implying knowledge of a person's residential address, their place of employment or education, daily commute routes or current location)

Local context or subject matter expertise confirms that the statement in question could be threatening and/or could lead to imminent violence or physical harm.

The subject of the threat reports the content to us.

Threats against election workers, including claims of election-related wrongdoing against private individuals when combined with a signal of violence or additional context that confirms that the claim could lead to imminent violence or physical harm.

Implicit statements of intent or advocacy, calls to action, or aspirational or conditional statements to bring armaments to locations, including, but not limited to, places of worship, educational facilities, polling places or locations used to count votes or administer an election (or encouraging others to do the same). We may also restrict calls to bring armaments to certain locations where there are temporarily signals of a heightened risk of violence or offline harm. This may be the case, for example, when there is a known protest and counter-protest planned or violence broke out at a protest in the same city within the last seven days.

Dangerous organizations and individuals

Policy rationale

In an effort to prevent and disrupt real-world harm, we do not allow organizations or individuals that proclaim a violent mission or are engaged in violence to have a presence on SBTC. We assess these entities based on their behavior both online and offline – most significantly, their ties to violence. Under this policy, we designate individuals, organizations and networks of people. These designations are divided into three tiers that indicate the level of content enforcement, with Tier 1 resulting in the most extensive enforcement because we believe that these entities have the most direct ties to offline harm.

Tier 1 focuses on entities that engage in serious offline harm – including organizing or advocating for violence against civilians, repeatedly dehumanizing or advocating for harm against people based on protected characteristics or engaging in systematic criminal operations. Tier 1 entities include terrorist, hate and criminal organizations. We remove praise, substantive support and representation of Tier 1 entities, as well as their leaders, founders or prominent members. Tier 1 includes hate organizations, criminal organizations, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs), and terrorist organizations, including entities and individuals designated by the United States government as foreign terrorist organizations (FTOs) or specially designated global terrorists (SDGTs). We remove praise, substantive support and representation of Tier 1 entities, as well as their leaders, founders or prominent members.

In addition, we do not allow content that praises, substantively supports or represents events that Meta designates as violating violent events – including terrorist attacks, hate events, multiple-victim violence or attempted multiple-victim violence, serial murders or hate crimes. Nor do we allow (1) praise, substantive support or representation of the perpetrator(s) of such attacks; (2) perpetrator-generated content relating to such attacks; or (3) third-party imagery depicting the moment of such attacks on

visible victims. We also remove content that praises, substantively supports or represents ideologies that promote hate, such as Nazism and white supremacy.

Tier 2 focuses on entities that engage in violence against state or military actors, but do not generally target civilians – what we call "violent non-state actors". We remove all substantive support and representation of these entities, their leaders, and their prominent members. We remove any praise of these groups' violent activities.

Tier 3 focuses on entities that may repeatedly engage in violations of our Hate Speech or Dangerous Organizations Policies on or off the platform or demonstrate strong intent to engage in offline violence in the near future but have not necessarily engaged in violence to date or advocated for violence against others based on their protected characteristics. This includes militarized social movements, violence-inducing conspiracy networks, and individuals and groups banned for promoting hatred. Tier 3 entities may not have a presence or coordinate on our platforms.

We recognize that users may share content that includes references to designated dangerous organizations and individuals to report on, condemn or neutrally discuss them or their activities. Our policies are designed to allow room for these types of discussions while simultaneously limiting risks of potential offline harm. We thus require people to clearly indicate their intent when creating or sharing such content. If a user's intention is ambiguous or unclear, we default to removing content.

In line with international human rights law, our policies allow discussions about the human rights of designated individuals or members of designated dangerous entities, unless the content includes other praise, substantive support or representation of designated entities or other policy violations, such as incitement to violence.

Please see our Corporate Human Rights Policy for more information about our commitment to internationally recognized human rights.

We remove:

We remove praise, substantive support, and representation of various dangerous organizations. These concepts apply to the organizations themselves, their activities and their members. These concepts do not prescribe peaceful advocacy for particular political outcomes.

Praise, defined as any of the below:

Speak positively about a designated entity or event;

E.g. "The fighters for the Islamic State are really brave!"

Give a designated entity or event a sense of achievement;

E.g. "Timothy McVeigh is a martyr."

Legitimizing the cause of a designated entity by making claims that their hateful, violent or criminal conduct is legally, morally or otherwise justified or acceptable;

E.g. "Hitler did nothing wrong."

Aligning oneself ideologically with a designated entity or event.

E.g. "I stand with Brenton Tarrant."

We remove praise of Tier 1 entities and designated events. We will also remove praise of violence carried out by Tier 2 entities.

Substantive support, defined as any of the below:

Any act which improves the financial status of a designated entity – including funnelling money towards or away from a designated entity;

E.g. "Donate to the KKK!"

Any act which provides material aid to a designated entity or event;

E.g. "If you want to send care packages to the Sinaloa Cartel, use this address:"

Putting out a call to action on behalf of a designated entity or event;

E.g. "Contact the Atomwaffen Division – (XXX) XXX-XXXX"

Recruiting on behalf of a designated entity or event;

E.g. "If you want to fight for the Caliphate, DM me"

Channelling information or resources, including official communications, on behalf of a designated entity or event

E.g. Directly quoting a designated entity without caption that condemns, neutrally discusses or is a part of news reporting.

We remove substantive support of Tier 1 and Tier 2 entities and designated events.

Representation, defined as any of the below:

Stating that you are a member of a designated entity, or are a designated entity;

E.g. "I am a grand dragon of the KKK."

Creating a Page, profile, event, group or other SBTC entity that is or purports to be owned by a designated entity or run on their behalf, or is or purports to be a designated event.

E.g. A Page named "American Nazi Party".

We remove representation of Tier 1 and 2 designated organisations, hate-banned entities and designated events.

Types and tiers of dangerous organisations

Tier 1: Terrorism, organised hate, large-scale criminal activity, attempted multiple-victim violence, multiple victim violence, serial murders and violating violent events

We do not allow individuals or organizations involved in organized crime, including those designated by the United States government as specially designated narcotics trafficking kingpins (SDNTKs); hate; or terrorism, including entities designated by the United States government as foreign terrorist organizations (FTOs) or specially designated global terrorists (SDGTs), to have a presence on the platform. We also don't allow other people to represent these entities. We do not allow leaders or prominent members of these organizations to have a presence on the platform, symbols that represent them to be used on the platform or content that praises them or their acts. In addition, we remove any coordination of substantive support for these individuals and organizations.

We do not allow content that praises, substantively supports or represents events that Meta designates as terrorist attacks, hate events, multiple-victim violence or attempted multiple-victim violence, serial murders, hate crimes or violating violent events. Nor do we allow (1) praise, substantive support or representation of the perpetrator(s) of such attacks; (2) perpetrator-generated content relating to such attacks; or (3) third-party imagery depicting the moment of such attacks on visible victims.

We also do not allow praise, substantive support or representation of designated hateful ideologies.

Terrorist organizations and individuals, defined as a non-state actor that:

Engages in, advocates or lends substantial support to purposive and planned acts of violence,

Which causes or attempts to cause death, injury or serious harm to civilians, or any other person not taking direct part in the hostilities in a situation of armed conflict, and/or significant damage to property linked to death, serious injury or serious harm to civilians

With the intent to coerce, intimidate and/or influence a civilian population, government or international organization

In order to achieve a political, religious or ideological aim.

Hate entity – defined as an organization or individual that spreads and encourages hate against others based on their protected characteristics. The entity's activities are characterized by at least some of the following behaviors:

Violence, threatening rhetoric or dangerous forms of harassment targeting people based on their protected characteristics;

Repeated use of hate speech;

Representation of hate ideologies or other designated hate entities, and/or

Glorification or substantive support of other designated hate entities or hate ideologies.

Criminal organizations, defined as an association of three or more people that:

is united under a name, color(s), hand gesture(s) or recognized indicia; and

has engaged in or threatens to engage in criminal activity such as homicide, drug trafficking or kidnapping.

Multiple-victim violence and serial murders

We consider an event to be multiple-victim violence or attempted multiple-victim violence if it results in three or more casualties in one incident, defined as deaths or serious injuries. Any individual who has committed such an attack is considered to be a perpetrator or an attempted perpetrator of multiple-victim violence.

We consider any individual who has committed two or more murders over multiple incidents or locations a serial murderer.

Hateful ideologies

While our designations of organizations and individuals focus on behavior, we also recognize that there are certain ideologies and beliefs that are inherently tied to violence and attempts to organize people around calls for violence or exclusion of others based on their protected characteristics. In these cases, we designate the ideology itself and remove content that supports this ideology from our platform. These ideologies include:

Nazism

White supremacy

White nationalism

White separatism

We remove explicit praise, substantive support and representation of these ideologies, and remove individuals and organizations that ascribe to one or more of these hateful ideologies.

Tier 2: Violent non-state actors

Organizations and individuals designated by Meta as violent non-state actors are not allowed to have a presence on SBTC, or have a presence maintained by others on their behalf. As these communities are actively engaged in violence, substantive support of these entities is similarly not allowed. We will also remove praise of violence carried out by these entities.

Violent non-state actors, defined as any non-state actor that:

engages in purposive and planned acts of violence primarily against a government military or other armed communities; and

that causes or attempts to

cause death to persons taking direct part in hostilities in an armed conflict, and/or

deprive communities of access to vital infrastructure and natural resources, and/or bring significant damage to property, linked to death, serious injury or serious harm to civilians.

Tier 3: Militarized social movements, violence-inducing conspiracy networks and hate banned entities.

Pages, Communities, Events and Profiles or other SBTC entities that are, or claim to be – maintained by, or on behalf of, militarized social movements and violence-inducing conspiracy networks are prohibited. Admins of these pages, communities and events will also be removed.

[Click here to read more about how we address movements and organizations tied to violence.](#)

We do not allow representation of organizations and individuals designated by Meta as hate-banned entities.

Militarized social movements (MSMs), which include:

Militia communities, defined as non-state actors that use weapons as a part of their training, communication or presence; and are structured or operate as unofficial military or security forces and:

Coordinate in preparation for violence or civil war; or

Distribute information about the tactical use of weapons for combat; or

Coordinate militarized tactical coordination in a present or future armed civil conflict or civil war.

Communities supporting violent acts amid protests, defined as non-state actors that repeatedly:

Coordinate, promote, admit to or engage in:

Acts of street violence against civilians or law enforcement; or

Arson, looting or other destruction of property; or

Threaten to violently disrupt an election process; or

Promote bringing weapons to a location where the stated intent is to intimidate people amid a protest.

Violence-inducing conspiracy networks (VICNs), defined as a non-state actor that:

Organizes under a name, sign, mission statement or symbol; and

Promote theories that attribute violent or dehumanizing behavior to people or organizations that have been debunked by credible sources; and

Has inspired multiple incidents of real-world violence by adherents motivated by the desire to draw attention to or redress the supposed harms promoted by these debunked theories.

Hate-banned entities, defined as entities that engage in repeated hateful conduct or rhetoric, but do not rise to the level of a Tier 1 entity because they have not engaged in or explicitly advocated for violence, or because they lack sufficient connections to previously designated organizations or figures.

For the following Community Standards, we require additional information and/or context to enforce:

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

[Coordinating harm and promoting crime](#)

Policy rationale

In an effort to prevent and disrupt offline harm and copycat behavior, we prohibit people from facilitating, organizing, promoting or admitting to certain criminal or harmful activities targeted at people, businesses, property or animals. We allow people to debate and advocate for the legality of criminal and harmful activities, as well as draw attention to harmful or criminal activity that they may witness or experience as long as they do not advocate for or coordinate harm.

Do not post content that falls into the following categories:

Harm against people

Outing:

Content that exposes the identity or locations affiliated with anyone who is alleged to:

Be a member of an outing-risk group; and/or

Share familial and/or romantic relationships with a member(s) of an outing-risk group; and/or

Have performed professional activities in support of an outing-risk group (except for political figures)

Content that exposes the undercover status of law enforcement, military or security personnel if:

The content contains the agent's full name or other explicit identification and explicitly mentions their undercover status.

The imagery identifies the faces of the law enforcement personnel and explicitly mentions their undercover status.

Swatting, specifically statements of intent, calls to action, representing, supporting, advocating for, depicting, admitting to or speaking positively about it.

Depicting, promoting, advocating for or encouraging participation in a high-risk viral challenge.

Harm against animals

Coordinating (statements of intent, calls to action, representing, supporting or advocacy) or depicting, admitting to or promoting acts of physical harm against animals committed by you or your associates except in cases of:

Redemption

Hunting or fishing

Religious sacrifice

Food preparation or processing

Pests or vermin

Mercy killing

Survival or defense of self, another human or another animal

Bullfighting

Coordinating (statements of intent, calls to action, representing, supporting or advocacy) or depicting, admitting to or promoting staged animal vs animal fights.

Depicting video imagery of fake animal rescues

Harm against property

Statements of intent, calls to action, representing, supporting or advocating for harm against property that depicts, admits to or promotes the following acts committed by you or your associates:

Vandalism.

Hacking when the intent is to hijack a domain, corrupt or disrupt cyber systems, seek ransoms or gain unauthorized access to data systems.

Theft when committed by you or your associates, as well as positive statements about theft when committed by a third party.

Voter and/or census fraud

Offers to buy or sell votes with cash or gifts.

Statements that advocate, provide instructions or show explicit intent to illegally participate in a voting or census process.

For the following content, we include a label so that people are aware that the content may be sensitive:

Imagery depicting a high-risk viral challenge if shared with a caption that condemns or raises awareness of the associated risks.

For the following Community Standards, we require additional information and/or context to enforce:

Do not post:

Content that puts LGBTQI+ people at risk by revealing their sexual identity against their will or without permission.

Content that puts unveiled women at risk by revealing their images without veil against their will or without permission.

Content that puts non-convicted individuals at risk by revealing their identity and their status as a target of a sting operation as a sexual predator.

Content revealing the identity of someone as a witness, informant, activist or individuals whose identity or involvement in a legal case has been restricted from public disclosure

Content that puts a defector at risk by outing the individual with personally identifiable information when the content is reported by credible government channels.

Imagery that is likely to deceive the public as to its origin if:

The entity depicted, or an authorized representative, objects to the imagery, and

The imagery has the potential to cause harm to members of the public.

Calls for coordinated interference that would affect an individual's ability to participate in an official census or election.

Content stating that census or voting participation may or will result in law enforcement consequences (for example, arrest, deportation or imprisonment).

Statements of intent, support or advocacy to go to an election site, voting location or vote counting location when the purpose of going to the site is to monitor or watch voters or election officials' activity using militaristic language (e.g. "war", "army" or "soldier") or an expressed goal to intimidate, exert control or display power (e.g. "Let's show them who's boss!", "If they're scared, they won't vote!").

Content that reveals the identity or location of a prisoner of war in the context of an armed conflict by sharing their name, identification number and/or imagery

Restricted goods and services

Policy rationale

To encourage safety and deter potentially harmful activities, we prohibit attempts by individuals, manufacturers and retailers to purchase, sell, raffle, gift, transfer or trade certain goods and services on our platform. We do not tolerate the exchange or sale of any drugs that may result in substance abuse covered under our policies below. Brick-and-mortar and online retailers may promote firearms, alcohol and tobacco items available for sale off of our services; however, we restrict visibility of this content for minors. We allow discussions about the sale of these goods in stores or by online retailers, as well as advocating for changes to regulations of goods and services covered in this policy.

Do not post:

Firearms

Content that:

Attempts to buy, sell or trade, firearms, firearm parts, ammunition, explosives or lethal enhancements, except when posted by a Page, group or Instagram profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies (e.g. police department, fire department) or a private individual sharing content on behalf of legitimate brick-and-mortar entities.

Attempts to donate or gift firearms, firearm parts, ammunition, explosives or lethal enhancements except when posted in the following contexts:

Donating, trading in or buying back firearms and ammunition by a Page, group or Instagram profile representing legitimate brick-and-mortar entities, including retail businesses, websites, brands or government agencies, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.

An auction or raffle of firearms by legitimate brick-and-mortar entities, including retail businesses, government-affiliated organizations or charities, or private individuals affiliated with or sponsored by legitimate brick-and-mortar entities.

Asks for firearms, firearm parts, ammunition, explosives or lethal enhancements

Sells, gifts, exchanges, transfers, coordinates, promotes (by which we mean speaks positively about, encourages the use of) or provides access to 3D printing or computer-aided manufacturing instructions for firearms or firearm parts regardless of context or poster.

Non-medical drugs (drugs or substances that are not being used for an intended medical purposes or are used to achieve a high – this includes precursor chemicals or substances that are used for the production of these drugs.)

Content that:

Attempts to buy, sell, trade, coordinate the trade of, donate or gift, or asks for non-medical drugs.

Admits to buying, trading or coordinating the trade of non-medical drugs by the poster of the content by themselves or through others.

Admits to personal use without acknowledgment of or reference to recovery, treatment or other assistance to combat usage. This content may not speak positively about, encourage use of, coordinate or provide instructions to make or use non-medical drugs.

Coordinates or promotes (by which we mean speaks positively about, encourages the use of, or provides instructions to use or make) non-medical drugs.

Pharmaceutical drugs (drugs that require a prescription or medical professionals to administer)

Content that:

Attempts to buy, sell or trade pharmaceutical drugs except when:

Listing the price of vaccines in an explicit education or discussion context.

Offering delivery when posted by legitimate healthcare e-commerce businesses.

Attempts to donate or gift pharmaceutical drugs

Asks for pharmaceutical drugs except when content discusses the affordability, accessibility or efficacy of pharmaceutical drugs in a medical context

Marijuana

Content that attempts to buy, sell, trade, donate or gift, or asks for, marijuana.

Endangered species (wildlife and plants):

Content that:

Attempts to buy, sell, trade, donate or gift, or asks for, endangered species or their parts.

Admits to poaching, buying or trading of endangered species or their parts committed by the poster of the content either by themselves or their associates through others. This does not include depictions of poaching by strangers.

Depicts poaching of endangered species and their parts committed by the poster of the content by themselves or through others.

Shows coordination or promotion (by which we mean speaks positively about, encourages the poaching of or provides instructions to use or make products from endangered species or their parts)

Live non-endangered animals, excluding livestock

Content that attempts to buy, sell or trade live non-endangered animals except when:

Posted by a Page, group or Instagram profile representing legitimate brick-and-mortar entities, including retail businesses, legitimate websites, brands or rehoming shelters, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.

Posted in the context of donating or rehoming live non-endangered animals, including rehoming fees for peer-to-peer adoptions, selling an animal for a religious offering or offering a reward for lost pets.

Human blood

Content that attempts to buy, sell or trade human blood.

Content that asks for human blood except for a donation or gift.

Alcohol/tobacco

Content that:

Attempts to buy, sell or trade alcohol or tobacco, except when:

Posted by a Page, group or Instagram profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.

Content refers to alcohol/tobacco that will be exchanged or consumed on location at an event, restaurant, bar, party and so on.

Attempts to donate or gift alcohol or tobacco except when posted by a Page, group or Instagram profile representing legitimate brick-and-mortar entities, including retail businesses, websites or brands, or a private individual sharing content on behalf of legitimate brick-and-mortar entities.

Asks for alcohol or tobacco.

Weight loss products

Content about weight loss that contains a miracle claim and attempts to buy, sell, trade, donate or gift weight loss products.

Historical artefacts

Content that attempts to buy, sell, trade, donate or gift, or asks for, historical artefacts.

Entheogens

Content that attempts to buy, sell, trade, donate or gift, or asks for entheogens.

Note: Debating or advocating for the legality or discussing scientific or medical merits of entheogens is allowed.

Hazardous goods and materials

Content that attempts to buy, sell, trade, donate or gift, or asks for hazardous goods and materials

Except when any of the above occurs in a fictional or documentary context

For the following content, we restrict visibility to adults aged 21 years and over:

Firearms

Content posted by or promoting legitimate brick and mortar shop, entities, including retail businesses websites, brands or government agencies which attempt to buy, sell, trade, donate or gift (including in the context of an auction or a raffle) firearms, firearm parts, ammunition, explosives or lethal enhancements.

For the following content, we restrict visibility to adults aged 18 years and over:

Alcohol/tobacco

Content posted by or promoting legitimate brick-and-mortar entities, including retail businesses websites or brands, which attempt to buy, sell, trade, donate or gift alcohol or tobacco products.

Bladed weapons

Content that attempts to buy, sell, trade, donate or gift bladed weapons.

Weight loss products and potentially dangerous cosmetic procedures

Content that

Attempts to buy, sell, trade, donate or gift weight loss products or potentially dangerous cosmetic procedures.

Admits to or depicts using a weight loss product or potentially dangerous cosmetic procedures, except when admitting to use in a disapproval context.

Shows coordination or promotion (by which we mean speaks positively, encourages the use of or provides instructions to use or make a diet product or perform dangerous cosmetic procedures).

Sex toys and sexual enhancement products

Content that attempts to buy, sell, trade, donate or gift sex toys and sexual enhancement products

Real money gambling

Content that attempts to sell or promote online gaming and gambling services where anything of monetary value (including cash or digital/virtual currencies, e.g. bitcoin) is required to play and anything of monetary value forms part of the prize.

Entheogens

Content that shows admission to personal use of, coordinates or promotes (by which we mean speaks positively about), or encourages the use of entheogens.

Except when any of the above occurs in a fictional or documentary context.

For the following Community Standards, we require additional information and/or context to enforce:

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

Fraud and deception

Policy rationale

In an effort to prevent fraudulent activity that can harm people or businesses, we remove content that purposefully deceives, willfully misrepresents or otherwise defrauds or exploits others for money or property. This includes content that seeks to coordinate or promote these activities using our services.

We allow people to raise awareness and educate others as well as condemn these activities unless this includes content that contains sensitive information, such as personally identifiable information.

Do not post:

Content that provides instructions on, engages in, promotes, coordinates, encourages, facilitates, recruits for or admits to the offering or solicitation of any of the following activities:

Deceiving others to generate a financial or personal benefit to the detriment of a third party or entity through:

Investment or financial scams:

Loan scams

Advance fee scams.

Gambling scams

Ponzi or pyramid schemes.

Money or cash flips or money mulling.

Investment scams with promise of high rates of return.

Inauthentic identity scams:

Charity scams.

Romance or impersonation scams

Establishment of false businesses or entities.

Product or rewards scams:

Grant and benefits scams.

Tangible, spiritual or illuminati scams.

Insurance scams, including ghost broking

Fake jobs, or work-from-home or get-rich-quick scams.

Debt relief or credit repair scams.

Engaging and coordinating with others to fraudulently generate a financial or personal benefit at a loss for a third party, such as people, businesses or organizations through:

Fake documents or financial instruments by:

Creating, selling or buying of:

Fake or forged documents.

Fake or counterfeit currency or vouchers.

Fake or forged educational and professional certificates.

Money laundering

Stolen information, goods or services by:

Credit card fraud and goods or property purchases with stolen financial information

Trading, selling or buying of:

personally identifiable information.

Fake and misleading user reviews or ratings.

Credentials for subscription services.

Coupons.

Sharing, selling, trading or buying of:

Future exam papers or answer sheets.

Betting manipulation (for example, match fixing).

Manipulation of measuring devices such as electricity or water meters in order to bypass their authorized or legal use.

For the following Community Standards, we require additional information and/or context to enforce:

Do not post:

Content that engages in, promotes, encourages, facilitates or admits to the following activities:

Bribery.

Embezzlement.

In certain cases, we will allow content that may otherwise violate the Community Standards when it is determined that the content is satirical. Content will only be allowed if the violating elements of the content are being satirized or attributed to something or someone else in order to mock or criticize them.

SAFETY

Suicide and self-injury

Policy rationale

We care deeply about the safety of the people who use our apps. We regularly consult with experts in suicide and self-injury to help inform our policies and enforcement, and work with organisations around the world to provide assistance to people in distress.

While we do not allow people to intentionally or unintentionally celebrate or promote suicide or self-injury, we do allow people to discuss these topics because we want SBTC to be a space where people can share their experiences, raise awareness about these issues, and seek support from one another.

We define self-injury as the intentional and direct injuring of the body, including self-mutilation and eating disorders. We remove any content that encourages suicide or self-injury, including fictional content such as memes or illustrations and any self-injury content that is graphic, regardless of context. We also remove content that identifies and negatively targets victims or survivors of suicide or self-injury seriously, humorously or rhetorically, as well as real-time depictions of suicide or self-injury. Content about recovery of suicide or self-harm that is allowed, but may contain imagery that could be upsetting, such as a healed scar, is placed behind a sensitivity screen.

When people post or search for suicide or self-injury-related content, we will direct them to local organisations that can provide support, and if our Community Operations team is concerned about immediate harm, we will contact local emergency services to get them help. For more information, visit the SBTC Safety Centre.

With respect to live content, experts have told us that if someone is saying they intend to attempt suicide on a live-stream, we should leave the content up for as long as possible, because the longer someone is talking to a camera, the more opportunity there is for a friend or family member to call emergency services.

However, to minimize the risk of others being negatively affected by viewing this content, we will stop the live-stream at the point at which the threat turns into an attempt. As mentioned above, in any case, we will contact the emergency services if we identify that someone is at immediate risk of harming themselves.

Do not post:

Content that promotes, encourages, coordinates or provides instructions for

Suicide.

Self-injury.

Eating disorders.

Content that depicts graphic self-injury imagery

It is against our policies to post content depicting a person who engaged in a suicide attempt or death by suicide

Content that focuses on depiction of ribs, collar bones, thigh gaps, hips, concave stomach or protruding spine or scapula when shared together with terms associated with eating disorders

Content that contains instructions for drastic and unhealthy weight loss when shared together with terms associated with eating disorders.

Content that mocks victims or survivors of suicide, self-injury or eating disorders who are either publicly known or implied to have experienced suicide or self-injury

For the following content, we restrict content to adults over the age of 18, and include a sensitivity screen so that people are aware that the content may be upsetting:

Photos or videos depicting a person who engaged in euthanasia/assisted suicide in a medical setting.

For the following content, we include a sensitivity screen so that people are aware that the content may be upsetting to some:

Content that depicts older instances of self-harm such as healed cuts or other non-graphic self-injury imagery in a self-injury, suicide or recovery context.

Content that depicts ribs, collar bones, thigh gaps, hips, concave stomach or protruding spine or scapula in a recovery context.

We provide resources to people who post written or verbal admissions of engagement in self-injury, including:

Suicide.

Euthanasia/assisted suicide.

Self-harm.

Eating disorders.

Vague, potentially suicidal statements or references (including memes or stock imagery about sad mood or depression) in a suicide or self-injury context.

For the following Community Standards, we require additional information and/or context to enforce:

We may remove suicide notes when we have confirmation of a suicide or suicide attempt. We try to identify suicide notes using several factors, including, but not limited to, family or legal representative requests, media reports, law enforcement reports or other third-party sources (e.g. government agencies, NGOs).

A suicide note may also be removed when reported through the Suicidal content contact form or Instagram contact form when we have confirmation of a suicide or suicide attempt

Child sexual exploitation, abuse and nudity

Policy rationale

We do not allow content or activity that sexually exploits or endangers children. When we become aware of apparent child exploitation, we report it to the National Center for Missing and Exploited Children (NCMEC), in compliance with applicable law. We know that sometimes, people share nude images of their own children with good intentions; however, we generally remove these images because of the potential for abuse by others and to help avoid the possibility of other people re-using or misappropriating the images.

We also work with external experts, including the SBTC Safety Advisory Board, to discuss and improve our policies and enforcement around online safety issues, especially with regard to children. Learn more about the technology we're using to fight against child exploitation.

Do not post:

Child sexual exploitation

Content or activity that threatens, depicts, praises, supports, provides instructions for, makes statements of intent, admits participation in or shares links of the sexual exploitation of children (real or non-real minors, toddlers or babies), including but not limited to:

Sexual intercourse

Explicit sexual intercourse or oral sex, defined as mouth or genitals entering or in contact with another person's genitals or anus, where at least one person's genitals are nude.

Implied sexual intercourse or oral sex, including when contact is imminent or not directly visible.

Stimulation of genitals or anus, including when activity is imminent or not directly visible.

Presence of by-products of sexual activity.

Any of the above involving an animal.

Children with sexual elements, including, but not limited to:

Restraints.

Focus on genitals.

Presence of aroused adult.

Presence of sex toys.

Sexualized costume.

Stripping.

Staged environment (for example, on a bed) or professionally shot (quality/focus/angles).

Open-mouth kissing.

Content of children in a sexual fetish context.

Content that supports, promotes, advocates or encourages participation in paedophilia, unless it is discussed neutrally in an academic or verified health context.

Content that identifies or mocks alleged victims of child sexual exploitation by name or image.

Solicitation

Content that solicits

Child sexual abuse material (CSAM)

Nude imagery of children

Sexualized imagery of children

Real-world sexual encounters with children

Inappropriate interactions with children

Content that constitutes or facilitates inappropriate interactions with children, such as:

Arranging or planning real-world sexual encounters with children

Purposefully exposing children to sexually explicit language or sexual material

Engaging in implicitly sexual conversations in private messages with children

Obtaining or requesting sexual material from children in private messages

Exploitative intimate imagery and sextortion

Content that attempts to exploit minors by:

Coercing money, favors or intimate imagery with threats to expose intimate imagery or information.

Sharing, threatening or stating an intent to share private sexual conversations or intimate imagery.

Sexualization of children

Content (including photos, videos, real-world art, digital content and verbal depictions) that sexualises children.

Groups, Pages and profiles dedicated to sexualizing children.

Child nudity

Content that depicts child nudity where nudity is defined as:

Close-ups of children's genitalia

Real nude toddlers, showing:

Visible genitalia, even when covered or obscured by transparent clothing.

Visible anus and/or fully nude close-up of buttocks.

Real nude minors, showing:

Visible genitalia (including genitalia obscured only by pubic hair or transparent clothing)

Visible anus and/or fully nude close-up of buttocks.

Uncovered female nipples.

No clothes from neck to knee – even if no genitalia or female nipples are showing.

Digitally-created depictions of nude minors, toddlers or babies, unless the image is for health or educational purposes.

Non-sexual child abuse

Imagery that depicts non-sexual child abuse regardless of sharing intent

Content that praises, supports, promotes, advocates for, provides instructions for or encourages participation in non-sexual child abuse.

For the following content, we include a warning screen so that people are aware that the content may be disturbing and limit the ability to view the content to adults aged 18 and older:

Videos or photos that depict police officers or military personnel committing non-sexual child abuse.

Imagery of non-sexual child abuse, when law enforcement, child protection agencies or trusted safety partners request that we leave the content on the platform for the express purpose of bringing a child back to safety.

For the following content, we include a sensitivity screen so that people are aware that the content may be upsetting to some:

Videos or photos of violent immersion of a child in water in the context of religious rituals.

For the following Community Standards, we require additional information and/or context to enforce:

For the following content, we include a warning label so that people are aware that the content may be sensitive:

Imagery posted by a news agency that depicts child nudity in the context of famine, genocide, war crimes or crimes against humanity, unless accompanied by a violating caption or shared in a violating context, in which case the content is removed.

We may also remove imagery depicting the aftermath of non-sexual child abuse when reported by news media partners, NGOs or other trusted safety partners.

Adult sexual exploitation

Policy rationale

We recognise the importance of SBTC as a place to discuss and draw attention to sexual violence and exploitation. In an effort to create space for this conversation and promote a safe environment, we allow victims to share their experiences, but remove content that depicts, threatens or promotes sexual violence, sexual assault or sexual exploitation. We also remove content that displays, advocates for or coordinates sexual acts with non-consenting parties to avoid facilitating non-consensual sexual acts.

To protect victims and survivors, we remove images that depict incidents of sexual violence and intimate images shared without the consent of the person(s) pictured. As noted in the introduction, we also work with external safety experts to discuss and improve our policies and enforcement around online safety issues, and we may remove content when they provide information that content is linked to harmful activity. We have written about the technology we use to protect against intimate images and the research that has informed our work. We've also put together a guide to reporting and removing intimate images shared without your consent.

Do not post:

In instances where content consists of any form of non-consensual sexual touching, necrophilia or forced stripping, including:

Depictions (including real photos/videos except in a real-world art context), or

Sharing, offering, asking for or threatening to share imagery, or

Descriptions, unless shared by or in support of the victim/survivor, or

Advocacy (including aspirational and conditional statements), or

Statements of intent, or

Calls for action, or

Admitting participation, or

Mocking victims of any of the above.

We will also take down content shared by a third party that identifies victims or survivors of sexual assault when reported by the victim or survivor.

Content that attempts to exploit people by any of the following:

Sextortion: Coercing money, favours or intimate imagery from people with threats to expose their intimate imagery or intimate information

Sharing, threatening, stating an intent to share, offering or asking for non-consensual intimate imagery that fulfils all of the three following conditions:

Imagery is non-commercial or produced in a private setting.

Person in the imagery is (near-)nude, engaged in sexual activity or in a sexual pose.

Lack of consent to share the imagery is indicated by meeting any of the signals:

Vengeful context (such as caption, comments or Page title).

Independent sources (such as law enforcement record) including entertainment media (such as leak of images confirmed by media).

A visible match between the person depicted in the image and the person who has reported the content to us.

The person who reported the content to us shares the same name as the person depicted in the image.

Secretly taken non-commercial imagery of a real person's commonly sexualised body parts (breasts, groin, buttocks or thighs) or of a real person engaged in sexual activity. This imagery is commonly known as "creepshots" or "upskirts" and includes photos or videos that mock, sexualise or expose the person depicted in the imagery.

Threatening or stating an intent to share private sexual conversations that meet the following criteria:

Lack of consent is indicated by:

Vengeful context and/or threatening context, or

A visible match between the person depicted in the image and the person who has reported the content to us.

The person who reported the content to us shares the same name as the person depicted in the image.

For the following content, we include a warning screen so that people are aware that the content may be disturbing:

Narratives and statements that contain a description of non-consensual sexual touching (written or verbal) that includes details beyond mere naming or mentioning the act if:

Shared by the victim, or

Shared by a third party (other than the victim) in support of the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching.

For the following Community Standards, we require additional information and/or context to enforce:

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g. digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

We may also enforce on content shared by a third party that identifies survivors of sexual assault when reported by an authorised representative or trusted partner.

Objectionable content

[Hate speech](#)

Policy rationale

We recognise the importance of SBTC as a place to discuss and draw attention to sexual violence and exploitation. In an effort to create space for this conversation and promote a safe environment, we allow victims to share their experiences, but remove content that depicts, threatens or promotes sexual violence, sexual assault or sexual exploitation. We also remove content that displays, advocates for or coordinates sexual acts with non-consenting parties to avoid facilitating non-consensual sexual acts.

To protect victims and survivors, we remove images that depict incidents of sexual violence and intimate images shared without the consent of the person(s) pictured. As noted in the introduction, we also work with external safety experts to discuss and improve our policies and enforcement around online safety issues, and we may remove content when they provide information that content is linked to harmful activity. We have written about the technology we use to protect against intimate images and the research that has informed our work. We've also put together a guide to reporting and removing intimate images shared without your consent.

Do not post:

In instances where content consists of any form of non-consensual sexual touching, necrophilia or forced stripping, including:

Depictions (including real photos/videos except in a real-world art context), or

Sharing, offering, asking for or threatening to share imagery, or

Descriptions, unless shared by or in support of the victim/survivor, or

Advocacy (including aspirational and conditional statements), or

Statements of intent, or

Calls for action, or

Admitting participation, or

Mocking victims of any of the above.

We will also take down content shared by a third party that identifies victims or survivors of sexual assault when reported by the victim or survivor.

Content that attempts to exploit people by any of the following:

Sextortion: Coercing money, favours or intimate imagery from people with threats to expose their intimate imagery or intimate information

Sharing, threatening, stating an intent to share, offering or asking for non-consensual intimate imagery that fulfils all of the three following conditions:

Imagery is non-commercial or produced in a private setting.

Person in the imagery is (near-)nude, engaged in sexual activity or in a sexual pose.

Lack of consent to share the imagery is indicated by meeting any of the signals:

Vengeful context (such as caption, comments or Page title).

Independent sources (such as law enforcement record) including entertainment media (such as leak of images confirmed by media).

A visible match between the person depicted in the image and the person who has reported the content to us.

The person who reported the content to us shares the same name as the person depicted in the image.

Secretly taken non-commercial imagery of a real person's commonly sexualised body parts (breasts, groin, buttocks or thighs) or of a real person engaged in sexual activity. This imagery is commonly known as "creepshots" or "up skirts" and includes photos or videos that mock, sexualize or expose the person depicted in the imagery.

Threatening or stating an intent to share private sexual conversations that meet the following criteria:

Lack of consent is indicated by:

Vengeful context and/or threatening context, or

A visible match between the person depicted in the image and the person who has reported the content to us.

The person who reported the content to us shares the same name as the person depicted in the image.

For the following content, we include a warning screen so that people are aware that the content may be disturbing:

Narratives and statements that contain a description of non-consensual sexual touching (written or verbal) that includes details beyond mere naming or mentioning the act if:

Shared by the victim, or

Shared by a third party (other than the victim) in support of the victim or condemnation of the act or for general awareness to be determined by context/caption.

Content mocking the concept of non-consensual sexual touching

For the following Community Standards, we require additional information and/or context to enforce:

We may restrict visibility to people over the age of 18 and include a warning label on certain fictional videos (e.g. digital and hand-drawn imagery, film and TV show scenes, comic books, music videos) that depict non-consensual sexual touching.

In addition to our at-scale policy of removing content that threatens or advocates rape or other non-consensual sexual touching, we may also disable the posting account.

We may also enforce on content shared by a third party that identifies survivors of sexual assault when reported by an authorized representative or trusted partner.

Violent and graphic content

Policy rationale

To protect users from disturbing imagery, we remove content that is particularly violent or graphic, such as videos depicting dismemberment, visible innards or charred bodies. We also remove content that contains sadistic remarks towards imagery depicting the suffering of humans and animals.

In the context of discussions about important issues such as human rights abuses, armed conflicts or acts of terrorism, we allow graphic content (with some limitations) to help people to condemn and raise awareness about these situations.

We know that people have different sensitivities with regard to graphic and violent imagery. For that reason, we add a warning label to some graphic or violent imagery so that people are aware it may be sensitive before they click through. We also restrict the ability for users under 18 to view such content.

Do not post:

Imagery of people

Videos of people or dead bodies in non-medical settings if they depict

Dismemberment.

Visible internal organs; partially decomposed bodies.

Charred or burning people unless in the context of cremation or self-immolation when that action is a form of political speech or newsworthy.

Victims of cannibalism.

Throat-slitting.

Live streams of capital punishment of a person

Sadistic remarks

Sadistic remarks towards imagery that is put behind a warning screen under this policy advising people that the content may be disturbing, unless there is a self-defence context or medical setting.

Sadistic remarks towards the following content which includes a label so that people are aware that it may be sensitive:

Imagery of one or more persons subjected to violence and/or humiliating acts by one or more uniformed personnel performing a police function.

Imagery of fetuses or newborn babies.

Explicit sadistic remarks towards the suffering of animals depicted in the imagery.

Offering or soliciting imagery that is deleted or put behind a warning screen under this policy, when accompanied by sadistic remarks.

For the following content, we include a warning screen so that people are aware that the content may be disturbing. We also limit the ability to view the content to adults aged 18 and older:

Imagery of people

Videos of people or dead bodies in a medical setting if they depict:

Dismemberment.

Visible internal organs; partially decomposed bodies.

Charred or burning people, including cremation or self-immolation when that action is a form of political speech or newsworthy.

Victims of cannibalism.

Throat-slitting.

Photos of wounded or dead people if they show:

Dismemberment.

Visible internal organs; partially decomposed bodies.

Charred or burning people.

Victims of cannibalism.

Throat-slitting.

Imagery that shows the violent death of a person or people by accident or murder

Imagery that shows capital punishment of a person

Imagery that shows acts of torture committed against a person or people

Imagery of non-medical foreign objects (such as metal objects, knives, nails) involuntarily inserted or stuck into people causing grievous injury

Imagery of animals

The following content involving animals:

Videos depicting humans killing animals if there is no explicit manufacturing, hunting, food consumption, processing or preparation context.

Imagery of animal-to-animal fights, when there are visible innards or dismemberment of non-regenerating body, unless in the wild.

Imagine humans committing acts of torture or abuse against live animals.

Imagery of animals showing wounds or cuts that render visible innards or dismemberment, if there is no explicit manufacturing, hunting, taxidermy, medical treatment, rescue or food consumption, preparation or processing context, or the animal is already skinned or with its outer layer fully removed.

For the following content, we include a label so that people are aware that the content may be sensitive:

Imagery of non-medical foreign objects voluntarily inserted into people through skin in religious or cultural context.

Imagery of visible innards in a birthing context

Imagery of fetuses and newborn babies that show:

Dismemberment.

Visible innards.

An abortion or abandonment context.

Imagery of newborn babies in an abandonment context

Imagery of animals in a ritual slaughter context showing dismemberment, visible innards or charring or burning

For the following Community Standards, we require additional information and/or context to enforce:

We remove:

Videos and photos that show the violent death of someone when a family member requests its removal.

Videos of violent death of humans where the violent death is not visible in the video but the audio is fully or partially captured and the death is confirmed by either a law enforcement record, death certificate, Trusted Partner report or media report.

Integrity and authenticity

Account integrity and authentic identity

Policy rationale

Authenticity is the cornerstone of our community. We believe that authenticity helps create a community where people are accountable to each other, and to SBTC, in meaningful ways. We want to allow for the range of diverse ways that identity is expressed across our global community, while also preventing impersonation and identity misrepresentation. That is why we require people to connect on SBTC using the name they go by in everyday life. Our Authenticity Policies are intended to create a safe environment where people can trust and hold one another accountable.

In order to maintain a safe environment and empower free expression, we remove accounts that are harmful to the community, including those that compromise the security of other accounts and our services. We have built a combination of automated and manual systems to block and remove accounts that are used to persistently or egregiously abuse our Community Standards.

Because account level removal is a severe action, whenever possible, we aim to give our community a chance to learn our rules and follow our Community Standards. Penalties, including account disables, are designed to be proportionate to the severity of the violation and the risk of harm posed to the community. Continued violations, despite repeated warnings and restrictions, or violations that pose severe safety risks, will lead to an account being disabled.

We do not allow the use of our services and will restrict or disable accounts or other entities (such as pages, groups and events) if you:

Severely violate our Community Standards.

Persistently violate our Community Standards.

Coordinate as part of a network of accounts or other entities in order to violate or evade our Community Standards.

Represent dangerous individuals or organisations.

Create or use an account that demonstrates intent to violate our Community Standards.

Create or use an account by scripted or other inauthentic means.

Create an account, Page, group or event to evade our enforcement actions, including creating an account to bypass a restriction or after we have disabled your previous account, Page, group or event.

Create or use an account that deliberately misrepresents your identity in order to mislead or deceive others, or to evade enforcement or violate our other Community Standards. We consider a number of factors when assessing misleading identity misrepresentation, such as:

Repeated or significant changes to identity details, such as name or age

Misleading profile information, such as bio details and profile location

Using stock imagery or stolen photos

Other related account activity

Impersonate others by:

Using their photos with the explicit aim to deceive others.

Creating an account assuming to be or speak for another person or entity.

Creating a Page assuming to be or speak for another person or entity for whom the user is not authorised to do so.

Are under 13 years old.

Are a convicted sex offender.

Are prohibited from receiving our products, services or software under applicable laws.

In certain cases, such as those outlined below, we will seek further information about an account before taking actions ranging from temporarily restricting accounts to permanently disabling them.

Accounts misrepresenting their identity (SBTC) by:

Using a name that is not the authentic name you go by in everyday life

Using an inherently violating name containing slurs or any other violations of the Community Standards

Providing a false date of birth.

Creating a single account that represents or is used by more than one person.

Maintaining multiple accounts as a single user.

Compromised accounts.

Empty accounts with prolonged dormancy.

Spam

Policy rationale

We work hard to limit the spread of spam because we do not want to allow content that is designed to deceive, or that attempts to mislead users, to increase viewership. This content creates a negative user experience, detracts from people's ability to engage authentically in online communities and can threaten the security, stability and usability of our services. We also aim to prevent people from abusing our platform, products or features to artificially increase viewership or distribute content en masse for commercial gain.

Do not:

Post, share or engage with content, or create accounts, groups, Pages, events or other assets, either manually or automatically, at very high frequencies.

Attempt to or successfully sell, buy or exchange site privileges, engagement or product features, such as accounts, admin roles, permission to post, Pages, groups and likes, except in the case of clearly identified branded content, as defined by our Branded Content Policies.

Require or claim that users are required to engage with content (e.g. liking, sharing) before they are able to view or interact with promised content.

Encourage likes, shares, follows, clicks or the use of apps or websites under false pretences, such as:

Offering false or non-existent services or functionality (e.g. "Get a 'Dislike' button!")

Failing to direct to promised content (e.g. "Click here for a discount code at Nordstrom"; false play buttons)

The deceptive or misleading use of URLs, defined as:

Cloaking: Presenting different content to SBTC users and SBTC crawlers or tools.

Misleading content: Content contains a link that promises one type of content but delivers something substantially different.

Deceptive redirect behavior: Websites that require an action (e.g. captcha, watch ad, click here) in order to view the expected landing page content and the domain name of the URL changes after the required action is complete.

Like/share-gating: Landing pages that require users to like, share or otherwise engage with content before gaining access to content.

Deceptive landing page functionality: Websites that have a misleading user interface, which results in accidental traffic being generated (e.g. pop-ups/unders, clickjacking, etc.).

Typo squatting: An external website pretends to be a reputable brand or service by using a name, domain or content that features typos, misspellings, or other means to impersonate well-known brands using a landing page similar to another, trusted site to mislead visitors.

And other behaviors that are substantially similar to the above.

Cybersecurity

Policy rationale

We recognize that the safety of our users includes the security of their personal information, accounts, profiles and other SBTC entities they may manage, as well as our products and services more broadly. Attempts to gather sensitive personal information or engage in unauthorised access by deceptive or invasive methods are harmful to the authentic, open and safe atmosphere that we want to foster. Therefore, we do not allow attempts to gather sensitive user information or engage in unauthorised access through the abuse of our platform, products or services.

Do not:

Attempt to compromise user accounts, profiles or other SBTC entities, abuse our products or services, gather sensitive information through deceptive means or attempt to engage in unauthorised access, including:

Gaining access to accounts, profiles, SBTC, Inc. entities or user data other than your own through deceptive means or without explicit permission from the account, profile or entity owner.

Encouraging or deceiving users to download or run files or programs that will compromise a user's online or data security, including through malicious software or websites. Such files and programs will be deemed malicious software or "malware" if they harm or gain unauthorised access to a computer, device or network.

Attempting to obtain, acquire or request another user's login credentials, personal information or other sensitive data – whether explicitly or through deceptive means such as phishing (e.g. fake surveys designed to capture login info or links to fake login pages or impostor websites) or the use of malicious software or websites.

Publicly sharing your own or others' login information, either on platform or through a third-party service.

Creating, sharing or hosting malicious software, including browser extensions and mobile applications, on or off the platform that put our users or products and services at risk.

Providing online infrastructure, including web hosting services, domain name system servers and ad networks that enables abusive links such that a majority of those links on SBTC or Instagram violate the spam or cybersecurity sections of the Community Standards.

Respecting intellectual property

Intellectual property

Policy rationale

SBTC takes intellectual property rights seriously and believes that they are important to promoting expression, creativity and innovation in our community. You own all of the content and information that you post on SBTC, and you control how it is shared through your privacy and application settings. However, before sharing content on SBTC, please make sure that you have the right to do so. We ask that you respect other people's copyrights, trademarks and other legal rights. We are committed to helping people and organisations promote and protect their intellectual property rights.

SBTC's Terms of Service do not allow people to post content that violates someone else's intellectual property rights, including copyright and trademark. We publish information about the intellectual property reports we receive in our bi-annual transparency report.

Upon receipt of a report from a rights holder or an authorised representative, we will remove or restrict content that engages in:

Copyright infringement

Trademark infringement.

Content-related requests and decisions

User requests

We comply with:

User requests for removal of their own account.

Requests for removal of a deceased user's account from a verified immediate family member or executor

Requests for removal of an incapacitated user's account from an authorised representative

Additional protection of minors

We comply with:

Requests for removal of an underage account.

Government requests for removal of child abuse imagery depicting, for example, beating by an adult or strangling or suffocating by an adult.

Legal guardian requests for removal of attacks on unintentionally famous minors.

For the following Community Standards, we require additional information and/or context to enforce:

We may remove content created for the purpose of identifying a private minor if there may be a risk to the minor's safety when requested by a user, government, law enforcement or external child safety experts.