

Statements TikTok

"TikTok has thousands of safety professionals working to enforce our policies consistently and fairly, including specialised moderation teams dedicated to nuanced topics such as suicide and misinformation. We continually look for ways to improve enforcement, including providing additional training, as we strive to build a safe space where our TikTok community can express their creativity and be entertained." TikTok spokesperson

On suicide & self-harm content

"While we support members of our community sharing their mental health experiences in a safe way, we do not allow content depicting, promoting, normalising, or glorifying activities that could lead to suicide or self-harm. Our moderation teams are trained to recognise and remove such content, and we have specialised teams who report credible threats to life to local law enforcement so that they can provide urgent help to the individual." TikTok spokesperson

On misinformation

"We strive to promote an authentic TikTok experience by limiting the spread of misleading content, working with fact checkers, and providing access to authoritative information. We have specialised safety professionals who review and take action on misinformation, including content escalated to them by our front-line moderators." TikTok spokesperson

On moderator well-being

"Our trust and safety team partners with third party firms on the critical work of helping to protect the TikTok platform and community, and we strive to promote a caring working environment for our employees and contractors. We continue to develop ways to help moderators feel supported mentally and emotionally." TikTok spokesperson

Background

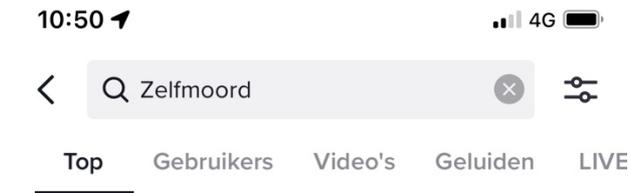
On how we moderate content

- Our [Community Guidelines](#) define a set of norms and common code of conduct for TikTok; they provide guidance on what is and is not allowed to help maintain a welcoming space. They apply to everyone and everything on the platform, and we strive to consistently and fairly enforce them.
- We enforce these guidelines through a combination of technology and moderation teams.
- We continually look for how we can strengthen enforcement - this might include analysing content moderation decisions to understand why content may not have been caught at an earlier stage; or facilitating additional training for our moderation teams to help drive a better understanding of certain policies and nuances.
- We publish quarterly Community Guidelines Enforcement Reports. The latest data for Q4 2021 showed:

- 86 million videos removed globally. Of which:
 - 95% were removed before any user reports
 - 94% were removed within 24 hours
 - 90% were removed before receiving any views

On suicide and self-harm

- Our Community Guidelines make clear that we do not allow content that depicts, promotes, normalizes, or glorifies suicide or self-harm - this includes instances where someone might speak positively about possible suicide or self harm.
- Our moderators are trained on implementing these guidelines, and we provide them with additional information and examples of how promoting, glorifying or supporting the act of suicide may appear (for example, speaking positively about suicide, saying it's the right thing, imitating acts of suicide, providing detailed descriptions of how one can attempt suicide.)
- We strive to provide a safe and supportive space for conversations about mental health, which is why we do allow content that discusses suicide prevention and awareness within the confines of the guidelines explained above.
- We have a specialised emergency response team who are trained in recognising signs of credible threat to life, including suicide, and when they find such content, they urgently report to emergency services who can take immediate action to help the individual, rather than referring them to a helpline. This is standard protocol established across tech companies, in partnership with suicide prevention experts and local law enforcement.
- Following consultation with independent experts, when someone searches for a term related to suicide or self-harm, we provide them with information on where to seek support (including details of the local helpline) and [advice](#) on how to talk to loved ones about these issues (screenshot attached).



Je bent niet alleen

Als jij of iemand die je kent een moeilijke tijd doormaakt, is er altijd hulp beschikbaar.

Bronnen weergeven



113 Zelfmoordpreventie
24/7
0800-0113

Bellen

-
- Similarly, when someone has content removed because it violates our guidelines on suicide and self-harm content, as well as reminding them about our Community Guidelines, we provide them with information on where they can get help, including details of the local helpline (screenshot attached).

On Misinformation

- TikTok has a specialized team of moderators who review and take action on misinformation, including content escalated to them by front-line moderators. This specialized team also works with our fact-checking partners. Our team strives to be consistent and equitable in our enforcement, which is why we are diligent about confirming misinformation before taking action on it.

- We have a clear definition for harmful misinformation as we explain in our Community Guidelines. "Fake news" content - meaning content manipulated to look like real news - is just one of several types of harmful misinformation we remove. From our guidelines: *Misinformation is defined as content that is inaccurate or false. We will remove misinformation that causes significant harm to individuals, our community, or the larger public regardless of intent. Significant harm includes serious physical injury, illness, or death; severe psychological trauma; large-scale property damage, and the undermining of public trust in civic institutions and processes such as governments, elections, and scientific bodies. This does not include simply inaccurate information, myths, or commercial or reputational harm.*

On the team in Amsterdam

- Moderators who are required to work during national holidays, in order to support normal business operations, are provided with additional compensation.