Youth Safety – Creating a Safe Space Online

Ms Erlina Chia
Child Safety Operations Lead (APAC), TikTok

Agenda

1. Introduction to TikTok
2. Safety & Well-being on TikTok
3. Detection, Moderation & Reporting
4. Safety by Design & Partnership

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our mission is to
inspire creativity
and bring joy

Ensuring Youth Safety & Wellbeing

TikTok

building a
safe online space
is top priority for us

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TikTok

Community Guidelines

Our Approach

Our Community Guidelines establish a set of norms and common code of conduct that provide for a safe and welcoming space for everyone.

how we protect our users

policies & controls

technology & people

cultural adaptation & customisation

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Our Principles

TikTok has guiding community principles that help embody our commitment to human rights.

Our principles are centered on balancing expression with harm prevention, embracing human dignity, and ensuring our actions are fair.

They shape our day-to-day work and guide how we approach difficult enforcement decisions.

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Our Topic Areas

- Youth Safety and Well-Being
- Mental and Behavioural Health
- Sensitive and Mature Themes
- Privacy and Security
- Safety and Civility
- Integrity and Authenticity
- Regulated Goods and Commercial Activities

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TikTok

Detection, Moderation & Reporting

Our Approach

01 Remove violative content from the platform that breaks our rules

02 Age-restrict mature content so it is only viewed by adults (18 years and older)

03 Maintain For You feed (FYF) eligibility standards to help ensure any content that may be promoted by our recommendation system is appropriate for a broad audience

04 Empower our community with information, tools, and resources

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Community Guidelines Enforcement Report

- Provides insight into the volume and nature of content removed for violating our policies
- Recaps the improvements we have made and learnings, a place for honest assessment of the report period

NOTE: This chart shows the volume of videos removed by policy violation. A video may violate multiple policies and each violation is reflected. In certain rare circumstances, such as emergency situations or hardware outages, we may not always capture the exact video violation category. These videos are not represented in the above chart but are accounted for in absolute numbers throughout this report.

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Safety by Design

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age restrictions

- 13+ TikTok is an app for users aged 13 and over, per our Terms of Service.
- 12+ 12+ Rating in the Apple App and Google Play stores, enabling parents to block or limit specific apps from their child's phone using device-based controls.
- 16+ Only users aged 16 and over are able to send or receive Direct Messages.

Report — **Users can report underage accounts.**

Moderate — **We have robust moderation to ensure compliance with age restrictions.**

Remove — **Accounts that don't meet our age restrictions will be removed.**

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Default Settings

Ensuring Young User Safety

At TikTok, we believe it's important to provide age-appropriate privacy and content settings.

Drawing on research and guidance from youth safety experts, we've implemented default account settings for people under age 18.

The default setting for Duet, Stitch and video downloads is off and cannot be changed for users aged 13-15, and for them, Comment settings can only be set to Friends or No one.

default settings

aged 13-15		aged 16-17
On	Private account	Off
Off	Suggest your account to others	On
Off	Allow your videos to be downloaded	Off
Only Me	Who can Duet or Stitch with your videos	Friends
Friends	Who can comment on your videos	Everyone

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How We Protect The Safety Of Our Younger Community Members

Screen time management
Default 60-minute limit for those under 18

Teen education
Instructional videos and guides

Private by default
Accounts aged 13 to 15 = private

Community Guidelines
Removal of content violations

Age-appropriate features
16+ for Duet/Stitch
18+ for Live

Age checks & assurance
Neutral age gate

Advertising
Age-appropriate ads as per Policy

Teen viewing experience
For You feed designed with safety

Empowering guardians
Family Pairing

Partnerships
DQ Institute, and more

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Safety Tools

Delete Comments

Comment Filters

Warning Banner

Share Prompt

Creator Notification

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Reporting

If you see something that might violate our Community Guidelines, please report it so our moderation team can review and take action.

You can report a specific video, livestream, user, or comment right within the app itself.

To report, simply long press the video. A pop-up will appear. Select Report and follow the steps outlined.

Report a video

Report inappropriate behaviour

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Blocking

You can keep any user from interacting with you or your content for any reason.

By blocking a user, they will not be able to view your content or send you messages.

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Control Comments On Your Content

With the Filter All Comments feature, you can decide which comments will appear on the videos.

When enabled, comments aren't displayed until they are approved.

This feature builds on our existing collection of comment controls that allow users to filter spam and offensive comments, and specific keywords.

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Promoting Kindness Online

We also want to encourage our community to treat everyone with kindness and respect.

A comment prompt will ask people to reconsider posting a comment that may be inappropriate or unkind.

It also reminds users about our Community Guidelines and allows them to edit their comments before sharing.

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Search Interventions

In addition to empowering creators with more tools to ensure their experience on our platform is safe, we also want to meet our community at moments where they may be seeking help.

When someone searches for a phrase such as “suicide”, “self-harm”, “child porn” they will be directed to support resources.

When users click “View resources”, they’ll have access to additional tips and resources.

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Diversifying & safeguarding feeds

TikTok's For You feed is designed to help people discover original and entertaining content, and we have a number of safeguards in place to support this aim.

- You can customise your content with automatic filters
- We diversify recommendations and avoid recommending a series of similar content
- Content Levels (introduced in 2022) prevent content with overtly mature themes from reaching audiences between ages 13-17

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For You Feed Refresh

Our community can now refresh their For You feed if their recommendations no longer feel relevant.

When enabled, this feature allows someone to view content on their For You feed as if they just signed up for TikTok.

Our recommendation system will then begin to surface content based on new interactions.

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Family Pairing

Family Pairing lets a parent or guardian link their TikTok account to their teen's - enabling them to manage a variety of content and privacy settings, including screen time limits, restricted mode or choose who can see your teen's content.

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Tools for families on TikTok

Our Family Pairing features let a parent link their TikTok account to their teen's to guide their teen's experience:

Discoverability: decide whether your teen's account is private (your teen decides who can see their content) or public (anyone can search and view content)

Comments: decide who can comment on your teen's videos (everyone, friends, no one) + enable comment filters

Direct Messages: restrict who can send messages to your teen, or turn off DM completely

Search: decide whether your teen can search for content, users, hashtags, or sounds

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Family Pairing Tool

Partnership

Working with experts to address emerging risks and opportunities related to young people on our platform.

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teamwork makes TikTok work…

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and that’s how
we’re building a
safe online space

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TikTok

Q&As

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TikTok

Thank you!

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