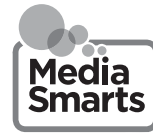
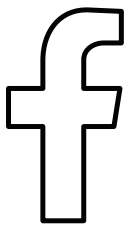


# Community Guidelines for Popular Platforms



## Facebook

Facebook says that the platform wants to avoid harm but also discusses the importance of other values like creating a space for expression and giving people a voice. They describe their strategy for managing problematic content as “[Remove, Reduce, Inform.](#)”



The community guidelines say that they would like users to [talk about issues](#) that matter to them even if it may be viewed as objectionable by others. The guidelines say content that goes against the community standards can be allowed

if it is newsworthy or in the public’s interest. Furthermore, Facebook states that it judges the allowance of such content using [international human rights standards](#).

Facebook also [notes](#) the “importance of Facebook as a place to discuss and draw attention to sexual violence and exploitation.”

The platform [states](#) that “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.”

## YouTube

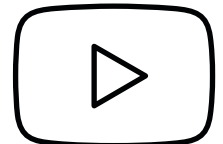
YouTube’s [Community Guidelines](#) focus on avoiding harm and protecting users from harm. This means:

- discouraging creators from posting content that may have a risk of [harm](#)
- encouraging users to report harmful content, and
- removing harmful content or any content that may potentially be harmful.

The community guidelines discourage creators from posting content that covers [sensitive](#) topics such as sexual content due to the likelihood of harm arising from such topics.

YouTube also has [advertiser-friendly content guidelines](#).

These guidelines state that inclusion of ‘shocking content,’ ‘sensitive events’ and ‘controversial issues’ in content can result in that content being de-monetized.



YouTube’s focus on avoiding harm discourages activism among online creators. For creators wishing to engage in online activism, monetization of content in particular would be very difficult.

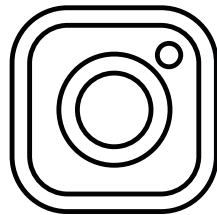
For users and creators, there are extensive guidelines on avoiding and protecting oneself and others from harm and harassment, but there are no policies on calling it out and making educational content about it.

YouTube’s community guidelines do make a small effort to point out where sensitive topics may be permissible on their platform. They state that content that would otherwise be removed from the platform can stay on YouTube if it has [Educational, Documentary, Scientific, or Artistic \(EDSA\)](#) context. However, it is up to the creator to make it as clear as possible that their content falls within this context.

There are no best practices offered for creators who wish to post activist content on the platform. Activist content cannot be monetized, and demonetized content is likely to be taken down if the creator does not prove that their activist content falls under the minimal exceptions provided by YouTube.

## Instagram

Instagram’s [community guidelines](#) mirror those listed by Facebook. They do not just focus on avoiding harm but also encourage users to view the platform as a space for safe and authentic expression.

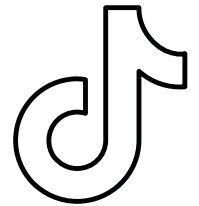


Because Instagram is a visual platform, they [emphasize](#) (more than [Facebook](#)) that no matter the context, the platform may remove graphic videos or images to keep Instagram appropriate for all age groups. The guidelines encourage users to caption their content with a warning about graphic violence if their content is shared to “condemn, raise awareness or educate.”

Although Instagram’s [monetization guidelines](#) discourage talking about controversial or sensitive topics, they also say that content which covers topics such as sexual abuse and emotional abuse may be monetizable if these topics are discussed in “an explicitly uplifting manner.”

## TikTok

TikTok claims to encourage activism among creators. It [tries to balance](#) avoiding harm with other values like as embracing human dignity.



In their guidelines on [sensitive and mature content](#), TikTok specifies that such content is allowed if it is for educational purposes. TikTok [guidelines](#) say that it is important for creators to be able to “share their stories” on the platform, and for the platform to be viewed as a safe space to do so.

TikTok encourages activism with their [TikTok For Good](#) program, which provides creators with resources for raising awareness about specific causes. According to TikTok, this support includes account management, sharing analytics and best practices, promoting hashtags, and supporting creators at every step until they reach their goals. This program is targeted towards organizations and not individual people.