



Creator Content

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Tips for Successful Selling **and fewer violations!**



Before we get started...What does TikTok Check?

To keep the platform safe and fun for everyone, TikTok regularly reviews the following for policy violations:

Carousel posts

- Pictures
- Photos
- Titles
- Descriptions
- In-photo descriptions
- #Hashtags

Video/LIVE posts

- Video
- Titles
- Descriptions
- In-video descriptions
- In-video audio
- #Hashtags

Product Listings

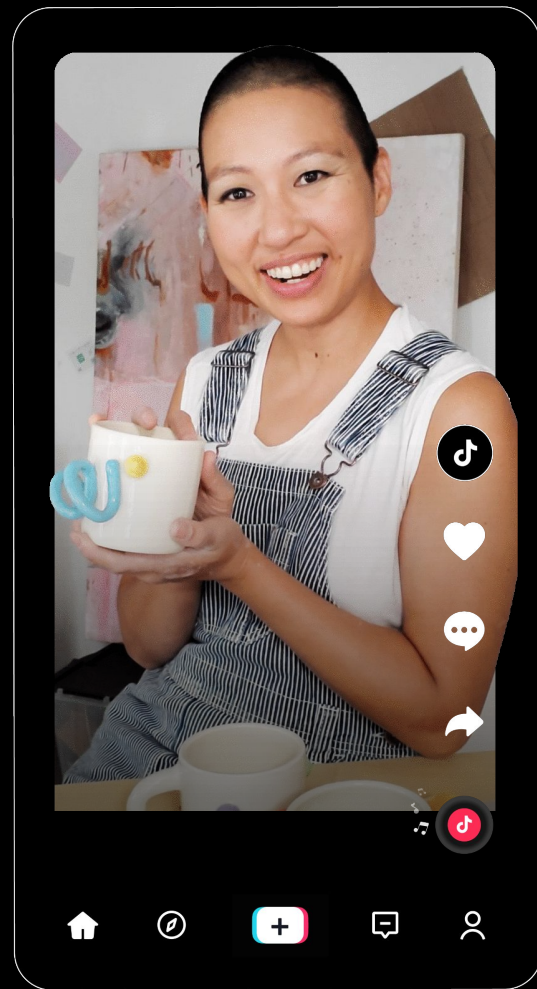
- Product photos
- Demo videos
- Titles
- Descriptions
- In-video descriptions
- In-video audio
- #Hashtags

Remember, it's not just what the creator says out loud. It's important to be compliant in what you show, what you tell, and what's in the product listing.

- 01: Create Interactive Livestreams and Short Videos
- 02: Share Healthy Habits
- 03: Promote Products Accurately
- 04: Post Original Content
- 05: Manage Violations, Milestones & Appeals
- 06: Ace a Quiz, Reduce Your Points



**Tip: Keep your
Livestreams and Short
Videos interactive and
avoid still frame content**

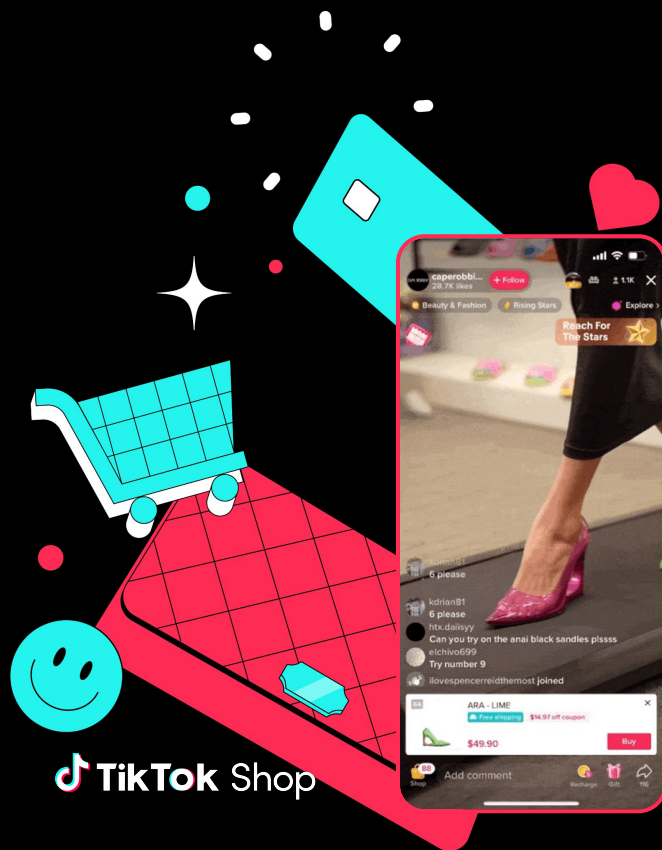


TikTok is for connecting

»» Livestreams and short videos are a way to engage with other TikTok users and connect with them in real-time.

Through dynamic content and active communication, you personalize yourself and your brand and can develop a community of followers.

Always be thinking about your viewers and the Livestream experience you are sharing. Livestreams with non-interactive content or still frame or static images are not appealing to viewers and can lead to violations. <<





Common Violations during LIVES

Non-interactive content

Livestreams or short videos without any verbal or sign language communication with viewers.

No real-time engagement with your viewers.

Violation

Still frame content

Livestreams and short videos that contain still images or scrolling images and slideshows.

Using still images instead of live video.

Violation

Static image content

Livestreams or short videos that use screenshots or static images of product listings.

Showing product listing imagery instead of showing the physical product

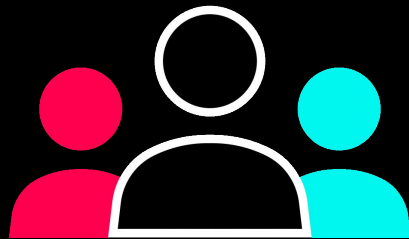
Violation

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Let's take a deep dive into each violation

Non-interactive content: Live Stream



Livestreams will receive a violation if there is period of 120 seconds without any creator interactions with the viewers.

Verbal Interactions:

Always be verbally interacting with your viewers. From greetings and introductions to products and your brand to responding to comments and answering questions—show your viewers you are listening.

Sign Language:

Sign language is also a great way to interact with your viewers. Exchange hellos, feature products, and respond to questions or comments during your stream.

Be the main character!



Helpful Tip:

Think of Livestreams like a conversation or presentation. They can't be engaging without any actual interaction.



Do's

Speak or use sign language to interact with your viewers

Interact consistently with viewers during the Livestream



Don'ts

Use audio sounds from a **recording or radio**

Use **AI voice machines** instead of personally engaging with viewers

Use a **looped audio**

Use **nonverbal ASMR** when promoting or selling products

Interactive Content

Best Practices

YES! Include **human visibility** on screen as much as possible.

YES! Ensure that there is a sufficient **introduction and explanation of the product**, such as a hands-on demonstration of the product or showing what the product looks like from various angles.

YES! Engage with your **audience** using clear, live audio.

NEED

Required

Both static and dynamic content must include the following **every 120 seconds**.

- **Motion**
- **Live, intentional verbal interaction with users (not an audio recording.)**
- **Clear audio or sign language interaction**

Note: If you must step away from your live stream, use the **pause function** to pause both audio and video.

(The pause is identified when the live is fully blurred and the audio is paused.)



Let's press **PAUSE** on that!

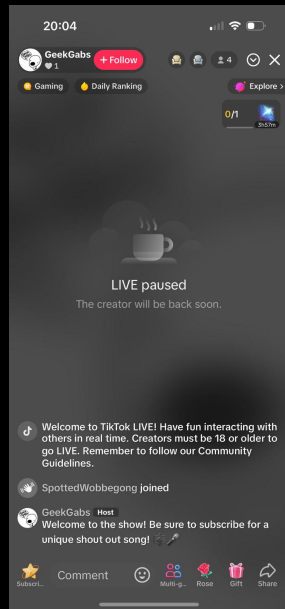
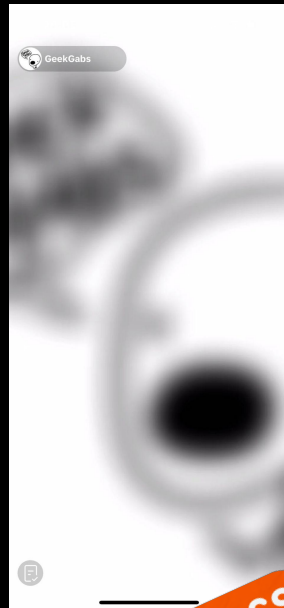


If you must step away from your live stream, use the **pause function** to pause both audio and video

The pause is identified when the live is fully blurred and the audio is paused.

Reminder: Content paused for more than 5 minutes will automatically close.

If your live contains an audio, then the live is not paused and you will get a violation if left for more than 120 seconds.



Having technical issues?



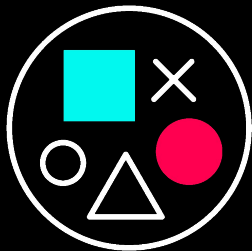
Everyone has to deal with internet connectivity or technical issues at some point.

TikTok will **not** issue violations for these audio or visual issues

- The audio or video stalls and then catches up
- The audio or video is synced but there is a delay



Still frame content



A Livestream is **LIVE!** Using still-frame images or scrolling image, or slideshows in your streams will result in a violation.

Still Frame:

A still frame is a picture or image like a photograph. Don't use them in your livestreams. Whether it covers 50% or only 10% of your screen, a still image will incur a violation.

Scrolling Image:

A scrolling image is visually the same as scrolling down a website. There is no interactive or creative component. It is the same viewer experience as scrolling through shopping products on a website.

Slideshow:

A slideshow is a carousel of still-frame images. There is no video or dynamic visual experience.

Keep your Livestream **LIVE!**



Do's

Interact consistently with viewers during the Livestream

Keep any still images **under 50%** of the screen view

Use a still image only **briefly to showcase a product** and remove within **120 seconds**

Don'ts



Use a **still-frame image** in your stream

Have a still-frame image **cover more than 50%** of your screen

Use an **animated image or GIF** over a still-frame image

Use **image carousels (slideshows)**

Have content with a **scrolling image** (like a regular website scroll)



Examples of Still Frame Content

TikTok Shop

Livestream or video of looped slideshow with product photos



- Looping Videos
- Static Images on Repeat
- Static or Moving Slideshows

Livestream or video of a rotating stand with products for sale



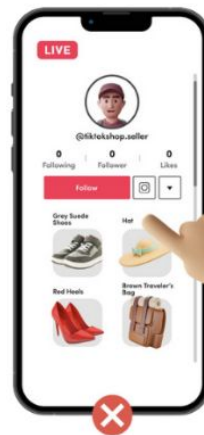
- Single Images
- Single Object Focus

Livestream or video of a looped GIF with a creator's face



- Paused Videos
- Frozen Frames

Livestream or video of scrolling through TikTok Shop page



- Screen Recordings
- Shop Page Scroll-throughs

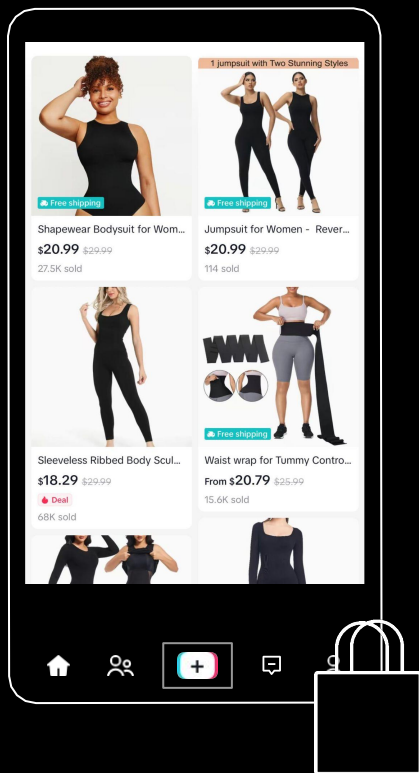
Livestream or video of a creator sleeping next to products



- No Interaction

Static image content

You have **live viewers** watching you!
Take advantage of showing them the physical products instead of images they can already see in the product listing. Static images of product listings will receive violation points.



PDP Content:

PDP stands for “product display page.” The PDP page is what your viewer sees when they click on a product listing. It includes product images, product name, product description, shipping information, discounts, etc

Product Image:

A product image is a still-frame or static image that is featured in the product listing.

Show off your products **LIVE!**



Helpful Tip:

Use your Livestream to showcase your products in-person. Don't rely on readily available, existing images.



Do's

Display the product live on your stream

Interact consistently with viewers during the Livestream

Use a still image only **briefly to showcase a product** and remove within **120 seconds**

Keep any still images **under 50%** of the screen view

Don'ts

Use **static product listing images** to promote products

Show **screenshots of product listing** details

Have a still-frame image **cover more than 50%** of your screen

What to Avoid

Recorded content:

- Posting a screen recording.
- Posting a recorded video of a mobile or computer screen.
- Posting a video that loops two or more times.
- Hosting a livestream using pre-recorded footage.
- Inserting or switching to pre-recorded clips during the livestream.

Electronic devices:

- Hosting a livestream that primarily features an electronic device displaying the video or livestream.

Audio

- Including any audio that is not coming from the creator featured in the livestream (the audio is not synced to the creator's lips).
- Using voiceover audio or audio generated from AI.

Tip: Keep it healthy, keep it general!

YAASS



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What are **Weight Management** and **Medical Claims**?



NO!

Weight Management Claims

Weight management claims include explicit claims that a **product** can **cause** or **aid** weight loss or prevent weight management conditions such as obesity.

NO!

Medical Claims

Medical claims include explicit claims that a **product** can **cure**, **prevent**, or **aid** medical conditions that require testing, monitoring, and planned treatments supervised by experts.

Explicit Weight Management claims are not allowed.

Explicit weight management claims are clear, direct statements that the promoted product will result in weight loss.

Violating Examples

"Lose weight fast with this pill!"

"Endorsed by medical experts, this pill has supported my weight loss"

"This supplement helped break down my stubborn fat deposits"

"This tea can help you prevent obesity"

Sharing a before and after picture of weight loss result related to the use of a product

Reminder!

Using your own personal weight management experience to promote a product is considered a claim and will result in a **violation**.



Be cautious when using hashtags in content!

Explicit weight loss claims may be found in audio, video text, descriptions and hashtags.

Avoid

#Starvemaxxing
#Starvemax
#Hammermaxxing
#bonesmashing
#droppoundssupplement
#weightlosswithpills
#fatburningtea

Acceptable Hashtags

These hashtags pertaining to diet are permitted:

#Healthyliving

#Ketodiet

#DietTips

#Nutrition

#HealthyLifestyle

#Mealprep

#BalancedDiet

#EatClean

#Wellness

#HealthyChoice





Rules & Requirements

Let's take a look at some scenarios that will lead to a violation!

Weight Loss Promotion

Weight Loss Claim

Making a weight loss claim in relation to a product.

Personal Testimonies

Personal Weight Loss

Making a personal weight loss claim with a product.

Before & After Pics

Claims with Use of Images

Content represents weight loss from a product by using **before-and-after images**.

Timed Results

Guaranteed Weight Loss in X Days

Making promises of specific weight loss results within a set timeframe by using a product.

Detox Results

Detox for Weight Loss

Making claims that the product promotes weight loss through detoxing mechanisms.

Target Area

Weight Loss in a Targeted Area

Claims that a product helps weight loss in specific body areas.

Clinically-Approved

Clinically Approved for Weight Loss

Claims that a product is clinically approved weight loss medication prescribed by healthcare professionals.

Aids in a Condition

Weight-Related Conditions

Claims that a product can cure, treat, or prevent obesity.

Ingredients

Ingredients Help with Weight Loss

Claims specific ingredients or products are designed for weight loss.

**AVOID claiming
that the
ingredients in
the promoted
products are
connected to
weight loss
benefits.**

**DO NOT USE words and phrases
like the examples below in
content:**

*"Formulated with CLA (Conjugated Linoleic Acid),
this supplement helps reduce body fat."*

*"Infused with L-carnitine, this product enhances
fat burning during workouts."*

*"Contains Forskolin, which has been shown to
break down stored fat and promote weight loss."*

*"This weight management tea is made with
natural diuretics like dandelion root to help you
shed weight quickly."*

Key Words

Avoid using any of these words to **describe the benefits or effect of using the product.**

Product + connection + weight loss result = violation

Aids Weight Loss

Will Make You Melt Fat

This Is How You Can Shred Pounds

For Fat Loss

Burn Fat With This

Lean Burn With

Trim Body Fat

Helped Me Lose Weight

Fat Reduction From This

That Supports Fat Burn

Rapid Weight Loss When You...

Contributed To Quick Weight Loss

Going to Make You Skinny

Instant Fat Burn And I Feel Great

Made Me Shed Weight



Key Words

These words and phrases are **okay** to use when discussing healthy lifestyle choices.

But if/when using these words, it is still crucial to **avoid stating any kind of weight loss claim**, and to avoid using these words with any such explicit claims.

Increase/Decrease Metabolism

Meal Prep

Balanced Diet

Weight Management

Gut Cleanse

Healthy Eating

Wellness

Nutrition Tips

Eat Clean

Bloating Reduction

Nutrition

Well-Being

Control Cravings

Keto Diet

Healthy Choices

Food Is Fuel



General Wellness Tips

When speaking about general, **healthy lifestyle choices** that relate specifically to detoxes or bloating, stick with these acceptable keywords/phrases. Remember these can **only be used without any mention of weight loss or medical conditions**.

Examples

Enhances my energy

Helps me feel less constipated

I feel less sluggish/lethargic

Supports my balanced diet

Helps detoxify the body

Gut cleanse

Supports my well-being

Supports my balanced lifestyle

Helps reduce bloating



Even Better with an Acceptable Disclaimer

- Your results may vary
- Do your research before trying
- Be sure to consult your doctor or other health care advisor first
- Consult an accredited source like a healthcare provider before incorporating ...

Helpful Tip:

Acceptable Disclaimers may also be displayed in the Creator's content.

NICE

What is allowed?

1 General Wellness

Content that mentions general wellness like relaxation, energy, or well-being without suggesting a weight loss result can be safely promoted.

2 Personal Testimony

Sharing personal experiences about weight loss is allowed, as long as it does not state that a specific **prohibited product** was responsible for those changes.

3 Allowed Products

We do not allow the sale of products that are made specifically for weight loss. Products that support overall health or products that enhance body shape (i.e. clothes) are allowed to be promoted. Just ensure that your promotions are not dedicated to claims of weight loss!

Best Practices

Don't Do This!

- **Explicit Weight Loss Claims**

Avoid direct claims that a product can cause or aid weight loss in your audio, video text and descriptions (including hashtags).

- **Before-and-After Comparisons**

Avoid visual representations of weight loss connected to the promoted product, even if it is not based on personal experiences (e.g. AI-generated visuals).

- **Misleading Promotions**

Avoid promoting a different product from what is in the product listing.

- **Make False Claims**

Making false claims can cause distrust with your audience.

Do This Instead!

- **Promote Healthy Habits**

Share your tips and tricks on healthy habits/lifestyle.

- **General Wellness**

Share your general wellness tips without giving any form of weight loss advice.

- **Stay up-to-date!**

Check TikTok Shop Academy for best practices on health-related content.



Violating Examples



Before & After Weight Loss Claim

Weight loss comparison in relation to a specific product.



Direct Weight Loss Claim

- Promoted Product: Supplement
- Connection: Melted
- Weight Loss Result: Fat off my body

Medical Claims

Here's what you need know before you create health-related content!



Rules & Requirements

When it comes to health-related content, creators need to be mindful to avoid violations.

Explicit Claim

Direct, clear statement about a product's health benefits or effects whether voiced by the creator or in text or video description are not allowed.

False Health Claim

False health statements are prohibited. This includes images/videos of doctors/nurses alongside a product without dialog as it indicates the product is recommended by medical professionals.

Implied Images

Images/Videos of actual severe medical conditions or symptoms alongside the product to indicate that it cures the conditions.

Creator/Content

Prohibited advice from the Creator or images combined with product to indicate prohibited claims.

Medical Claims

Content containing medical claims is prohibited.

Explicit Medical claims are not allowed.

Explicit claims are direct, clear statements about a product's health benefits or its effects – and if it's about a medical issue, it's prohibited.



Violating Examples

The content shows a Before and After comparison

The creator says "This product prevents cancer"

The creator says "This product will manage your PTSD"

The creator says: "This tea removes parasites" or "This cream cures Lupus."



False Health statements are not allowed.



Violating Examples

"Better than a prescription-only product"

"Better than a healthy balanced diet"

"A miracle or holding the secret/cure to a medical condition"

False statements about health-related products are not just bad form, they can be dangerous.

Be cautious when using hashtags in content!

Explicit medical claims may be found in audio, video text, descriptions and hashtags.

Avoid
#supplementtocurecancer
#teaforinfertility
#vitaminstopreventdementia

Acceptable Hashtags

These hashtags pertaining to only a medical condition are permitted:

#Tuberculosis

#Parkinson

#Pregnancy



Prohibited Advice from Creator/Content



Violating Examples

The creator/content discourages seeking proper health care consultation from professionals

The creator/content encourages self-diagnosis based on the symptoms

"Check your symptoms easily without needing a doctor"

Showing images of real or severe medical conditions or symptoms alongside the product to indicate that the product is a cure

Implying that the product has been endorsed or recommended by medical professionals through the use of images of doctors or nurses

Medical Claims are Not Allowed

Content containing medical claims is prohibited. Medical claims are explicit claims that a product can cure, prevent, or aid **serious medical conditions that require testing, monitoring, and planned treatments supervised by experts.**

Using your own personal experience is considered a claim and will result in a violation.



Violating Examples

"This product will cure cancer"

"This product eliminates parasites"

"This helped with my diabetes symptoms"

"This helped with my infertility"

Key Words

Pairing a **product** with one of these **medical conditions** and a **claimed effect** will result in a violation.

Medical Conditions

AIDS
Alzheimer's
Appendicitis
Cancer (all kinds)
Cyst (ovarian cysts, breast cyst, kidney cyst, etc)
Dementia
Diabetes
Diseases
(Liver/Kidney/Heart/Lung)
Infertility (male/female)
Gallstones
Hepatitis
Herpes

HIV
Kidney Stones
Lupus
Neurodevelopmental disorder (e.g. Autism, Down Syndrome)
Pancreatitis
Parkinsons
Parasites (e.g. bugs, worms)
Pneumonia
Pregnancy
Post Traumatic Stress Disorder (PTSD)
Schizophrenia
Scoliosis
Tuberculosis

PRODUCT

Claimed Effect (non-exhaustive)

Any term or phrase that has the same or nearly the same meaning as:

Prevent

Reduce Risk
Mitigate
Prevent
Deter
Protect [from]
Anti-[condition]
benefit

Cure

Remedy
Remove
Detox [from]
Fix
Beat
[condition]
Recover

Relieve

Help
Improve
Lessen
Treat
Manage
[condition/
symptoms of]

VIOLATION

But What About...

“

This candy is “diabetic-friendly.”

“Diabetic-friendly” is not a claimed effect since it doesn’t claim that the product can cure, relieve or prevent diabetes. This statement is not a violation.



It would be even better if the creator included a **disclaimer** like, “Of course, do your own research before trying.”



General Wellness Tips

Examples

Enhances my energy

Helps me
relax/improves
relaxation

I feel less worried/less
stressed

Eases my stress

Improves/helps with my
sleep

Boosts my mood

Supports my well-being

Supports my balanced
lifestyle



Even Better with an Acceptable Disclaimer

- Your results may vary
- Do your research before trying
- Be sure to consult your doctor or other healthcare advisor first
- Consult an accredited source like a healthcare provider before incorporating ...

Helpful Tip:

Acceptable disclaimers may also be displayed in the Creator's content.

NICE

YES

Medical Claim + Product = Violation

Avoid violations by following these best practices.

Don't Do This!

- **NO! Explicit Claims**

Explicit claims that a product can cure, prevent, or aid medical conditions that require testing, monitoring, and planned treatments supervised by experts are not allowed.

- **NO! False Claims**

Making false claims can cause distrust with your audience.

- **NO! Don't Provide Prohibited Advice**

Discouraging seeking proper healthcare consultation from professionals is dangerous.

- **NO! Don't sneak a claim into your images**

Showing images of real or severe medical conditions or symptoms alongside the product to indicate that the product is a cure is not allowed. Wearing scrubs or **showing images of doctors and nurses alongside the product (without dialog)** to indicate the product is recommended by medical professionals is also not allowed.

Do This Instead!

- **Promote Healthy Habits**

Share your tips and tricks on healthy habits/ lifestyle.

- **General Wellness**

Share your general wellness tips without giving or implying any form of medical advice.

- **Stay up-to-date!**

Check TikTok Shop Academy for best practices on health-related content.

Let's look at some examples!



Medical Claims Example



- Promoted Product: Soursop plant
- Claimed Effect: anti-[condition/disease] benefits
- Medical Condition: Cancer

Violating



Does this video violate TikTok Shop Policies?

The creator claims the that the promoted product is better than a prescription-only product

Violating

Tip: Describe products accurately

[Irrelevant Product Promotion Policy](#)



Customers rely on content such as product photographs, videos, and descriptions to make their shopping decisions.

Ensure that your promotional content matches the listed product.





Irrelevant promotion violations

Scenario:

The product was not explicitly or completely shown and there is no visual or audio description.

Violation

Scenario:

Demonstrating one product, but linking a different model, version, or an entirely different item as the listed product.

Violation

Scenario:

Featuring unrelated products or substituting listed products with others.

Note: Different colors, sizes and patterns (not graphics) are ok.

Violation



Let's take a look at more examples

Some examples of Irrelevant Promotion



Livestream promoting duck slippers, but the product listed shows dog slippers.

Although both are slippers, the creator is promoting a different product design.



A "Day in the Life" video but the creator doesn't show or mention any of the products linked in the video.

What does this mean for creators?

Short videos

Creators should always physically feature the product they're listing for sale.

Livestream

Audio and product descriptions are optional when a physical product is shown.

If the physical product is not featured,, creators must provide visual or audio descriptions about the product. Eg. showing how to use the product, talking about the product, etc.

Relevant Policy Links:

- [TTS Content Policy](#)
- [Best Practices for Promotional Content](#)



What does this mean for creators?



How to Avoid Penalties



- For short videos, **physically feature the listed product** to ensure users have accurate and relevant content.
- For livestreams, either **clearly display the listed product or visually or verbally provide informative descriptions about the product** to provide users informed purchasing decision making.



What does this mean for creators

✦ ✦ How to Avoid Penalties ✦ ✦

- The product in the content **must match the anchor product**, but can differ in:
 - Color (blue vs red)
 - Size (size S vs size M)
 - Patterns (polka dots vs stripes)
- Differences in **graphics** such as logo, image, or print on a product are **not** considered matching.
- **Sample products** that are the same product but with different packaging can be used.
- For **makeup or skincare products**, it is okay to not feature the actual product if the product has been applied to the face/body in the content.

Examples of visual content to include

- Showing how to use the product
- Presenting the product from multiple angles
- Showing the product being made
- Packing orders of the product

Examples of audio content to include

- Your personal experience with the product
- Product function, usage, or effect
- Product content or ingredients (as long as the ingredients are not used to make a medical or weight loss claim).
- Product design
- Product descriptions like cultural references or significance
- Shipping prices and details

What to Do!



DO Provide accurate, relevant, and informative descriptions about the product.

DO Make sure the promoted product matches the listed product.

DO Use informative descriptions, such as visuals and verbal demonstrations.

DO Use visuals, audio, and text in your Livestream or Short Video to accurately describe the product you are promoting.

Refer to our [Best Practices for Promotional Content](#) on TikTok Shop Academy to learn more.



Avoid **Misleading** Product Functionality and Effects

Content that tends to **mislead**

Before and after comparison

Content that shows the effects or results of a product using before-and-after visual comparisons **is not permitted without a disclaimer.**

Supernatural / Magical Properties

Content that claims a product has supernatural/magical divine properties or has been blessed/enchanted or that a product can bring wealth, fortune, money, good luck, love, cause breast growth, cause penis size increase, make someone more successful, etc. **is prohibited.**

Digital Generated Effect

Digitally Generated effects (i.e. filters, video edit) applied to the content to exaggerate the effects of the product **are not allowed.**



Before and After Comparisons

Claims that a product will remove, treat, reduce, etc. any of the following:

- Mole
- Acne (severe cases only)
- Wrinkles
- Freckles
- Dark spots (e.g. face, underarm, knees, elbow, etc.)
- Birthmarks
- Scars
- Stretch Marks
- Eyebags
- Face/Neck Tightening
- Hair Growth
- Firm Arm

Allowed Products:

Beauty Instruments (e.g. red light therapy helmet)
 Face Stickers (e.g. pimple patch)
 Facial Device (e.g. Guasha)
 Makeup Products
 Wigs
 Clothing



These products can reduce the appearance of the controlled scenarios.

Acceptable Disclaimers

- Disclaimer can be verbally or in text.
- Needs to be from a first-person point of view
- “Results may vary”
- “This was my personal experience, your results may vary”
- “I used this product for 10 days and it changed my face, results may vary depending on consistent use”

Content that contains claims that are

Supernatural / Magical Properties

**Or Content that contains claims using a
to exaggerate the effects of the
product**

Digitally Generated Effect

is never allowed.



Violating Examples

"This product will resolve your severe acne" in a before and after photo.

"Taking this product will bring you good luck."

Pointing to bigger lips and then pointing to the product

*Showing before and after photos without a disclaimer and then displaying a product".

 =  100%

Tip: Create and Share your own ORIGINAL Content



“

Stand out from the crowd on TikTok Shop by creating posts that are **uniquely crafted by you**. Showcase your creative ideas, and connect with your viewers in a way that only you can.



Rules & Requirements

TikTok Shop strictly prohibits reproduced or pirated content, including:

Imported or Stolen

Posting content imported or stolen from other sources

Recordings

Camera recordings of a monitor or screen

Filming from Other Devices

Content is visibly recorded from a different electronic device.

Phone Recordings

Recording screens from a phone

Livestream Imports

Content imported from another TikTok livestream

Display from another device

Content features a TV, laptop, computer, smartphone, projector, tablet, etc. displaying a video or livestream as the primary focus of the livestream.

Reuploaded Livestream

Pre-recorded livestream or re-uploading creator's own livestream

Reproduced Content

Livestream contains scenes from film, tv programs, music concert, theatrical performance, music video

Creating Original Content

What to Do

Add **new, creative, and interactive edits** when uploading content or media.

Create unique content through videos and LIVES about your brand, story, process, and products.

What to Avoid

Avoid using **reproduced content** that belongs to another creator, regardless of the platform.

Avoid **using screen recordings in place of actual Livestream content.**

Remember, using unoriginal content is stealing!

TikTok Shop prohibits the use of unoriginal content such as:

- **Copyrighted material** (such as films, TV shows, sport matches, music videos, concerts, and theatrical performances)
 - It is **OK** to use copyrighted material IF it serves an **educational and informative purpose** such as sharing knowledge, skill, or commentary or if it provides **information about a promoted product**.
- **Reproduced content** from other sources (such as videos or lives from other creators)
- **Recorded screens** of other devices

To comply with laws and regulations, as well as to protect users and customers, TikTok Shop strictly **prohibits** the use of unoriginal content.

Creators should only post **original content that is their own**.

**Refer to the [TikTok Shop Content Policy](#) and the [Best Practices for Promotional Content](#) article to learn more.*





Tip: Manage Violations, Milestones & Appeals

Violations & Appeals Process



Violation Points
are penalty
points issued to
sellers &
creators who
violate our
policies.



Violation Points Assignment

TikTok Shop will assign between 1-24 violation points.



Milestone Enforcement Threshold

When creators accumulate a certain number of violation points and reach a milestone enforcement threshold, enforcement actions will be taken.



Enforcement Actions

Violation points are reset every 90 days from the initial issuance date. If a creator accumulates a total of 24 points, their TikTok Shop Account will be banned.

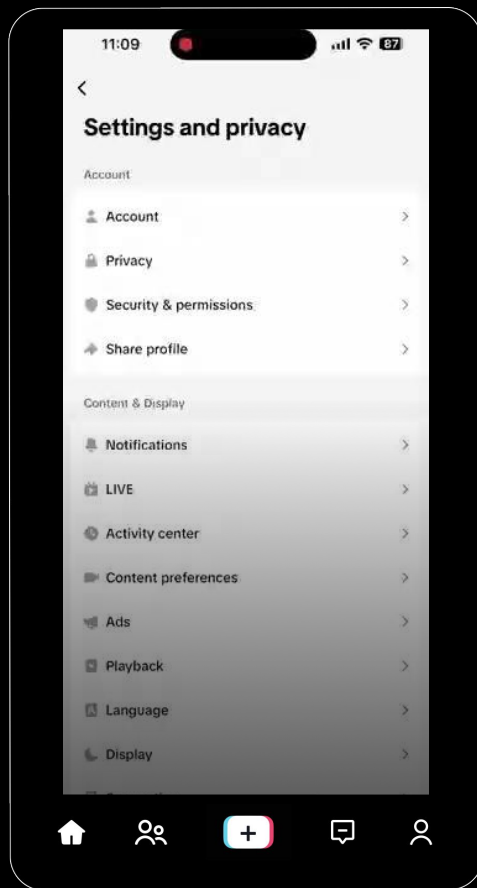
Creator Milestone Enforcement Thresholds



Creators who accumulate a certain number of Violation Points will reach a milestone enforcement threshold where enforcement actions will be taken depending on the number of points incurred.

Enforcement Actions	Violation Point Threshold	Duration
Warning	9-11	N/A
Suspension of E-Commerce Access (Video, Live, and Product Showcase)	12-14	24 Hours
Suspension of E-Commerce Access (Video, Live, and Product Showcase)	15-17	48 Hours
Suspension of E-Commerce Access (Video, Live, and Product Showcase)	18-20	72 Hours
Suspension of E-Commerce Access (Video, Live, and Product Showcase)	21-23	1 Week
Remove E-Commerce Access (Video, Live and Product Showcase) Ban of Creator's TikTok Shop Account	24+	Permanent

Creator Appeals



1 Access Settings and Privacy

2 Tap Support

3 Select Safety Center

4 Account Status

5 Recent Violations

6 Select Recent Violations

7 Appeal

Tip: Ace our Creator Policy Quiz, reduce your violation points



“A quick and fun way to learn about our content policies. (And bonus! Taking quizzes can help you reduce your total violation points.)”

Creator Policy Quiz



What is it?

A fun and interactive feature to help you better understand TikTok Shop's content policies. This is currently a pilot program. It will eventually be expanded to all eligible creators—so if you don't see it yet, don't worry!

And how does it help you?

It's just one more way we're keeping you informed about our policies and your violations—but it's also more than that. When you successfully pass a quiz, you have the opportunity to show us how much you've learned and reduce your total violation points. Score!



Rules & Requirements

Let's take a look at when and how you can access our policy quizzes!

Check your violations

Tap your ticket

Tapping a violation ticket will take you to the right quiz. Just scroll down and click start!

What to expect

Short & sweet

Each quiz has up to 3 multiple-choice questions.

Repeat attempts

Try, try again

If you fail your first attempt, don't stress! You can retake the quiz and still have the opportunity to get a point.

Max # of points

1 point per quiz

If you get all the answers right, you'll get 1 point! You can offset 1 violation point for each violation type every 30 days.

Expiration dates

Nothing lasts forever

Quizzes do expire, so if you're eligible to take one, don't wait! They expire on the last day of the following month after issue.

Raising appeals

Still an option

You can take a quiz and raise an appeal. If your appeal is successful, all enforcement actions are removed, and you can still earn 1 point from passing the quiz.

Creator Policy Quiz

How to make the most of this new benefit.

Don't Do This!

- **Let Quiz Opportunities Expire**

Once a violation ticket is issued, the associated quiz will expire at the end of the following month.

- **Worry About It**

If you don't nail it the first time around, it's okay! You can retake the quiz if you fail.

- **Wait to Appeal**

The outcome of an appeal and a quiz are independent of each other.

Do This Instead!

- **Check Your Account Standing**

Visit Creator Center on a regular basis, so you always know where you stand.

- **Refresh Your Memory**

Review [TikTok Shop's Content Policies](#) before starting your quiz.

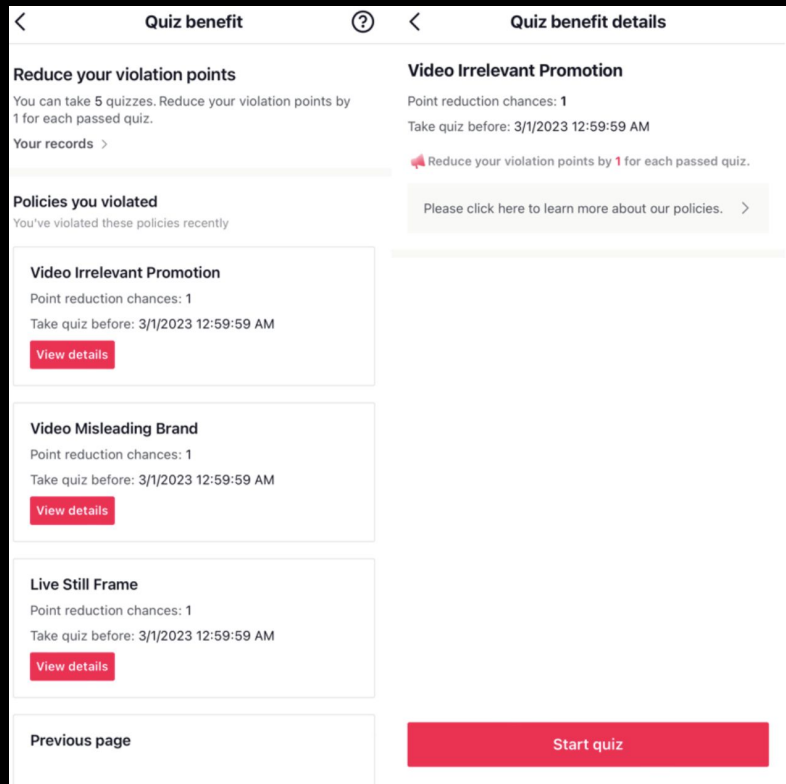
- **Remember the Format**

Each quiz consists of just 3 multiple-choice questions. (So we know you've got this!)

- **Remember Appeals and Quizzes Have Different Outcomes**

If you pass a quiz, 1 point will be removed from your total violation points. If your appeal is successful, all enforcement actions will be removed.

Let's take a look! Where to find the Creator Policy Quiz ...



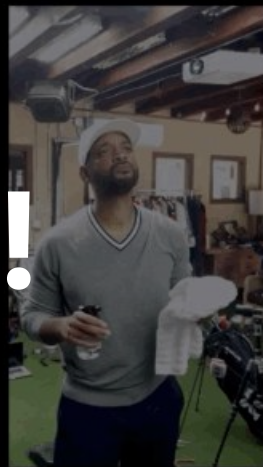
Open the TikTok app and tap **Profile** in the bottom right hand corner of the screen.

Tap the **Shopping Cart** icon, then tap the arrow to enter **TikTok Shop**.

In TikTok Shop Creator Center, scroll down and tap **Account Standing**.

Tap **Quiz Benefit**.

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ok



Thank You!