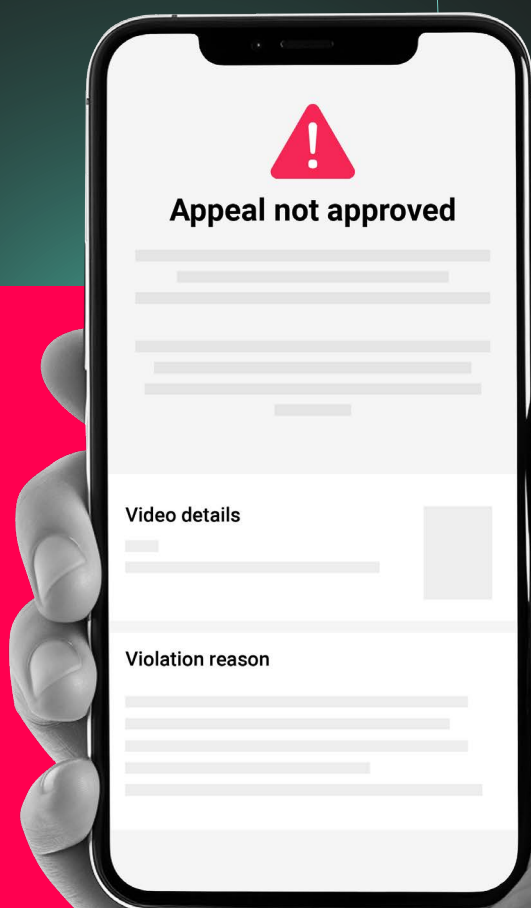




Checklist to Avoid Community Violations & Appeal Banned Video on TikTok



Welcome

To win any fight, you've got to know the rules of the game. And TikTok is no exception. With its massive audience, starting at just 13 years old, this platform doesn't mess around when it comes to its strict Community Guidelines. Tons of creators and sellers have found themselves banned or shadowbanned, watching their hard work vanish in a snap.

But don't worry, that's where our checklist comes in! After digging into countless cases of TikTok creators and sellers forced to rebuild from scratch, we've pulled together the ultimate guide to TikTok Community Guidelines, plus insider tips on what to dodge to appeal banned videos and shake off that dreaded shadowban.

With this checklist in hand, you can kick those worries to the curb and focus on what really matters: selling, creating, and stacking that cash!

What's Inside

Complete TikTok community guidelines

A breakdown of TikTok's community guidelines to keep your account safe and eligible for the For You Feed—from age requirements to prohibited topics, and authenticity.

01.

Banned words on TikTok to avoid

Avoiding banned words on TikTok is crucial to keeping your content visible and compliant. We've created a list of restricted terms you should steer clear of to prevent takedowns or account penalties.

02.

How to avoid a TikTok shadow ban

A TikTok shadow ban limits your content's reach without warning, making it nearly invisible to new audiences. Stay ahead with our checklist of do's and don'ts to avoid getting shadow banned.

03.





01.

Adhere to TikTok community guideline

TikTok's community guidelines are the backbone of a safe, inclusive, and creative space. These aren't just recommendations—they're strict rules that apply to all users, no matter your follower count or verification status.

1. Age requirements

- ✓ Ensure you are 13 years or older to create a TikTok account.
- ✗ If under 18, avoid using features restricted to 18+ users (e.g., TikTok LIVE, sending gifts, monetization).
- ✗ If under 16, don't use direct messaging or expect content to be eligible for the For You Feed (FYF).



2. Content suitability for young audiences

- ✗ Avoid posting content that could harm young people psychologically, physically, or developmentally.
- ✗ Don't post content restricted to 18+ audiences, such as:
 - Disordered eating or harmful weight management behaviors (e.g., promoting restrictive diets, steroid use, or rapid weight loss exercises).
 - Dangerous activities or challenges causing moderate physical harm (e.g., dares likely to be imitated).
 - Semi-nudity (e.g., minimal clothing covering intimate body parts).
 - Sexually suggestive content (e.g., intimate kissing, sexualized behavior, or sex products).
 - Graphic content (e.g., blood, extreme fighting, or distressing footage).
 - Gambling-related content (e.g., glamorizing gambling).
 - Alcohol, tobacco, or drug-related content (e.g., excessive alcohol use, promoting tobacco).

3. Prohibited content

- ✗ Don't post content that violates TikTok's strict "Not Allowed" rules, including:
 - Violent threats, incitement, or promotion of criminal activities.
 - Hate speech or behavior targeting protected groups.
 - Presence or support of violent/hateful organizations or individuals.
 - Youth sexual or physical abuse/exploitation (e.g., CSAM, grooming, sextortion).
 - Adult sexual or physical abuse (e.g., non-consensual acts, image-based abuse).
 - Human trafficking or smuggling activities.
 - Harassment, bullying, or doxxing.
 - Dangerous activities causing significant harm (e.g., misuse of weapons, eating harmful substances).
 - Animal abuse or trade of endangered animal parts.
 - Misinformation causing significant harm (e.g., public safety risks, health misinformation, election interference).
 - Unlabeled AI-generated content (AIGC) showing realistic scenes/people.
 - Trade of regulated goods (e.g., drugs, firearms, counterfeit items, sexual services).

4. Content moderation for For You Feed (FYF) eligibility

- ✗ Avoid the following to ensure content is eligible:
 - Unverified claims about emergencies or elections.
 - Conspiracy theories, moderate harm health misinformation, or repurposed media.
 - Tricks to boost engagement (e.g., “like-for-like” promises).
 - Unoriginal content without creative changes.
 - Undisclosed marketing content.

5. Authenticity and integrity

- ✗ Avoid label AI-generated or significantly edited content with realistic scenes/people using the AIGC label or a clear caption/watermark.
- ✗ Don't impersonate others without disclosing it's a parody/fan account in the account name.
- ✗ Avoid fake engagement tactics (e.g., buying followers, using bots).
- ✗ Don't post someone else's intellectual property without permission.

6. Commercial content

- ✓ Disclose any marketing or paid promotions using the content disclosure setting.
- ✗ Avoid political advertising or fundraising for politicians/parties.
- ✗ Don't facilitate scams, frauds, or multi-level marketing (MLM) schemes.

7. Privacy and security

- ✗ Don't share personal information (e.g., phone numbers, addresses, financial details, login credentials).
- ✗ Avoid posting hacked materials or attempting unauthorized access to TikTok's systems.

8. Public interest exceptions

- ✓ If posting potentially violative content for documentary, educational, or satirical purposes, provide clear context (e.g., captions, voiceovers) to avoid removal.
- ✓ Note that extreme harm content (e.g., suicide, youth sexual abuse) has no exceptions.

9. Account behavior

- ✗ Avoid repeated violations or single severe violations (e.g., threats, CSAM, trafficking) that could lead to an account ban.
- ✗ Don't operate accounts dedicated to prohibited activities (e.g., hate speech, spam).
- ✗ Don't use multiple accounts to circumvent bans or restrictions.



02.

Avoid banned words on TikTok

On TikTok, there are many words that can trigger a ban, and unfortunately, many creators overlook them - only to find their accounts suddenly restricted or removed.

To help you stay on the safe side, here's a list of banned words you should avoid at all costs to protect your account.

1. Committing & misleading words

Avoid making absolute or misleading claims, such as:

- × 100% effective
- × 100% authentic
- × Permanent
- × Ultimate
- × Most durable
- × Highest quality
- × 100 likes for a free product
- × Share to buy items for \$0
- × Free gifts for everyone



2. Violent, provocative, & racist language

TikTok prohibits words and phrases related to violence, hate speech, or discrimination, including:

- × Any form of slurs or slur-adjacent terms
- × Racist, sexist, or offensive language
- × Harassment-related terms

3. Weapons & dangerous content

Words linked to violence, weapons, or dangerous activities are restricted:

- × Gun
- × Knife
- × Explosive
- × Dangerous stunt

4. Drug & addictive substances

Any reference to drugs, smoking, or addictive substances is not allowed:

- × Cigarette(s)
- × Weed
- × Narcotic

5. Sensitive content related to death & harm

TikTok restricts words that relate to death, self-harm, or violence:

- × Dead
- × Kill
- × Suicide

6. Child-related words

Due to child safety policies, content mentioning or involving minors is closely monitored:

- × Words related to child exploitation
- × Sensitive discussions involving minors

7. Obscene & sexual language

Explicit language, sexual terms, or related symbols are strictly banned:

- ✗ Any word related to sex (e.g., penis, vagina)
- ✗ Inappropriate slang
- ✗ Curse words
- ✗ Swear words

8. Words associated with risk & danger

TikTok prevents content promoting unsafe activities:

- ✗ Risky challenge
- ✗ Extreme stunt

9. Randomly flagged words

Some words are unexpectedly restricted, including:

- ✗ Bean
- ✗ Thick
- ✗ Idiot



03.

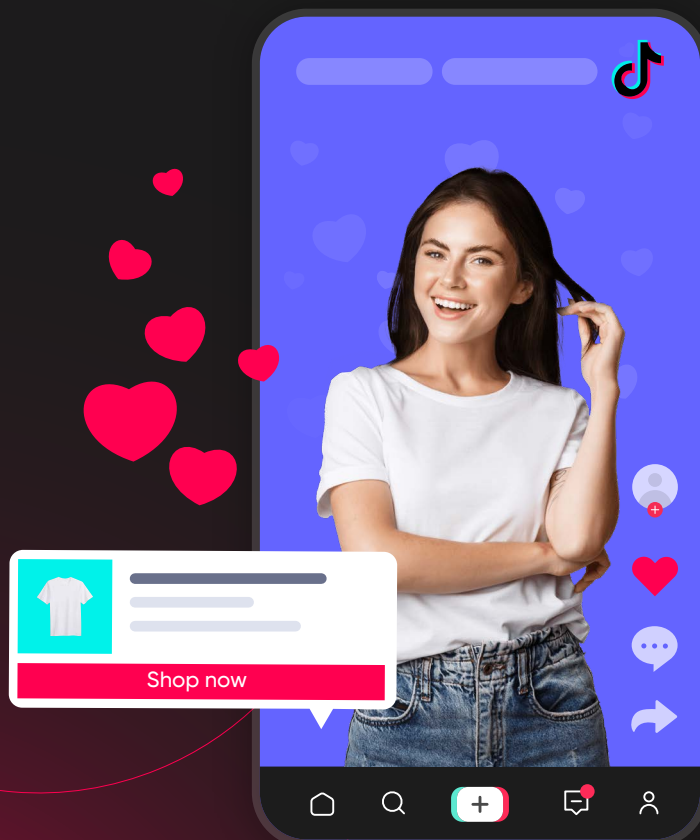
How to Avoid a TikTok Shadow Ban

A shadow ban on TikTok happens when your content's reach is restricted without any notification. Your posts won't appear on the For You page or reach new audiences, making it feel like you're posting into thin air.

No creator wants to face a TikTok shadow ban. Since TikTok won't alert you if it happens, it's important to be mindful of your activity.

Here's a list of things to avoid to keep your content visible:

- ✗ Don't violate TikTok's community guidelines.
- ✗ Don't post the same videos across multiple accounts.
- ✗ Don't delete videos - set them to private instead.
- ✗ Don't constantly switch niches.
- ✗ Don't use third-party tools to boost engagement artificially.
- ✗ Don't spam messages or excessive promotional content.
- ✗ Don't post copyrighted content, including music or watermarked videos.



If you're a NEW ACCOUNT:

- Avoid posting for **2-3 days** after creating your account.
- During this period, **scroll through your For You Page, save videos, and share them with friends. Avoid spammy engagement** like mass liking or commenting, as this can resemble bot behavior.
- After the 2-3 day waiting period, **post only once every 24 hours.** Posting too frequently in a day can trigger a shadow ban.
- **If you made a mistake in a post, don't repost immediately,** even if you delete or private the video, it still counts as a post within the 24-hour window. **If you must repost, edit the content to make it different.**
- **After 1-2 weeks of posting once daily, you can increase to 2-3 posts per day.** However, avoid rushing - continue engaging with content authentically.
- If you increase to 2 posts per day and receive 0 views, **return to one post per day for another 5-7 days** before attempting again.

It's time to make the most of TikTok!

“ Avoiding community violations and knowing how to appeal banned videos is just the starting line for launching your TikTok career. Prevention is always better than a cure, and that's the golden rule here.

By staying on top of TikTok's Community Guidelines and keeping this checklist handy, you're setting yourself up to sidestep those pesky bans and shadowbans before they even happen. This means less time stressing over fixes and more time focusing on what you're here for: growing your audience, boosting your brand, and raking in those sales.

So, take a deep breath, double-check your content against these tips, and feel confident knowing you're building a TikTok presence that's not just creative but also compliant.

Good luck, and happy selling! ”



Kevin Nguyen
CEO of LitCommerce



**Thanks
for Reading!**

The background is a dark navy blue. In the top right corner, there is a large teal circle. A teal arc, part of this circle, is positioned above the word 'Thanks'. In the bottom left corner, there is a large red arc. Various small symbols are scattered across the background: a teal comma-like symbol near the top teal circle, a grey comma-like symbol to the left of the teal arc, a white comma-like symbol below the grey one, a grey plus sign to the right of the teal arc, a red plus sign near the bottom red arc, and a small grey dot in the bottom right corner.