



TikTok update and statistics on Covid-19 disinformation for period July-August 2020

TikTok is the fastest growing destination for short-form video. Our mission is to inspire creativity and instil joy. TikTok has [a strict set of community guidelines](#) and we recently established [a Trust and Safety centre in Dublin](#), which leads the development of our policies and the moderation of content for Europe.



Responding to Covid-19

In response to the European Commission's Communication of 10th June on the EU's fight against Covid-19 disinformation, we have been taking proactive steps to:

1. Provide information to our users from authoritative sources and direct users towards that authoritative information
2. Work with Member States on campaigns to raise public awareness in this area
3. Promote positivity among our community
4. Restrict advertising to trusted sources
5. Offer financial support to frontline healthcare workers, educators and local community groups
6. Remove misinformation, including medical misinformation

It is in relation to this last category of action - misinformation - that we now submit this report and related statistics.

Removing disinformation

Our latest [Transparency Report](#) provides data to understand the type of content that is most frequently removed from TikTok. While we already had rules in place to remove misleading or harmful content, we added further policy clarifications in early March to tackle Covid-19 misinformation. Although we have seen only a very small proportion of content promoting Covid-19 misinformation on TikTok within Europe - and even less during this reporting period as compared to the beginning of the pandemic - we continue to be vigilant in this area to ensure that our community is protected from those that seek to spread misinformation.

TikTok only allows videos containing medical information if they have been verified by a medical professional as part of an established partnership and using our platform policies, and we have adopted a strict medical misinformation stance on misleading health claims,



removing dangerous content. We have also tagged all videos which have words, hashtags or music related to Covid-19, attaching a 'sticker' to those videos with a message *'Learn the facts about Covid-19'* that redirects the user to verifiable, trusted sources of information such as government information, or information provided by the WHO or Red Cross. We have now applied this banner to over 7 million videos in Europe. For all of this work, we use both fact checkers and a combination of machine and human moderators.

Below are statistics for actions taken under the identified categories. We present this information for four of our largest markets within Europe, where some level of activity is evident and recognising that overall, our platform is not experiencing high activity in this area. In particular, we have seen no Coordinated Inauthentic Behaviour on our platform.

Number of COVID-19 notice tag videos				
Month	Italy	Spain	France	Germany
July 2020	8493	14518	7000	14195
August 2020	6899	15285	8752	10960
Total (Jul-Aug)	15392	29803	15752	25155

Number of violation videos with the term "Coronavirus" or "Covid" [videos removed]				
Month	Italy	Spain	France	Germany
July 2020	88	133	79	49
August 2020	108	133	122	68
Total (Jul-Aug)	196	266	201	117



Number of medical misinformation videos [videos removed by moderation]				
Month	Italy	Spain	France	Germany
July 2020	30	42	29	47
August 2020	30	62	40	90
Total (Jul-Aug)	60	104	69	137

TikTok believes that industry co-operation and increased transparency are vital in stemming the spread of disinformation online, and looks forward to continuing to engage with the European Commission and industry peers on this topic.

