



EU Code of Practice on Disinformation / Covid-19

TikTok Update and Statistics for September 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.

TikTok's General Approach to Covid-19

TikTok is continuing its efforts to tackle disinformation in the context of the COVID-19 pandemic, as a signatory of the EU Code of Practice on Disinformation and in supporting the European Commission's monitoring and reporting programme set out in the Joint Communication “Tackling COVID-19 Disinformation - Getting the Facts Right”.

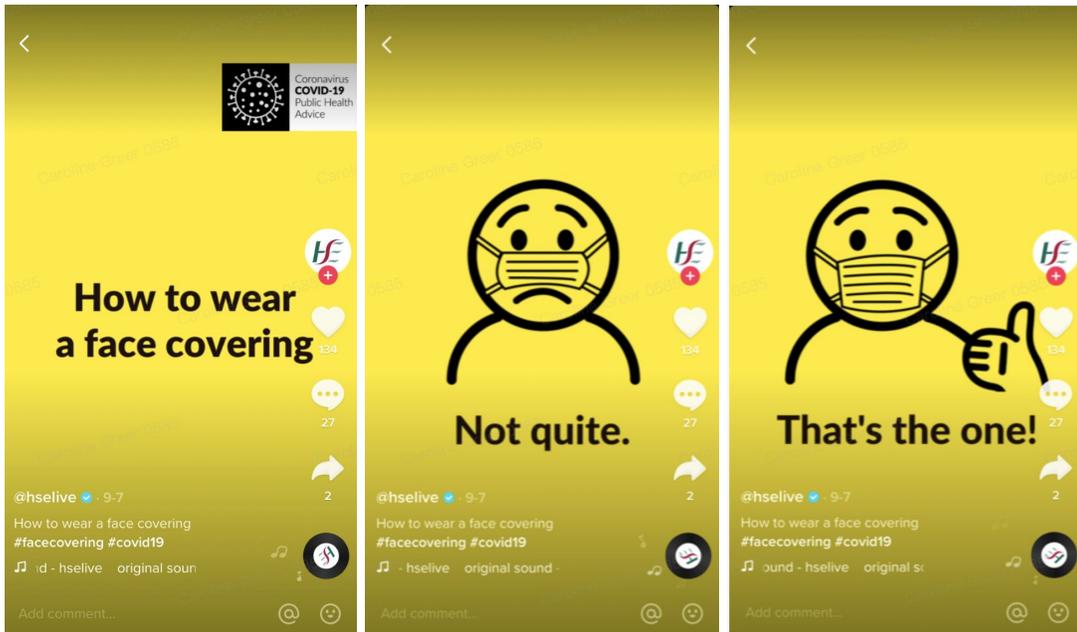
Our efforts form part of our broader commitment to provide a safe and joyful space for the TikTok community to create and discover content, to engage and interact. It is in that context that we have posted videos on the @tiktoktips account with a view to helping users separate fact from opinion and to spot potential bias in the content that they view. Leveraging these videos, we also provide users with information on how to distinguish reputable sources from questionable ones.

In the context of COVID-19, our platform initiatives follow these action lines:

1. Work with EU Member States on campaigns to raise public awareness
2. Provide access to authoritative content sources
3. Remove disinformation and medical misinformation
4. Restrict advertising to trusted sources
5. Offer financial support to frontline healthcare workers, educators and local community groups
6. Promote positivity among our community

EU Member State Campaigns to Raise Public Awareness: Ireland and Spain

TikTok has been working with the Irish Health Executive to help raise awareness on how citizens can keep safe during the COVID-19 pandemic. This educational initiative has continued throughout the month of September:



<https://www.tiktok.com/@hselive>

The Spanish Ministry of Health joined TikTok in September and has been using its account to promote a variety of informational messages related to COVID-19:



<https://www.tiktok.com/@sanidadgob>

Access to Authoritative Content Sources: TikTok's Fact-Checker Network

We are working to refine our processes and to deepen our network of global and local fact-checkers, for medical and scientific fact-checking. Existing partners include AFP, Lead Stories and Science Feedback.

We are aware that there may be a rise in vaccine misinformation as the world comes closer to finding a COVID-19 vaccination, and we aim to help combat this by working with organisations with expertise in this area. We expect to have more updates on our work in this area shortly.

Metrics for September 2020 - Disinformation and Medical Misinformation

We continue to see relatively low levels of Covid-19 disinformation on TikTok within the EU, as demonstrated by the statistics below. However, we remain vigilant as we are mindful that dis- and misinformation types may evolve as we progress through the various stages of the pandemic towards the vaccination stage.

We have 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.

TikTok will submit videos containing suspected medical misinformation to fact-checker partners specialised in medical and scientific misinformation (those agencies mentioned

above: AFP, Lead Stories and Science Feedback). We have adopted a strict medical misinformation stance on misleading health claims, removing dangerous content.

Below are statistics for actions taken under the identified categories. We present this information for four of our largest markets within the EU, 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 meaningful Coordinated Inauthentic Behaviour as related to misinformation and COVID-19 over the last month.

September Statistics	Italy	Spain	France	Germany
Number of Covid-19 notice tag videos	7847	17825	12125	9461
Number of violation videos with term “coronavirus” or “covid”	160	160	157	63
Number of medical misinformation videos	51	54	42	55

Continued Engagement

TikTok believes that increased transparency and a strong network of partners is vital in stemming the spread of disinformation online, particularly during this global public health crisis. We continue to seek out innovative solutions to help address the challenge and to move expeditiously to address any problematic content on our platform.

We look forward to continuing to engage with the European Commission and industry peers on this important topic, and to exchange on best practices.