



### **Keeping South Africans safe on the build up to the elections.**

Millions of users in South Africa use TikTok every day, many of whom will vote in national elections. Later this month, we will launch an Election Centre in-app for South Africa to ensure people can easily separate fact from fiction. Working with the Independent Electoral Commission and civil society organisations, the Election Centre will be a place where our community can find trusted and authoritative information.

This initiative is just one element of a wider strategy to ensure that TikTok remains a creative, safe, and civil place for our community during the election period.

### **Enforcing our policies**

We have dedicated teams who, alongside technology, ensure that we are consistently [enforcing our rules](#) to detect and remove misinformation, covert influence operations, and other content and behavior that can increase during an election period.

- **Countering misinformation:** In Q4 2023, 99% of all the content we removed for election and civic misinformation was taken down before it was reported to us. We have specialised misinformation moderators who are given enhanced tools and training to detect and remove violative content, as well as teams on the ground who partner with experts to ensure local context and nuance is reflected in our approach.
- **Fact-checking:** In South Africa TikTok works with Code for Africa, our fact-checking partner, who supports us to assess the accuracy of content in multiple official languages, and we label any claims that cannot be verified.
- **Investing in media literacy:** In preparation for the South Africa elections, we worked with Africa Check to create media literacy campaigns to counter misinformation. We have produced videos in English, Afrikaans, Zulu, Xhosa, sign language and all videos come with English subtitles.
- **Deterring covert influence operations:** Deceptive actors do sometimes try to target online platforms during elections, and we have dedicated experts working to detect, disrupt, and stay ahead of deceptive behaviors. We report the removals of covert influence networks in our quarterly [Community Guidelines Enforcement Reports](#).

- **Tackling misleading AI-generated content:** AI-generated content (AIGC) brings new challenges around misinformation, which we've proactively address with firm rules and new technologies. We do not allow manipulated content that could be misleading, including AIGC of public figures if it depicts them endorsing a political view. We also require creators to label any realistic AIGC and recently launched a first-of-its-kind tool to help people do this. Additionally, alongside 20 other leading tech companies, we recently pledged to help prevent deceptive AI content from interfering with this year's elections through proactive collaboration. As technology evolves in 2024, we'll continue to improve our policies and detection while partnering with experts on media literacy content that helps our community navigate AI responsibly, including working with industry through content provenance partnerships.

### **Directing people to trusted information.**

TikTok, together with other Tech platforms and non-profit organisation, Media Monitoring Africa, have partnered with The Electoral Commission (IEC) to curb disinformation ahead of South Africa's 2024 National and Provincial Elections.

Additionally, we will launch a dedicated election centre for the South African elections that will be available in various local languages, which will feature authoritative election information and link to the South Africa Electoral Commission website.

Users searching for election related videos will be directed to the Election Centre. All election related videos using popular election hashtags will also be labelled and redirect users to the Centre.

We collaborated with Africa Check to produce educational videos for users to think critically about the information they consume. These videos aim to empower TikTok users with skills to verify information, encouraging them to fight misinformation and educating them on the impact of mis-and disinformation on democracy and voting.

We also partnered with the South African Human Rights Commission (SAHRC) and through our election Centre we will urge users to follow our community guidelines.

## **Tailoring our approach to accounts belonging to politicians, political parties and news outlets**

TikTok is an entertainment platform defined by the diversity of our community and the content they enjoy. Some political parties and politicians are on the platform. Accounts belonging to politicians and institutions provide the electorate with another route to access their representatives, and additional trusted voices in the shared fight against misinformation. While verification is optional, we strongly recommend that accounts belonging to Government, Politician, and Political Party Account, get verified. These account holders can apply in-app for verification.

We recognise that there is appetite for such accounts and content, and like anybody in our community, we welcome such expression as long as it does not violate our Community Guidelines. We do take a specific approach to these accounts, guided by maintaining both the integrity of the platform and safety of the people who use it.

We have a long-standing policy of not allowing [paid political advertising](#), and accounts belonging to [politicians or political parties](#) are not able to advertise or make money on TikTok.

Accounts belonging to politicians, political parties, governments and news organisations also play a unique role in civic discourse, and while we remove their violative content like we do for anyone else, we also apply more nuanced [account enforcement policies](#) to protect the public interest. For example, if such an account were to post content promoting misinformation that could undermine a civic process or contribute to real-world harm during an election period, we may restrict that account from posting content for up to 30 days, in addition to removing the content for breaking our rules.

### **Protecting high risks groups.**

Anyone can report content in-app that they feel breaks our rules, and we will take action if we find these videos or accounts to be violative. In addition, through our global Community Partner Channel, we provide selected organizations an additional route for reporting content that they believe violates our Community Guidelines so that it can be reviewed by our teams. To date, more than 400 organizations who specialize in a range of safety issues use our Community Partner Channel around the world.

Our work to keep TikTok safe has no finish line, and we will invest over \$2bn globally this year to further strengthen our trust and safety efforts. We will continue to partner with experts across the region to ensure that our approach evolves to address emerging challenges or threats.