

TikTok's Political Advertising Policy

More than 1 billion people rely on TikTok to express themselves, share their talents, enjoy entertaining content, and engage with a diverse community. At TikTok, users can share political content organically as long as it's in the line with our **Community Guidelines**. However, we do not allow paid political advertising because the nature of paid political ads is not something we believe fits the TikTok platform experience.



Our approach to political ads

Content-Level Restrictions

TikTok prohibits the following activities on its platform:

Paid Political Advertising:

- Paid advertisements that reference, promote or oppose public officials, political candidates, and political parties.
- Paid advertisements that advocate for or against policy initiatives, government policies, or political systems.

These restrictions apply to **all accounts**:

Branded political content:

Creators being compensated to produce political content or other promotional materials.

Account level restrictions

In addition to our paid political advertising policy, the following individuals and entities are not allowed to advertise on our platform:

- Current executive, legislative, or judicial public officials.
- Current candidates or nominees for executive, legislative, or judicial public offices.
- Political parties and individuals currently holding leadership positions in political parties.
- Royal Family members with current official government capacities.
- Political Action Committees (PACs) or any country-specific equivalents, including political campaign organisations.
- Entities or individuals acting on behalf of prohibited advertisers.



Governments, Intergovernmental Entities, and Electoral Management Bodies

While paid political advertising is prohibited, TikTok recognizes that government entities, intergovernmental entities, and official entities overseeing elections and referendums may wish to communicate important messages to the TikTok community through advertising. Eligible advertisers must work directly with a TikTok Sales Representative, complete our certification process before launching any advertising campaigns, and are limited to approved categories.

Permitted activities include:

- **Tourism and Culture:** Promoting tourism, cultural, or entertainment initiatives.
- **Significant Public Interest:** Promoting a significant public interest relating to the welfare or wellbeing of the general public, such as public health, safety, or education. These ads can only be targeted within the home region of the advertiser.
- **Employment or Volunteer Opportunities:** Promoting employment or volunteer opportunities. These ads can only be targeted within the home region of the advertiser.
- **Non-Partisan Election Information:** Only official entities responsible for overseeing elections are eligible to advertise about elections and referendums. These ads are limited to the procedures and methods for participating, including logistical information, voter registration, promoting participation and recruiting for election related employment or volunteer opportunities.

For more information on TikTok's policies and guidelines, please visit our **Support center**.