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Community Guidelines & Avoiding Violations

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Note: All smartphone instructions are for iPhone so **clients** should contact us for Android instructions – for liability reasons, we are unable to provide technical instructions or other guidance to **non-clients**. All **web addresses** below are **clickable links**.

Scam Alert: As opposed to an **in-app notification**, if you receive a **direct message** or **email** stating you have violated community guidelines and asking to provide personal or account information, click on a link, visit a website, or call a phone number it could be a scam. Instructions on how to respond to alleged violations are in **Section III**.

I. Possible Penalties for Violating Guidelines:

- A. Your content being hidden, reduced in visibility, or removed. **Note** – Platforms don't always alert users of violations so be on the lookout for:
 - 1. Sudden drops in engagement with your content.
 - 2. Your posts not appearing in followers' feeds.
 - 3. Your posts not appearing in hashtag searches.
- B. Your content and/or account's ineligibility for recommendation to other users.
- C. Account **restrictions**: Certain features are disabled.
- D. Account **disablement**: Temporary or permanent loss of account access.
- E. **Strikes** against your account (discussed below).
- F. **Facebook, Instagram, & Threads**: Depending on the severity of an alleged violation, a **strike** may be applied to your account or it could be immediately restricted or disabled.
 - 1. Brief description of **strikes**:
transparency.meta.com/enforcement/taking-action/counting-strikes/
 - 2. Account **restrictions** and more about the **strike system** (including for Facebook Pages and Groups you manage):
transparency.meta.com/enforcement/taking-action/restricting-accounts
 - 3. Account **disablement**:
transparency.meta.com/enforcement/taking-action/disabling-accounts/
- G. **TikTok**
 - 1. **Strike System**:
support.tiktok.com/en/safety-hc/account-and-user-safety/content-violations-and-bans
- H. **X**
 - 1. X Rules: help.x.com/en/rules-and-policies/x-rules

2. X Enforcement Options: help.x.com/en/rules-and-policies/enforcement-options

I. YouTube

1. **Strike System:**

support.google.com/youtube/answer/9235777?hl=en&ref_topic=9387060&sjid=7526535533542009870-NA#zippy=

2. Changes to Account Standing as a result of **strikes**:

support.google.com/youtube/answer/2797387?hl=en&sjid=16857431161607816103-NA

J. LinkedIn

1. Penalties based on violation type:

linkedin.com/help/linkedin/answer/a1340522?hcppcid=search

III. Violation Notifications & How to Dispute: As opposed to an **in-app notification**, if you receive a **direct message** or **email** stating you have violated community guidelines and asking to provide personal or account information, click on a link, visit a website, or call a phone number, it could be a scam – instead, check for violation notifications and contact customer support through the app (instructions below). **Note:** It is critical to respond to violation notices as soon as possible to avoid your account from being **restricted** or **disabled**.

A. **Facebook:** If you receive an **in-app** notification or email about a violation, visit the **Support Inbox** to resolve the matter. It's critical to first turn on **notifications** for your **Support Inbox** to stay informed of suspected violations and to correspond with the Help Team regarding your account.

1. Turn on Support Inbox **notifications** on **iPhone**: Tap Profile icon in bottom right corner of home screen→scroll down to Help & Support→Support Inbox→select gear icon in top right corner→make sure Notifications is toggled on.
2. Turn on Support Inbox **notifications** on **computer**: Click on Profile icon in top right corner of home screen→scroll down to Help & Support→Support Inbox→select gear icon in top left corner→make sure Notifications is toggled on.
3. Accessing violation notifications in **Support Inbox** on **iPhone** and **computer**: Go to Support Inbox→Your Alerts (any violation notices with an option to dispute are here, along with any content that has been removed or account **restrictions**).
4. Check for reported violations of Facebook **business page (iphone and computer)**: First, ensure you are logged in as the page itself→go to the page→select gray button with 3 dots under cover photo→select **Page Status**.
5. Check for reported violations of **Groups** you manage: First, ensure you are

logged in as the profile or page used to manage the group and then check **Group Status**:

- a. **iPhone**: Tap Profile icon in bottom right corner of home screen→select Groups→Your Groups→select the group you want to check under “Groups You Manage”→select blue Manage button→under Tool shortcuts, select **Group Status**.
- b. **Computer**: Select gray button with 3 dots under cover photo→**Group Status**.

B. **Instagram**: if you receive an **in-app** notification or email about a violation, check your **Account Status** on smartphone or computer: Go to Settings→select Account Status in the “More Info. and Support” section – here you will see any violations with an option to dispute and any removed content or account **restrictions** – it may also indicate if your content is eligible for recommendation to other users. To communicate with Instagram about violations, it’s critical to turn on push and email notifications for **Support Requests**:

1. Support request **push notifications** (iPhone): Settings→Notifications→From Instagram→Support Requests→select On.
2. Support request **email notifications** (iPhone): Settings→Notifications→Email Notifications→Support Requests→select On.
3. Support request **push notifications** (computer): Settings→Notifications→Push Notifications→ Support Requests→select On.
4. Support request **email notifications** (computer): Settings→Notifications→Email Notifications→ Support Requests→select On.

C. **Threads**: Any issues or violations related to your Threads account are reflected in your Instagram **Account Status**.

D. **TikTok**: if you receive an in-app notification or email about a violation, check your **Account Status** on iPhone by tapping Settings and Privacy→Support→Safety Center→**Account Status** (violations are listed here with an option to dispute). **Note**: Your content may be excluded from the **For You Feed (FYF)** even if you haven’t violated community guidelines and TikTok may not notify you of such exclusions so be sure to regularly check the analytics of your videos: on iPhone, select a video→More Insights (if a video has been excluded from **FYF**, a message may appear here with an option to appeal).

E. **X**: If you are suspected of violating guidelines, you may receive an in-app notification or email about the violation or your account may be immediately **restricted** or

disabled:

1. **Locked or Restricted Accounts:**

help.x.com/en/managing-your-account/locked-and-limited-accounts

2. **Suspended Accounts:**

help.x.com/en/managing-your-account/suspended-x-accounts

F. **YouTube:** If you are suspected of violating community guidelines, you may receive an in-app notification or email about the violation, the consequences, and what to do next:

1. Appeal a Community Guidelines **strike** or video **removal**:

support.google.com/youtube/answer/185111?sjid=16857431161607816103-NA

2. Resolve a **copyright strike**:

support.google.com/youtube/answer/2814000?sjid=16857431161607816103-NA#zippy=%2Cresolve-a-copyright-strike

3. Appealing channel or account **terminations**:

support.google.com/youtube/answer/2802168?hl=en

G. **LinkedIn:** You should receive an in-app notification if you are suspected of violating community

guidelines – if you are not provided with an option to dispute the violation through the app, create a support ticket with LinkedIn Support:

<https://www.linkedin.com/help/linkedin/solve>

IV. Avoiding Violations

- A. Regularly review published Community Guidelines (links to guidelines are in **Section V.**).
- B. Complete email address or mobile number verification to avoid account deletion.
- C. **Engagement Limits:** If you are prevented from performing certain actions such as following users but don't receive a violation notification, you've likely hit an hourly, daily, or weekly limit. For hourly and daily limits, refrain from using the platform for 24 - 48 hours to allow the limits to reset – for weekly limits, you may need to wait up to 7 days (Specific limits are addressed in the **Engagement Limits handout** provided to you separately).
- D. Make sure music in your posts doesn't violate intellectual property rights – you can do so by restricting songs in your posts to the **music libraries** of each platform (**X** and

LinkedIn have no music libraries as of 2/09/2025 so we advise adding royalty-free music to videos before uploading them).

- E. **Inactivity Policies:** In addition to limiting your content's reach, prolonged account inactivity can result in an account being restricted or permanently disabled, and we advise logging into all your accounts at least 3 times per month to stay on the safe side.
1. **Facebook, Instagram, Threads, and LinkedIn** don't specify a precise duration of inactivity that triggers the deletion or deactivation of an account as of 2/09/2025.
 2. **TikTok:** According to TikTok's website as of 2/09/2025, "If an account remains inactive for 180 days or more, the username may be reset to a randomized numeric username."
 3. **X:** According to X's website as of 2/09/2025, "To keep your account active, be sure to log in at least every 30 days. Accounts may be permanently removed due to prolonged inactivity."
 4. **YouTube:** YouTube requires a Google account and, as of 2/09/2025, Google states on its website that, "Google reserves the right to delete an inactive Google Account and its activity and data if you are inactive across Google for at least two years."
- F. Don't use **Engagement Bait**, defined as content that incentivizes or manipulates users to interact with a post through likes, comments, shares, or other actions in a misleading or exaggerated way – however, asking for likes, shares, and comments is fine as long as it's relevant to your content and is not done in a spammy way. Specific to the comments section, it's fine to, for example, ask people to share their experience with kidney disease in the comments if it is relevant to your content. **Examples of engagement bait include:**
1. **Vote-Baiting:** Asks users to vote using reactions or comments (e.g. "React with a **heart** for option A or a **like** for option B!").
 2. **Conditional Engagement:** Requires users to perform certain actions to access further content or information (e.g. "Tag a friend or share this video to learn more about John's CKD journey").
 3. **React Baiting:** Incentivizes users to engage with content such as winning a prize or receiving more content (e.g. "Like this post to receive a badge").
 4. **Tag-Baiting:** Encouraging users to tag friends in the comments section (e.g. "Tag a friend who may be interested in donating a kidney!").

G. Don't engage in behavior or use automated software programs (known as bots) that could be flagged as spam, including:

1. Performing actions in large numbers and/or in rapid succession within a short period rather than at a natural pace. It also helps to first engage with the content of the person or page you friend/follow or group you join – also, mix your activities (e.g. watching videos most of the way through, liking, and commenting) to show you are a real user.
2. **Tagging** a large number of people, entities, pages, groups, or channels beyond the limits specified in our **Engagement Limits** handout, especially if they're not relevant to the content – only tag individuals and entities whom you are confident will not report the tag as spam. **Note:** Not to be confused with hashtags, YouTube allows you to add descriptive tags (referred to as **metadata tags**) to your videos which should only be relevant to your content and should not exceed the limit listed in the **Engagement Limits** handout.
3. Using the **@followers** feature – this tags all of your followers in a post which could be flagged as spam by the algorithm and/or your followers.
4. Posting the same or very similar content within the same account or repeatedly across different accounts.
5. Sharing or posting links and/or content irrelevant to a discussion, including within groups or on others' pages – it's critical to first review **group** and **page rules**, including any rules prohibiting the posting of certain subject matter such as your need for a living kidney donor since some groups/pages explicitly prohibit this.
6. Sharing or posting links that lead to promotional or low-quality sites.
7. Sharing a large volume of content from other websites or sources within a short period, including links to external websites, articles, and other non-original content. Such behavior could be flagged as spam.

H. Don't Use Too Many Hashtags: Doing so can result in your content being flagged as spam. Our suggested hashtag limits are on the **Engagement Limits** handout.

I. Use Relevant Hashtags: Ensure hashtags are relevant to the content you're posting to avoid being flagged as spam.

J. Don't use restricted or banned hashtags: You'd be surprised which hashtags are restricted or banned and, most importantly, it can vary daily (e.g. #cancer was restricted on Instagram at one point and #snapchat was banned on Instagram as of 8/7/2024).

Signs a Hashtag is restricted or banned include:

1. **No Suggestions Appear:** The hashtag doesn't appear as a suggestion in the

search bar or within a post once you start typing it.

2. **Community Guidelines Notice:** When searching for a hashtag, you get a notice that posts using the hashtag are hidden because they don't meet community guidelines.
3. **Lack of Recent Posts:** A search of the hashtag displays fewer or no recent posts, even though it might have been popular before.
4. **Unexpected Drop in Engagement:** If you've been using a particular hashtag regularly and notice a sudden drop in engagement, this could be a sign that the hashtag has been restricted or banned.

V. Staying Updated on Community Guidelines

A. Facebook Community Standards:

<https://transparency.meta.com/policies/community-standards>

1. Enable "Other Notifications" in your notification settings.
2. You may also check for updates in the **Meta Newsroom** at <https://about.fb.com/news/> or the **Meta Blog** at <https://www.facebook.com/formedia/blog>.
3. If you don't mind receiving some emails unrelated to community standards for your **business page**, subscribe to receive email notifications from **Meta Business**: <https://www.facebook.com/business> → near the bottom of the page you will see a blue subscribe button.

B. Instagram & Threads Community Guidelines:

https://help.instagram.com/477434105621119?helpref=faq_content

1. Enable **Instagram** notifications for Product Announcements, News, and **Support Requests** – having support requests enabled is critical for staying in touch with Instagram Support. (**Note:** News notifications can only be enabled for email, not for push notifications).
2. Enable **Threads** notifications for Product Announcements and Daily Digest.
3. You can also check for updates in the **Meta Newsroom** at <https://about.fb.com/news/> or on **Instagram's Blog** at <https://about.instagram.com/blog/announcements>.

C. TikTok Community Guidelines: <https://www.tiktok.com/community-guidelines/en>

1. Enable notifications for Newsletters and Product Updates.
2. Check TikTok's **Newsroom**: <https://newsroom.tiktok.com/en-us>

D. X Community Guidelines: <https://help.x.com/en/rules-and-policies>

1. Enable notifications for “News About Updates to X Products and Features”
2. Check X’s blog: https://blog.x.com/en_us

E. YouTube Community Guidelines:

<https://www.youtube.com/howyoutubeworks/policies/community-guidelines/>

1. In the **YouTube app** on iPhone, go to Settings→Notifications→toggle on Product Updates and in the **YouTube Studio** app on iPhone, select your profile photo in the top right hand corner→Settings→Push Notifications→toggle on “Policy”.
2. Check YouTube’s blog: <https://blog.youtube/>

F. LinkedIn Community Guidelines:

<https://www.linkedin.com/legal/professional-community-policies>

1. LinkedIn may send in-app notifications about significant updates to their guidelines.
2. Check LinkedIn’s blog: <https://www.linkedin.com/blog/member>