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Google Employee
Camilla (TeamYouTube)

1 day

Announcement: Strengthening enforcement of our Community Guidelines 35 Replies

Last edited 1 day ago

Hi everyone,

YouTube's [Community Guidelines](#) set the rules of the road for what we don't allow on YouTube and not only apply to videos but all content, including comments, thumbnails, links, posts, live chat, etc. For example, we do not allow pornography, incitement to violence, harassment, or hate speech in any form on YouTube. We rely on a combination of people and technology to flag inappropriate content and enforce these guidelines (learn more about how that works [here](#)). "Enforcement" refers to actions that YouTube takes to uphold our Community Guidelines – for example removing and issuing a strike for a video that violates our policies.

Through community feedback, we've identified areas where we can strengthen enforcement and/or clarify our policies to better protect the YouTube community from people who abuse the platform. Based on this, we're sharing reminders and ramping up enforcement across a few key areas outlined below.

- **Custom thumbnails:** Reminder – all [custom thumbnail images](#) must follow our Community Guidelines. Selecting a thumbnail that egregiously violate policies (e.g., containing pornography or graphic violence) will now result in a [Community Guidelines strike](#), even if the video does not violate our policies. Multiple strikes will result in the loss of your channel's custom thumbnail privileges and three strikes in 90 days will result in account termination. [Read more in this Custom Thumbnail Policy](#).
- **External links:** Reminder – all [external sites you link to](#) from YouTube must follow our Community Guidelines. Adding links to external sites that egregiously violate our policies (eg., pornography, malware, or spam) will now result in a [Community Guidelines strike](#). Receiving three strikes in 90 days will result in account termination. [Read more in this External Link Policy FAQ](#).
- **Dangerous challenges and pranks:** Reminder – content that encourages violence or dangerous activities that may result in serious physical harm, distress or death violates our [harmful and dangerous policy](#), so we're clarifying what this means for dangerous challenges and pranks. YouTube is home to many beloved viral challenges and pranks, but we need to make sure what's funny doesn't cross the line into also being harmful or dangerous. We've updated our external guidelines to make it clear that we prohibit challenges presenting a risk of serious danger or death, and pranks that make victims believe they're in serious physical danger, or cause children to experience severe emotional distress. [Read more in this Dangerous Challenges & Pranks FAQ](#).

We know transparent communication is important, so we're announcing these changes today alongside a "grace period" to allow time to review the updates and make changes to your content.

In the following two months as we ramp up enforcement, content that violates our Community Guidelines related to custom thumbnails, external links, challenges, and pranks will be removed but the channel will not receive a strike. Content that was posted prior to these enforcement updates may be removed, but will not receive a strike.

Camilla
Community Manager, TeamYouTube

Details
[Policy, safety, and copyright](#), [Desktop](#), [Creator](#)

Me too! (442)

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Community content may not be verified or up-to-date.

All Replies (35)



Majnu Masum

1 day

Nice Updates



Coen Naninck

1 day



U [User 6904991209522913899](#)

1 day

Cool experience

U [User 13817553327983458712](#)

1 day

For the good of all! Thumbs up!

M [Majnu Masum](#)

1 day

Thnx team Google

H [Hi MyGameis](#)

1 day

Sooooo... what about video games? If a thumbnail shows a violent video game I can get a strike? I just want to understand this correctly.

T [Trance Classics](#)

1 day

A prank that makes someone think they're in serious danger (when in fact they aren't), can be funny as hell. Does that mean clips like Jackass's... '911 Terror Taxi' for example will be getting blocked as the victim thinks he's in serious danger, but in reality isn't at all?

Ridiculous pandering to all the snowflakes out there in todays offended age.

Last edited 1 day ago

I [I Love Tansyong TV](#)

1 day

Seems that Youtube need more employees to assist the massive appeal if this will be implemented since the AI is not working properly and accurately.

U [User 1912841055756959113](#)

1 day

Yeah! Make YouTube great again!

25 more



This has been flagged as off topic.

This question is locked and replying has been disabled.