

TikTok School Accounts – How POSH can help

In response to the recent increase of fake/ parody school accounts on TikTok being reported by schools up and down the UK, we have worked with the platform to make the [Professionals Online Safety Helpline](#) (POSH) the reporting channel for UK schools and can now make reports on schools behalf.

To ensure the helpline only escalate content that violates TikTok's community guidelines relating to impersonation and fake accounts we will only be escalating accounts that breach the guidelines relating to [integrity and authenticity](#). This reporting route cannot be used for other violations currently.

In order to make sure that we only escalate content that falls into the remit which TikTok will action we've outlined what type of content we can and can't report below

We will escalate content for removal where one or more of the following criteria apply:

- There is a clear link to the school causing a reputational issue
- The school logo is being used without permission
- Images and videos of school staff/ pupils are posted without consent
- There are clear bullying or harassment of staff or pupils resulting in an offline safety concern at the school concerned

We will not escalate content for removal when:

- An account has been created with the sole purpose of whistleblowing, disclosing abuse or other staff misconduct. These must be investigated and responded to in line with statutory government guidance: [Keeping Children Safe in Education guidance](#), part 4.
- There is not a clear link to the school (e.g. the username and content bears no relevance to the school)
- An account that has no content on it
- The account name is the only link to the school (e.g. no other content or bio to indicate impersonation of a school)
- An account is a parody of a public figure associated with the school (e.g. a parody account of Lord Mount Batton not associated with Lord Mount Batton School)

If you are unsure whether or not the content you wish to report can be escalated by POSH, you can contact them for clarification by either phone or email:

Phone – 0844 381 4772

Email – helpline@saferinternet.org.uk