TikTok on Disney+ Editorial Guidelines

Through the TikTok on Disney+ Creator Program, we hope to showcase human creativity and curate a delightful experience that connects our broader fan community. These guidelines explain what kinds of videos are welcome as part of the TikTok Disney+ Creator Program and what isn't allowed. Every video submitted to the program will be reviewed against each of these areas; if your video doesn't meet any one of the guidelines, it won't be published on Disney+ services.

1. Relevance

This program is for creators who want to share their Disney fandom — so Disney IP (films, series, etc.) should be the main subject of your video, and your video should include a genuine contribution from you, such as commentary, analysis, or perspective that makes it uniquely yours. Simply reposting or compiling Disney content without adding anything of your own doesn't qualify.

Videos about Disney as a company or talent — for instance, business decisions, financial results, executive appointments — are out of scope, even if they mention Disney titles along the way.

2. Storytelling and Character Use

You're welcome to discuss, analyze and react to Disney characters and stories. You are not permitted to tell new stories involving Disney characters by placing them in new scenarios, creating new storylines or scenes, or producing new versions of characters in any format. This includes fan-made depictions in any medium.

3. Length

Videos must be 10 minutes or less. If your video includes footage from any Disney production, no more than 5 minutes of that footage is allowed across the whole video. This limit applies to the total of all Disney footage used in the video, whether it’s from the same production or not, whether the footage is unique or repeated on a loop.

4. Format and Quality

Videos are accepted in vertical or horizontal orientation. At this time, images, GIFs, audio-only files, and carousels are not accepted. Videos should have a minimum resolution of 720p, a clear and stable picture, and audible audio.

5. Conduct and Integrity

5a. Honest and Accurate - Information in your video should be accurate, to the best of your knowledge, with sources cited where you make factual claims. You must represent yourself and others honestly. Impersonating another creator, public figure, or official Disney account is not allowed, nor is presenting manipulated or fabricated footage of a real person as genuine.

5b. Respectful and Responsible - Energetic debate and strong opinions are part of fandom — but abuse, harassment, threats, defamation, and discrimination are not. Furthermore, personal attacks based on someone's identity, use of slurs, content designed to harass or incite others against a specific person and doxxing are all prohibited. When it comes to expressing fandom, we encourage context and nuanced points of view that invite discussion rather than confrontation.

5c. Privacy - All individuals have a right to privacy. Do not share personal information that someone has not decided to make public, including private contact details and private images. Do not share official identification or financial documents of any kind. Content that could constitute defamation or libel is also not allowed.

5d. Attribution - If your video builds on someone else's original work (say a fan theory, a distinctive analysis or a creative idea) give credit where it's due.

6. Depiction of Minors

Creator videos must not feature real children as the main subject or focus. This applies only to real minors (anyone who appears to be under 18) appearing in your own footage. This does not apply to child actors or characters who appear in unaltered Disney clips within your video.

7. Graphic and Restricted Content

The TikTok on Disney+ Creator Program encourages videos that will deliver a comfortable viewing experience for a broad audience of fans. Here are some key points to keep in mind:

7a. Content that may be sexualizing or exploiting minors is never allowed, in any form.

7b. Graphic or Disturbing Content - While action, suspenseful content and fantasy combat are acceptable, real-world violence, footage of death or serious injury, gore imagery, animal cruelty, graphic medical content and visual depictions of self-harm or suicide are not allowed. Discussion or factual commentary about these themes may be permitted — but not graphic imagery.

7c. Sexual or Suggestive Content - No sexual or sexualized content of any kind. This applies absolutely where minors are involved. Romantic content with non-graphic displays of affection, as well as non-explicit references to sexual themes in discussion, commentary or humor are acceptable.

7d. Language - Pervasive or aggressive profanity and abusive language are not permitted.

7e. Age-Restricted Goods and Services - Do not promote, glamorize, or facilitate access to weapons, illegal drugs, alcohol, nicotine products, gambling, or adult content or services. Factual, non-promotional references to these topics are permitted. Some Disney IP — such as Star Wars or National Geographic — involve contextual references to weapons or mature themes; discussing these in the context of analyzing the creative work is acceptable, but promoting real-world equivalents is not.

8. Dangerous Content

8a. Dangerous Activities and Stunts - Videos that depict or encourage dangerous challenges or stunts with a meaningful risk of injury are not allowed, particularly where the content could encourage imitation.

8b. Harmful Behaviors - Content that promotes or normalizes disordered eating or unsafe approaches to body image is not allowed. General fitness and nutrition content focused on health is allowed. Religious or cultural dietary practices, and medically supervised health content discussed responsibly, are also acceptable.

9. Sensitive Topics

9a. Politics and Religion - Political and religious discussion is welcome when it's grounded in the Disney IP you're analyzing. For example, exploring the political themes in a film or contextualizing a historical setting. That said, content that uses discussion of Disney IP as an entry point for campaigning or other messaging isn't eligible for the program.

9b. Mental Health - Mental health themes may be discussed sensitively, including recovery journeys, where handled responsibly.

9c. Controversial Content - Misinformation and conspiracy theories are not allowed. Content that is intentionally cruel is also out of scope, as is content that uses divisive real-world topics as its primary focus.

9d. Relationships, Identity and Sexuality - Personal connections to Disney stories — including themes of identity, love or belonging — are welcome. Speculation about the identity or personal life of Disney characters or real people is not.

9e. Spoilers - Major plot details — including endings, twists, and character deaths — for new releases are not permitted. This applies regardless of whether a spoiler warning is included.

10. AI-Generated Content

Creator videos must not include AI-generated content that depicts, imitates or is substantially similar to, or is derivative of Disney IP, including characters, designs, imagery, music, stories, worlds or other creative works. AI may not be used to adapt or manipulate Disney IP, or to replicate any person's voice, image, or likeness, including through voice cloning, deepfakes, or lip-sync generation.

AI-generated text, including subtitles and captions, graphic overlays, or AI-generated elements unrelated to Disney IP are permitted.

Disney IP may not be used to train or improve any artificial intelligence or machine-learning system.

11. Brands and Commercial Content

Content should stay focused on Disney's own brands, franchises, and intellectual property. Other companies' brands and logos should not be prominently featured or called out. Videos that function as advertising for a non-Disney product or service are not eligible. Do not promote, display or facilitate access to counterfeit or unauthorized Disney products. Calls to action related to Disney+ itself, and brief standalone mentions of your own social accounts where these are not combined with a commercial offer, are permitted.

12. Music and Audio

All music and audio must either come from within a Disney clip, be original music you wholly own, or be music from within the Disney Music Group or ABC Music Library used in connection with the

IP you're talking about. Third-party commercial music added independently, altered Disney audio, and AI-generated audio imitating Disney music or talent voices are not allowed.

13. Platform Compliance

All videos must comply with Disney+ Terms of Service and the community guidelines of the platform on which they are originally published. Content that has been algorithmically or editorially demoted on its platform of publication — for example, content ineligible for the For You Feed on TikTok — is not eligible for the program.

14. Local Context

These guidelines apply globally. Disney+ international teams may adapt them for specific local legal or cultural requirements at their discretion.

Final note: Disney has sole discretion to determine whether content meets these guidelines. Disney also has sole discretion to determine what content is published on Disney+. Content may be rejected, restricted or removed at any time.