

TikTok Introduces Community Fact-Checking Feature in the U.S.

July 30, 2025

— Categories: General News



Download IPFS

TikTok is introducing a feature in the United States that allows users to contribute context or corrections to videos through a crowdsourced system. The initiative, known as “Community Notes,” mirrors a similar approach used by X (formerly Twitter) to help combat misinformation by involving the platform’s user base in the fact-checking process.

Launched under the name “TikTok Notes,” the feature enables selected contributors to add explanatory notes to public videos, providing additional context or clarification for viewers. These notes appear directly on the video page and are visible to all users. The system aims to highlight content that may be misleading or requires further explanation. TikTok stated that contributors will be chosen based on a track record of submitting accurate and helpful notes. These users will have the ability to write, rate, and refine explanatory notes submitted to the platform.

To ensure credibility and prevent abuse, TikTok said its algorithm will weigh peer ratings to determine whether a note is “helpful,” based on broad support across different viewpoints. If a note receives consistent approval across various users, it will be published publicly alongside the video. TikTok emphasized that this process is designed to foster transparency and reduce the spread of misinformation without resorting to content takedowns or punitive measures.

The rollout follows a growing trend among social media platforms to implement user-driven tools aimed at improving content accuracy. X, the platform owned by Elon Musk, has used its community fact-checking tool, “Community Notes,” since 2022. This program has seen mixed results but has been praised in some circles for its transparent and non-censorial approach to misinformation.

TikTok said the feature is part of a limited pilot program in the U.S., with potential expansion depending on feedback and performance. The company said it is also working with independent fact-checking organizations to support the effort and help maintain accuracy.

This move by TikTok reflects the growing role of users in moderating online information, particularly during election periods when digital misinformation tends to rise. By empowering users to take part in this effort, the platform appears to be aiming for a more open, community-driven approach to accountability.

TikTok is owned by ByteDance, a company headquartered in China. The platform has faced regulatory scrutiny in the United States over data privacy and content moderation concerns. The addition of the footnotes tool may be viewed as a step toward addressing calls for greater transparency and responsibility in how content is presented and evaluated on the app.