

AI Content Rules by Platform

A quick cheat sheet for small businesses. Rules change, so check each platform's help center before a big campaign. Current as of September 2026.

Platform	Do you have to label it?	What they do	Watch out for
Facebook, Instagram, Threads	Yes, for photorealistic video or realistic audio made or altered with AI.	Adds an "AI info" label, from your disclosure or from file signals.	Skipping disclosure on realistic content can bring penalties.
YouTube	Yes, for realistic content that is AI-made or meaningfully altered.	Adds a label in the description; sometimes on the player.	Mass-produced, templated videos are not eligible for monetization.
TikTok	Yes, for AI content showing realistic scenes or people.	Label can be added by you or automatically from Content Credentials.	Label can't be removed after posting. Fake endorsements are banned even with a label.
LinkedIn	No toggle. Labels come from file data.	Shows a "CR" Content Credentials icon when the file carries C2PA data.	Some AI tools and editors add this data automatically.
Pinterest	You can self-disclose.	Adds an "AI modified" label. Users can choose to see fewer AI Pins.	Beauty, fashion, home decor, art, and food are filter-heavy categories.
X	No general labeling rule.	May label or remove deceptive manipulated media.	Deceptive media likely to cause harm.

Will you get penalized?

What the platforms and recent research say, as of September 2026.

Situation	Risk	Why
AI helped write your caption	None	No platform requires a label for AI-assisted text.
Realistic AI visual, labeled	Low	YouTube and TikTok say labels don't affect reach. Studies show audiences engage a bit less with labeled posts, especially emotional ones.
Realistic AI visual, not labeled	High	Platform penalties, permanent labels, and a bigger trust hit when people find out.
Reposted or mass-produced content	High	Facebook cuts distribution for repeat reposters. Instagram stops recommending accounts that mostly post others' content.

The rules of thumb that work everywhere

- ☐ Use AI for drafts, ideas, and captions. Use real photos for your work, your team, and your results.
- ☐ Never use AI to show a job you didn't do, a product that doesn't look like that, or a customer who doesn't exist.
- ☐ If it looks real and it isn't, label it. Getting caught costs more than disclosing.
- ☐ Add your own opinion, local detail, or story to every AI draft. That is the part nobody can copy.

- ☐ Vary your formats. Ten posts from the same template read like a template.
- ☐ Keep a folder of real photos and short videos. Ten minutes a week of phone footage beats hours of prompting.

Your weekly content hour

Minutes	Task
10	Pick 3 topics: one question customers ask, one proof post, one behind the scenes.
15	Draft with AI, then rewrite in your own words.
20	Shoot or pick real photos and clips.
15	Schedule everything. Set a reminder to answer comments.

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