



Sample report. Northwind Social and Sample Client Co. are made-up names, and the video is FYProof's example video, made to show what a report looks like. A team's PDFs show its own logo, name and colour where these are.

example-creator-clip.mp4

Checked September 28, 2026 · Prepared for Sample Client Co. · 20 seconds long

Platforms: TikTok, Instagram, YouTube

Caption: EXAMPLE DATA: made up to show the layout of a report, not a real post.

My morning routine that changed everything. The shake is 50% off this week, link in bio!

Hashtags: #weightloss #fitnesstips #morningroutine #followforfollow #likeforlike #fyp #viral

Summary

Selling a shake with a guaranteed weight-loss result is the main risk on every platform. The borrowed watermark and the follow-back offer lower reach. Remove the guarantee, use a clean export and keep the call to action plain.

Chance of trouble on each platform

■ TikTok: High chance of trouble

Removal is likely for the guaranteed weight-loss claim on a product being sold.

■ Instagram: Some chance of trouble

Weight-loss promotion and another app's watermark both limit reach.

■ YouTube: High chance of trouble

The follow-back offer is close to sub-for-sub, and the weight claim limits ads.

What to look at (12)

1. Selling weight-loss products with big claims

■ TikTok · Serious · at 0:04 to 0:16 · Very likely

What we noticed

The shake is promised to make you "lose ten pounds in a week" and then sold with a 50% discount and a link in bio.

Why it matters

Weight-loss products promoted with exaggerated results are removed.

What could happen

Removal

How to fix it

Remove the result promise, or remove the sale from this video.

Source: Platform rule (<https://www.tiktok.com/safety/en/policies-and-engagement/mental-behavioral-health>)

"Any product or service promoted with exaggerated or harmful claims, such as unrealistic weight loss results"

2. Sub-for-sub or rewards for likes and views

■ YouTube · Serious · at 0:16 to 0:20 · Likely

What we noticed

"Like + follow and I follow you back" is a follow-for-follow offer.

Why it matters

Rewarding viewers for engagement breaks YouTube's fake engagement rules.

What could happen

Removal

How to fix it

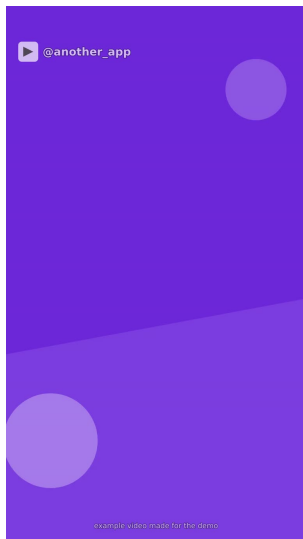
Use a plain call to action instead.

Source: Platform rule (<https://support.google.com/youtube/answer/3399767>)

"Offering to subscribe to another creator's channel only if they subscribe to your channel ("sub4sub")"

3. Another creator's or app's watermark or logo

■ TikTok · Worth fixing · at 0:00 to 0:04 · Very likely



What we noticed

Another app's handle, "@another_app", is shown top left at the start.

Why it matters

Videos carrying another platform's watermark are not recommended.

What could happen

Not recommended

How to fix it

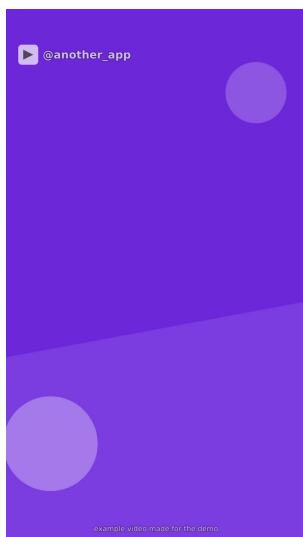
Use a clean export without the watermark.

Source: Platform rule (<https://www.tiktok.com/safety/en/policies-and-engagement/integrity-authenticity>)

"Reused or unoriginal content posted without creative edits, such as clips that show someone else's watermark or logo"

4. Watermark from another app

■ Instagram · Worth fixing · at 0:00 to 0:04 · Very likely

**What we noticed**

"@another_app" watermark top left in the opening seconds.

Why it matters

Reels with visible watermarks from other apps are shown to fewer people.

What could happen

Not recommended

How to fix it

Re-export without the watermark.

Source: Platform statement (<https://about.instagram.com/blog/announcements/instagram-ranking-explained>)

"low-resolution or watermarked reels"

5. Diet or fitness content promising fast results

■ TikTok · Worth fixing · at 0:04 to 0:08 · Very likely

What we noticed

"Guaranteed to lose 10 lbs in a week" is a fast-result promise.

Why it matters

Diet content that promises fast results is not shown in the For You feed.

What could happen

Not recommended

How to fix it

Describe the habit instead of a time-bound result.

Source: Platform rule (<https://www.tiktok.com/safety/en/policies-and-engagement/mental-behavioral-health>)

"Diets, exercises, products, or services that include exaggerated or harmful claims, such as those promising fast or dramatic results"

6. Weight-loss or cosmetic surgery promo (not recommended)

■ Instagram · Worth fixing · at 0:04 to 0:16 · Very likely

What we noticed

Weight-loss promise followed by a discount on the product.

Why it matters

Weight-loss product promotion is not recommended on Instagram.

What could happen

Not recommended

How to fix it

Remove the promise and the sale, or run it as a labelled ad.

Source: Platform rule (<https://help.instagram.com/313829416281232>)

"Content that promotes or favorably depicts the use of weight loss products or services and cosmetic surgeries."

7. Weight-loss products or cosmetic procedures (18+)

Instagram · Worth fixing · at 0:04 to 0:16 · Likely

What we noticed

The video promotes a weight-loss product.

Why it matters

Posts promoting weight-loss products are shown only to adults.

What could happen

Age restriction

How to fix it

Expect an 18+ audience, or leave the product out.

Source: Platform rule (<https://transparency.meta.com/policies/community-standards/regulated-goods/>)

"Attempts to buy, sell, trade, donate, gift, mention or ask for weight loss or weight gain products or services."

8. Ad, sponsored or own-business post not disclosed

TikTok · Worth fixing · at 0:12 to 0:16 · Likely

What we noticed

"The shake is fifty percent off right now, the link is in my bio."

Why it matters

Product promotion needs the commercial content disclosure.

What could happen

Needs a disclosure label

How to fix it

Turn on "Disclose commercial content".

Source: Platform rule (<https://www.tiktok.com/safety/en/policies-and-engagement/regulated-commercial-activities>)

"If you're posting commercial content on TikTok, you must clearly disclose it using the content disclosure setting."

9. Sponsorship not declared as paid promotion

YouTube · Worth fixing · at 0:12 to 0:16 · Likely

What we noticed

A discount and a link to buy the shake. If there is a brand deal or affiliate link, it is not declared.

Why it matters

Paid promotions must be declared in Studio and said in the video.

What could happen

Needs a disclosure label

How to fix it

Tick "paid promotion" in Studio if the shake brand pays you or the link is an affiliate link.

Source: Platform rule (<https://support.google.com/youtube/answer/17596007>)

"If your video contains branded content, you must let us know using the paid promotion declaration in Studio."

10. Like-for-like, follow-back or gift pressure

■ TikTok · Worth fixing · at 0:16 to 0:19 · Very likely

What we noticed

"Like and follow and I'll follow you back."

Why it matters

Follow-back offers are treated as engagement bait.

What could happen

Not recommended

How to fix it

Remove the follow-back offer.

Source: Platform rule (<https://www.tiktok.com/safety/en/policies-and-engagement/integrity-authenticity>)

"Content that tries to manipulate people into giving gifts or inflating likes or follows isn't eligible for the FYF."

11. More than 5 hashtags

■ Instagram · Minor · In your hashtags · Very likely

What we noticed

7 hashtags.

Why it matters

Instagram is moving to a five-hashtag limit.

What could happen

Unclear

How to fix it

Use five or fewer.

Source: Reported by news outlets (<https://www.socialsamosa.com/news-2/instagram-hashtags-five-per-post-10923075>)

"Instagram will gradually update the number of hashtags that you can include in a caption for a reel or post to five."

12. Something else we noticed

■ YouTube · Minor · In your caption · Likely

What we noticed

The caption says "link in bio", but YouTube Shorts has no bio link under the video.

Why it matters

Viewers may not find the link, and comments asking for it are not a policy problem but can look spammy.

What could happen

Unclear

How to fix it

On YouTube, point to the channel page or the description instead of "bio".

This is an estimate, not a guarantee. Platforms keep the way they rank videos private and change their rules often, so use this as a guide before you post.

Made October 6, 2026.