

# Self Certification Guide

## in ReStudio

# Step 1

## Read our advertiser friendly guidelines!

### Advertiser-friendly content guidelines

*Updated June 2019:* This article now includes more examples of content that will receive limited or no ads. There are no policy changes which means you should not expect any difference in how your videos are assessed for advertiser friendliness.

If you're in the YouTube Partner Program, you can monetize with ads. This article aims to help you understand which individual videos on your channel are suitable for advertisers. Our policies apply to all portions of your content (video or live stream, thumbnail, title, description, and tags). [Learn more about our best practices.](#)

Our systems don't always get it right, but you can [request human review](#) of decisions made by our automated systems.

**⚠️ Note:** All content uploaded to YouTube must comply with our Community Guidelines. If your content violates our Community Guidelines, it may be removed from YouTube. If you see violative content, [you can report it.](#)

#### What you'll find in this article

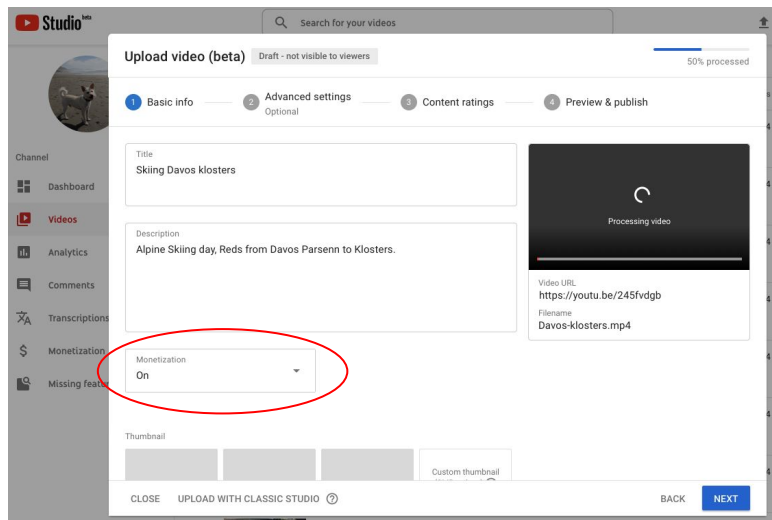
You'll find examples of content not suitable for ads, and will result in a "limited or no ads" monetization state.

Here are all the main topics that are not advertiser-friendly:

- [Inappropriate language](#)
- [Violence](#)
- [Adult content](#)
- [Harmful or dangerous acts](#)
- [Hateful content](#)
- [Incendiary and demeaning](#)
- [Recreational drugs and drug-related content](#)
- [Tobacco-related content](#)
- [Firearms-related content](#)
- [Controversial issues and sensitive events](#)
- [Adult themes in family content](#)

# Step 2

## Turn on monetization



# Step 3

## Fill out relevant questions

Click here to watch a short video on this policy specifically!

## What do we ask?

1. Inappropriate language
2. Adult content
3. Violence
4. Harmful or dangerous acts
5. Drug-related content
6. Hateful content
7. Firearms-related content
8. Sensitive issues

## Tips & Strategies

If your content complies with our guidelines, simply scroll down to the bottom and click “none of the above”. You’re all set!

If you’re not sure between 2 options, select the option that will result in “limited ads”. Then request for a human review to get confirmation. Upload your video as unlisted if you don’t want to lose out on potential views.

# Optional

## Review feedback after an appeal

The screenshot shows the YouTube Studio interface with a 'Your rating accuracy' dialog box open. The dialog is titled 'Findings from human review' and contains the following information:

- Where you and YouTube disagreed**
- Profanity** (Limited ads)
- Vulgarity or inappropriate language**
- You indicated:** None
- Reviewer indicated:** Strong profanity used during the beginning part of the video, or strong profanity used multiple times throughout the video even for the purpose of comedy, documentaries, news, or education.
- Hurtful** (Safe for ads)
- Content that is likely to offend an individual or members of a ...**

A red oval highlights the 'Profanity' section, and a red arrow points from this oval to the explanatory text on the right.

After an appeal, we share with you how your raters made their decision.

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## in Classic

# Step 1


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#### What you'll find in this article

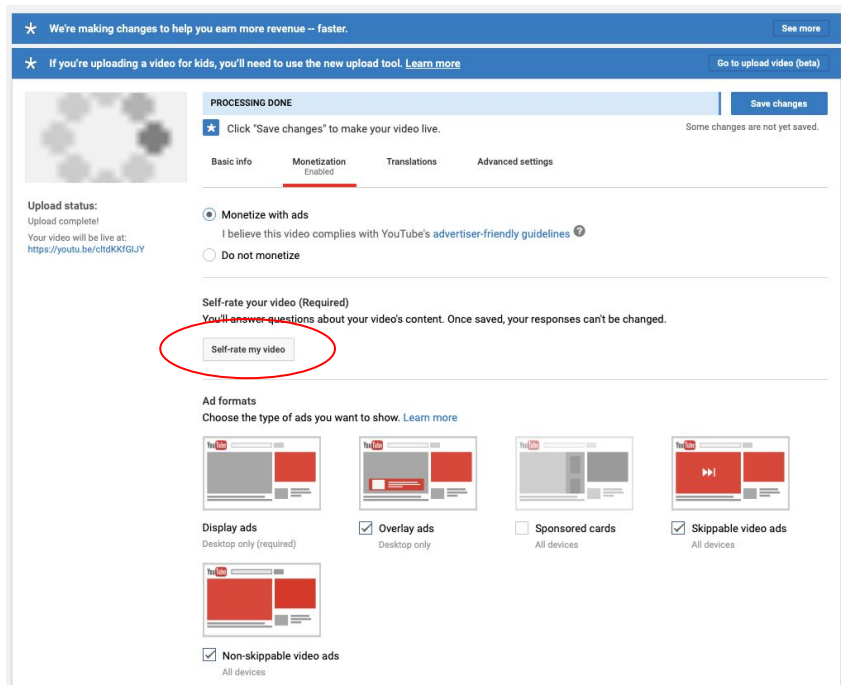
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# Step 2

## Turn on monetization



★ We're making changes to help you earn more revenue – faster. [See more](#)

★ If you're uploading a video for kids, you'll need to use the new upload tool. [Learn more](#) [Go to upload video \(beta\)](#)

**PROCESSING DONE** [Save changes](#)

★ Click "Save changes" to make your video live. Some changes are not yet saved.

Basic info **Monetization** Translations Advanced settings

**Upload status:**  
Upload complete!  
Your video will be live at:  
<https://youtu.be/cHdKKGUY>

**Monetize with ads**  
I believe this video complies with YouTube's advertiser-friendly guidelines. [?](#)

Do not monetize

**Self-rate your video (Required)**  
You'll answer questions about your video's content. Once saved, your responses can't be changed.

[Self-rate my video](#)

**Ad formats**  
Choose the type of ads you want to show. [Learn more](#)

Display ads  
Desktop only (required)

**Overlay ads**  
Desktop only

Sponsored cards  
All devices

**Skippable video ads**  
All devices

**Non-skippable video ads**  
All devices

# Step 3

## Fill out relevant questions

We're making changes to help you earn more revenue – faster

Rate your video

I will provide answers to each question below

I certify that this video is appropriate for all audiences and does not contain inappropriate language, adult content, violence, harmful or dangerous acts, drug-related content, hateful content, firearms-related content, or sensitive issues

Does your video's content, title, description, or keywords contain any of the following?

1. **Inappropriate language** : Frequent use of strong profanity [Watch help video](#)

None (Allow ads)

Light profanity (like "hell" or "damn"), censored profanity in the opening of the video, title, or thumbnail, or occasional use of strong profanity (like the "F-word") after the opening

Strong profanity in the opening of the video, title, or thumbnail, used for the purpose of comedy, documentaries, news, or education (Limited ads)

Strong profanity used in a hateful or derogatory way (Not suitable for ads)

2. **Adult content** : Sexual behavior, language, or expressions [Watch help video](#)

None (Allow ads)

Romance or kissing; discussions of romantic relationships or sexuality without reference to intercourse; moderately sexually suggestive content that may include limited clothing; sensual dancing; non-graphic sex education, or a music video containing sexual content without nudity (Allow ads)

Blurred or censored nudity even if used for education, news, or in other contexts; focus on sexual body parts (even if covered); discussions of intimate sexual experiences, implied sexual acts, sex toys without human contact or nudity, or realistic representations of genitalia (Limited ads)

Exposed breasts or full nudity; sexual acts, animal mating, discussion of fetishes, or a video thumbnail with sexual content (Not suitable for ads)

3. **Violence** : Situations showing hurt, damage, or injury [Watch help video](#)

None (Allow ads)

Mild violence; injury without showing blood or graphic content; or dramatized violence as part of video games, animation, comedy, drama, or music videos (Allow ads)

Real injury or violence with blood shown as part of sports, accidents, pranks, "falls," or animal videos; dramatized violence showing excessive blood and gore as part of animations, comedy, drama, video games, or music videos (Limited ads)

Severe real injury, real death, harm to minors, or abuse of animals; depictions or discussions of sexual abuse or domestic violence (Not suitable for ads)

4. **Harmful or dangerous acts** : Situations that [Watch help video](#)

None (Allow ads)

We'll consider your input in our automated review. As you build your rating accuracy, we can rely on your input even more. [Learn more](#)

Cancel Done

Once saved, answers can't be changed

## What do we ask?

1. Inappropriate language
2. Adult content
3. Violence
4. Harmful or dangerous acts
5. Drug-related content
6. Hateful content
7. Firearms-related content
8. Sensitive issues

## Tips & Strategies

If your content complies with our guidelines, select the 2nd radio button on the top. You're all set!

If you're not sure between 2 options, select the option that will result in "limited ads". Then request for a human review to get confirmation. Upload your video as unlisted if you don't want to lose out on potential views.

# Optional

## Review feedback after an appeal

Basic info   **Monetization**   Translations   Advanced settings

Monetization  
Enabled

Monetize with ads  
I believe this video complies with YouTube's [advertiser-friendly guidelines](#) ⓘ

Do not monetize

**Monetization status:** 💰 Limited or no ads due to content identified as [not suitable for most advertisers](#).  
*Confirmed by manual review.*

After an appeal, we share with you how your raters made their decision.

**Video content rating feedback**  
Below is the feedback from manual review. If you think we got this wrong, please contact your partner manager.

Question	Answer	Manual review notes
<b>Inappropriate language</b> : Frequent use of strong profanity	None (Allow ads)	Strong profanity used in a hateful or derogatory way (Not suitable for ads)
<b>Adult content</b> : Sexual behavior, language, or expressions	None (Allow ads)	Blurred or censored nudity, even if used for education, news, or in other contexts; focus on sexual body parts (even if covered), discussions of intimate sexual experiences, implied sexual acts, sex toys without human contact or nudity, or realistic representations of genitalia (Limited ads)
<b>Violence</b> : Situations showing hurt, damage, or injury	None (Allow ads)	Real injury or violence with blood shown as part of sports, accidents, pranks, "fails," or animal videos; dramatized violence showing excessive blood and gore as part of animations, comedy, drama, video games, or music videos (Limited ads)