

TikTok Appeal Letter Template

Purpose: a short, polite, factual appeal message you can adapt in minutes, plus a record sheet to log what you sent.

Rules for every appeal: keep it under 150 words, stay calm, say only what is true, send it through the in-app appeal option (not a third-party site), and send it once.

Before you write: gather this

- ☐ Screenshot of the ban or removal notice, showing the date and reason
- ☐ Your username and the email linked to the account
- ☐ The video or comment named in the notice (or a description of it)
- ☐ Proof of ownership of the video (original footage) or proof of music licence
- ☐ A list of apps or tools connected to your account
- ☐ If hacked: date of first odd activity and what you changed

Template A: Wrongly flagged video or account

Hello,

My account is @[username], a [personal / business] account about [topic]. On [date] I received a notice that [my video / my account] was [removed / banned] for [reason quoted from the notice].

I believe this was a mistake. The content shows [one sentence on what the video actually contains and why it does not break the rule]. [Optional: I filmed this myself and can provide the original footage.]

Please could you review the decision. Thank you for your time.

[Your name]

Template B: Suspected spam or fake engagement

Hello,

My account is @[username], a [business type] account. On [date] I received a notice saying my account was restricted or banned for [reason].

I post original videos about [topic] and I have not knowingly bought followers or used a service to increase engagement. [If true: I have never given my login to any third party.] [If you did use a tool: I used [type of tool] before I realised it was against the rules. I have stopped, removed its access and changed my password.]

I have turned on 2-step verification. I would be grateful if you could review the decision.

Thank you,

[Your name]

Template C: Hacked account

Hello,

My account @[username] was accessed by someone else on or around [date and time]. I noticed because [what you saw, e.g. posts I did not make, a password change email].

The content that led to the ban was not posted by me. Since noticing, I have changed my password, signed out of all devices, removed unknown apps and turned on 2-step verification.

Please review the ban and restore the account. I can provide any further information you need.

Thank you,

[Your name]

Template D: Business account, copyright or music query

Hello,

@[username] is the official TikTok account of [business name]. On [date] a video was [removed / the account was banned] for [reason].

The video uses [original footage filmed by us / music from the commercial sound library / licensed material, licence available on request]. I believe it complies with the guidelines and ask for a review.

Thank you,

[Your name], [role], [business name]

Do and do not

Do:

- Quote the reason given in the notice
- Be specific about what the content is
- Mention the steps you have taken to secure the account
- Keep a copy of everything

Do not:

- Send the same appeal many times
- Argue, insult, or threaten
- Say you did nothing wrong if you did
- Pay anyone who promises to get you unbanned
- Create lots of new accounts while waiting

Appeal record sheet

Date sent	Account	What was banned or removed	Reason given	Template used	Status shown in app	Outcome	Next step
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Copy this row into a spreadsheet for each appeal. Record the date and a screenshot of any status or reply.

While you wait: 10-point safety list

- ☐ Change your TikTok password and email password

- ☐ Turn on 2-step verification
- ☐ Sign out of all devices
- ☐ Remove third-party apps connected to the account
- ☐ Back up your best videos and captions
- ☐ Post on another channel to tell customers where to find you
- ☐ Pause bulk posting, commenting or following
- ☐ Review the last 10 videos against the Community Guidelines
- ☐ Note anything that might have triggered the ban
- ☐ Set a reminder to check the status in the app every few days

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.