

From: [REDACTED]
To: [Anastasia Batten](#)
Subject: Re: AEC & Twitter - Campaigns, Comms, Participation [SEC=OFFICIAL]
Date: Wednesday, 28 July 2021 10:38:08 AM
Attachments: [image007.png](#)
[image008.png](#)
[image009.png](#)
[image001.gif](#)
[image002.gif](#)

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Hi Anastasia,

This looks great and thanks for additional guidance! Just a note, our Twitter lead is [REDACTED] Director, Public Policy, Australia and New Zealand.

All the best,
[REDACTED]

On Wed, Jul 28, 2021 at 10:08 AM Anastasia Batten <Anastasia.Batten@aec.gov.au> wrote:

Hi [REDACTED]

How does the attached look?

Kind regards,

Anastasia Batten | Senior Electoral Interference Officer

Digital Technology & Communications Branch

Australian Electoral Commission

T: (03) 9285 7139 X: 23242

[Australian Electoral Commission logo](#)



From: Anastasia Batten

Sent: Wednesday, 28 July 2021 8:38 AM

To: [REDACTED]

Subject: FW: AEC & Twitter - Campaigns, Comms, Participation [SEC=OFFICIAL]

Hi [REDACTED]

Thanks for touching base. I haven't created an agenda for this one, but happy to based on the below from our media team and what you have provided (and anything further you would like to add based on the below). I will send something through shortly.

Kind regards,

Anastasia Batten | Senior Electoral Interference Officer

Digital Technology & Communications Branch

Australian Electoral Commission

T: (03) 9285 7139 X: 23242

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From: Evan Ekin-Smyth <Evan.Ekin-Smyth@aec.gov.au>

Sent: Tuesday, 27 July 2021 5:13 PM

To: Anastasia Batten <Anastasia.Batten@aec.gov.au>; Alex Morris <Alex.Morris@aec.gov.au>

Subject: RE: AEC & Twitter - Campaigns, Comms, Participation [SEC=OFFICIAL]

Hi Ana

We'll provide a brief overview of advertising plans and particularly how we're looking by communicate on Twitter (about 5 mins).

However, the preference is to spend the majority of time discussing any thoughts Twitter have on communication options they may offer in an unpaid capacity - be it nothing or a range of things - and any way we can support those efforts, including ensuring it is factual.

I'm happy to open if that helps.

Cheers

Evan

Sent with BlackBerry Work
(www.blackberry.com)

From: Anastasia Batten <Anastasia.Batten@aec.gov.au>

Date: Tuesday, 27 Jul 2021, 3:06 pm

To: Alex Morris <Alex.Morris@aec.gov.au>

Cc: Evan Ekin-Smyth <Evan.Ekin-Smyth@aec.gov.au>

Subject: FW: AEC & Twitter - Campaigns, Comms, Participation [SEC=OFFICIAL]

Hi Alex,

Please see below for your consideration / comment, please.

Kind regards,

Anastasia Batten | Senior Electoral Interference Officer

Digital Technology & Communications Branch

Australian Electoral Commission

T: (03) 9285 7139 X: 23242

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From: [REDACTED]
Sent: Tuesday, 27 July 2021 1:56 PM
To: Anastasia Batten <Anastasia.Batten@aec.gov.au>
Cc: [REDACTED]
Subject: Re: AEC & Twitter - Campaigns, Comms, Participation [SEC=OFFICIAL]

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Hi Anastasia,

I hope you are well and having a good week.

Ahead of tomorrow's meeting, we wanted to check in regarding the agenda. From our side, we plan to provide an overview of civic engagement and strategic communication on Twitter including insights from 2019 Federal Election campaigns, a briefing on the latest organic and promoted products, best practices and partnership opportunities. If there are any specific areas the media team is keen to cover, please let us know and we can ensure they are included. Noting there is half an hour in the diary for this session, it would be great to know if any time is allocated for the AEC media team to present on its future campaign plans or if we will leave these to be covered at a later stage.

Please let me know if you have any questions at all and I look forward to hearing from you.

All the best,

[REDACTED]

On Wed, Jul 21, 2021 at 3:33 PM Anastasia Batten <Anastasia.Batten@aec.gov.au> wrote:

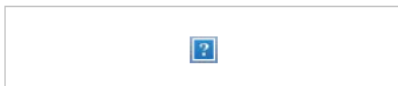
Hi all,

As discussed, an opportunity to further discuss AEC campaigns and comms with Twitter.

Microsoft Teams meeting

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Kind regards,

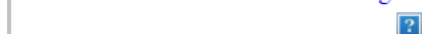
Anastasia Batten | Senior Electoral Interference Officer

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she / her

Policy Associate

[Redacted signature line]



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