

Anastasia Batten

From: EIAT
Sent: Wednesday, 10 November 2021 5:46 PM
To: s 22
Cc: Julie Igglesden; EIAT
Subject: RE: RE: [External] TikTok follow-up on AEC PSA [SEC=OFFICIAL:Sensitive]

Thanks, s 22 – appreciate it!

Kind regards,

Anastasia Batten | Senior Electoral Interference Officer
Electoral Integrity and Communications Branch
Australian Electoral Commission
T: (02) 5134 4627 X: s 22



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: s 22 <s22@tiktok.com>
Sent: Wednesday, 10 November 2021 4:18 PM
To: EIAT <EIAT@aec.gov.au>
Cc: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Subject: Re: RE: [External] TikTok follow-up on AEC PSA [SEC=OFFICIAL:Sensitive]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Anastasia,

Thank you for your email. I also hope everything is well on your end.

Let me circulate these with my colleagues internally and I will get back to you with our thoughts/questions next week!

Kind regards

s 22

On Tue, Nov 9, 2021, 3:37 PM <EIAT@aec.gov.au> wrote:

Hi s 22,

I hope you're well. Julie tells me you caught up yesterday and that she mentioned the online media content scenarios that the Taskforce has created. I have attached a copy of the template for you – it would be great if you are able to take a look and provide any feedback.

More than happy to set up a meeting to talk through it in more detail or answer any questions you may have – please let us know if you would like to do so.

Thank you!

Kind regards,

Anastasia Batten | Senior Electoral Interference Officer

Electoral Integrity and Communications Branch

Australian Electoral Commission

T: (02) 5134 4627 X: **S 22**



Make sure you're **enrolled to vote.**
Visit www.aec.gov.au

From: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Sent: Tuesday, 24 August 2021 1:15 PM
To: **S 22** <S22@tiktok.com>
Cc: EIAT <EIAT@aec.gov.au>; Social Media <socialmedia@aec.gov.au>
Subject: RE: [External] TikTok follow-up on AEC PSA [SEC=OFFICIAL]

Afternoon **S 22**,

Thanks for bringing this forward.

We will be watching Canadian election with great interest as we are aware of their model and they are quite mature in a lot of electoral integrity measures.

The AEC, in partnership with other electoral management bodies, are currently working on an *Online Media – Elections Protocol*, which has similar purpose but is not necessarily a public statement. A version of the *Protocol* will soon be sent to DiGi for consultation (as an initial coordinated point). I'm not 100% on your membership or engagement with this group, but should this progress we will be sure to include you in discussions.

Happy to chat further,

Julie

From: S 22 [REDACTED] <[REDACTED]@tiktok.com>
Sent: Wednesday, 18 August 2021 11:25 AM
To: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Cc: EIAT <EIAT@aec.gov.au>; Social Media <socialmedia@aec.gov.au>
Subject: Re: [External] TikTok follow-up on AEC PSA [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Julie,

Hope you have been keeping well. Its very unfortunate Covid has gotten to Canberra.

Thought I would share this initiative TikTok (and other platforms) partnered with the Canadian Government on regarding electoral integrity - <https://www.canada.ca/en/democratic-institutions/services/protecting-democracy/declaration-electoral-integrity.html>

TikTok would most certainly be open to working with the AEC and EIAT on such a declaration here in Australia and we suspect the other major platforms would also be. If this is of interest to the AEC, do let me know and we will certainly do our part to make it happen.

Kind regards

S 22 [REDACTED]

On Thu, Jul 29, 2021, 10:44 AM <Julie.Igglesden@aec.gov.au> wrote:

Thanks S 22 [REDACTED], no worries.

Julie Igglesden | Electoral Interference Coordinator

Digital Technology & Communications Branch

Australian Electoral Commission

T: (02) 6271 4687 X: S 22 M: S 22



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: S 22 <[REDACTED]@tiktok.com>
Sent: Thursday, 29 July 2021 10:25 AM
To: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Subject: Re: RE: [External] TikTok follow-up on AEC PSA [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Julie,

Thanks for sending these edits through.

Our TnS team are currently reviewing the additional hashtags proposed (they're a bit under the pump at the moment). Should be no issues though.

Kind regards

S 22

On Mon, Jul 26, 2021, 4:08 PM <Julie.Igglesden@aec.gov.au> wrote:

Afternoon S 22,

Please see attached for a few suggestions from ourselves. Would of course look to review the #'s as the election is called to ensure anything emerging is captured.

Happy to discuss,

Cheers

Julie

Julie Igglesden | Electoral Interference Coordinator

Digital Technology & Communications Branch

Australian Electoral Commission

T: (02) 6271 4687 X: **S 22** M: **S 22**



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: **S 22** <S22@tiktok.com>
Sent: Thursday, 22 July 2021 2:17 PM
To: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Cc: Anastasia Batten <Anastasia.Batten@aec.gov.au>; EIAT <EIAT@aec.gov.au>
Subject: Re: [External] RE: TikTok follow-up on AEC PSA [SEC=OFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Good afternoon Julie,

Please see attached for the draft PSA wording and a list of #hashtags that we propose to be covered on our platform. Content on our platform is tagged by #hashtags, so this means that whenever users search for these relevant hashtags in the Discover Page on TikTok, the PSA will appear at the top of the screen.

[Example of the PSA]



I worked extensively with our Trust and Safety team to include all the possible hashtags that could be relevant, but both the PSA wording and hashtag list can be changed in the leadup to the election, to reflect the content on platform.

Please mark any changes to the wording/list in the document attached and we will include them in a final copy of the PSA proposal to send through. Note there is some highlighted text for the AEC to fill in e.g. if you want the PSA to identify links to the AEC homepage or a specific 2022 page.

Let me know if you have any questions.

Kind regards,

s 22

On Tue, Jul 13, 2021, 5:37 PM <Julie.Igglesden@aec.gov.au> wrote:

Thanks s 22, look forward to continuing the conversation.

Julie

Julie Igglesden | Electoral Interference Coordinator

Digital Technology & Communications Branch

Australian Electoral Commission

T: (02) 6271 4687 X: s 22 M: s 22



Make sure you're **enrolled to vote.**
Visit www.aec.gov.au

From: S 22 [REDACTED]@tiktok.com>
Sent: Tuesday, 13 July 2021 9:47 AM
To: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Cc: Anastasia Batten <Anastasia.Batten@aec.gov.au>; EIAT <EIAT@aec.gov.au>
Subject: TikTok follow-up on AEC PSA

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Good morning Julie,

Fully appreciate the need for the AEC/EIAT to consider its options carefully!

We are glad to hear the AEC is interested in working with TikTok on an Election PSA. Our processes have slightly changed since the last time we did one with the NZ Government, so I will double-check the exact steps before sending them through to you. It is a fairly straightforward process which involves identifying relevant at-risk content (via #hashtags) and providing information that can be placed on platform to direct people to official / reputable sources when they encounter the identified content.

I also note your point regarding the AEC's limited capacity to run a verified account on TikTok this election period. If the AEC continues to be interested in this option in the future, we can certainly revisit that then and outline the support we can provide. Below I have copied the Singaporean Government's TikTok account which has been positively reported on for its success in engaging young people. Its a great example of how serious public safety information can be communicated in an entertaining (and low cost production) format.

<https://www.tiktok.com/@gov.sg?lang=en> (@gov.sg)

Lastly, I'll just clarify that the fact-checking partnership with the AFP is ongoing and informs our day-to-day moderation processes. It is part of our broader Trust and Safety efforts (which includes engagement with official bodies such as the AEC) to combat misinformation on TikTok.

I will follow up with you shortly regarding next steps for a PSA!

Kind regards

S 22 [REDACTED]

On Mon, Jul 12, 2021, 5:11 PM <Julie.Igglesden@aec.gov.au> wrote:

Hi S 22 [REDACTED],

Coming back to you on the below email after some time to consume and consider.

While the fact checking partnership seems like a fabulous initiative in those circumstances, we won't be able to invest into something similar. As per our initial discussions though we are incredibly appreciative of the cohesive working arrangements we'll share moving forward for any content referrals. The AEC also acknowledges the effort Tik Tok is investing into their platform to identify and address disinformation, particularly around Australian federal electoral processes.

We would like to take up the offer of an AEC PSA during the election period. Very keen to understand this further – i.e. - how, when, formats/constraints for content we'd need to provide etc. Really appreciative of this offer as it will be valuable to reach the Australian Tik Tok audience with an AEC message of this sort, at the appropriate time.

We've carefully considered the idea of creating an AEC Tik Tok account but decided against it at this stage. Our thought process is that if we are to go down this path we need to properly invest the time and effort into appropriate content for the channel and we're not positioned to do that at this time. Perhaps the federal election after this one.

Kind Regards

Julie

Julie Igglesden | Electoral Interference Coordinator

Digital Technology & Communications Branch

Australian Electoral Commission

T: (02) 6271 4687 X: s 22 M: s 22



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: s 22 <[REDACTED]@tiktok.com>

Sent: Friday, 18 June 2021 9:57 AM

To: Julie Igglesden <Julie.Igglesden@aec.gov.au>

Cc: Anastasia Batten <Anastasia.Batten@aec.gov.au>; EIAT <EIAT@aec.gov.au>

Subject: TikTok follow-up on AFP partnership and AEC PSA and verified account

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Good morning Julie, Anastasia, and Taskforce members

Thank you again for taking the time to participate in yesterday's Transparency and Accountability Centre tour. I hope the tour provided some useful information about TikTok's recommendation system, content moderation and data security approach.

Just following up on a couple of things that were raised.

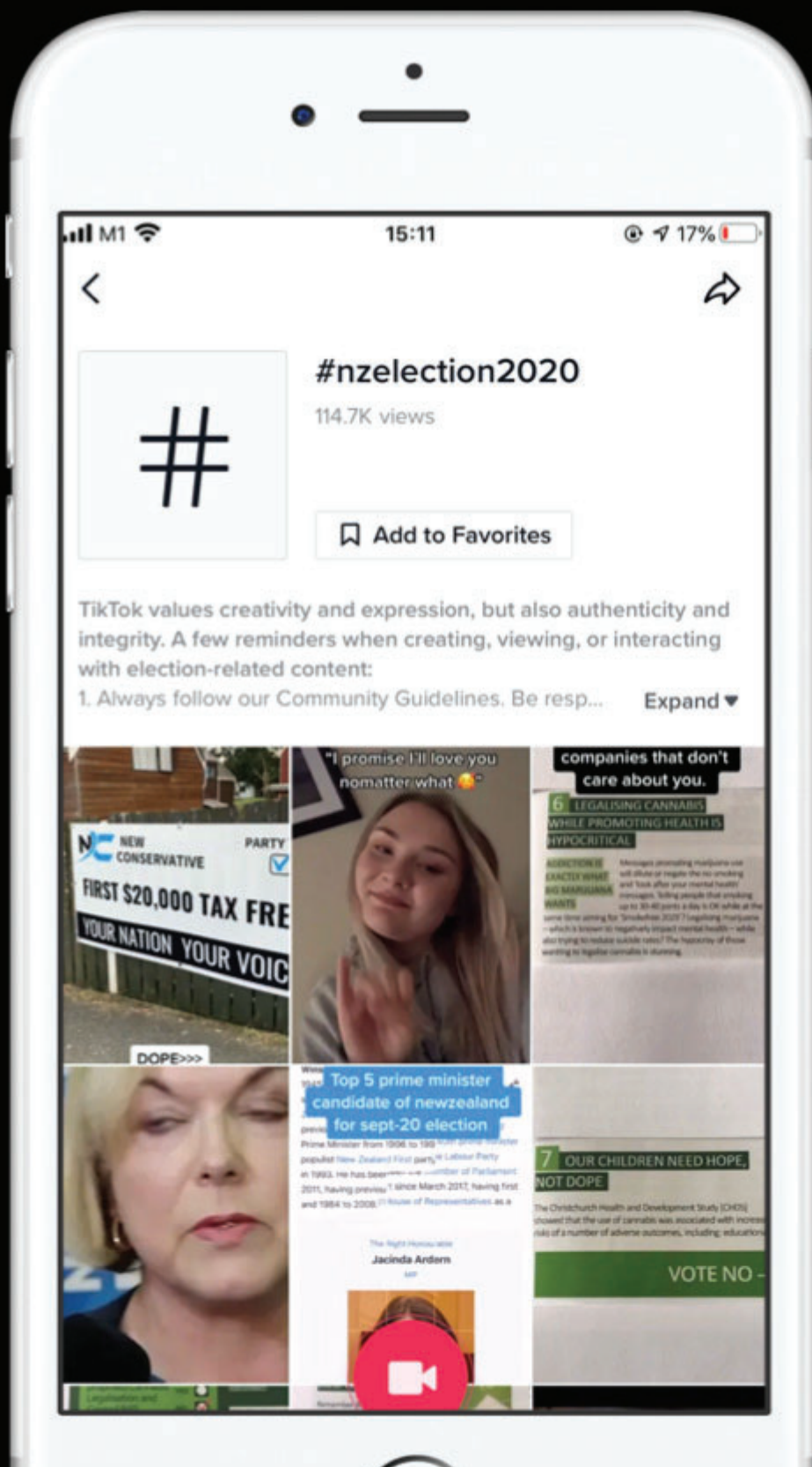
1. TikTok Australia entered into a partnership with Agence France-Presse (AFP) in 2020 to incorporate its expertise on fact-checking and combating misinformation. The article below provides some further detail on the AFP's reputation and how we are working together:

<https://www.afp.com/en/agency/press-releases-newsletter/afp-enters-partnership-tiktok-fact-checking-asia-pacific>

1. On-platform PSA and verified AEC account

One thing that I forgot to mention is that we can offer the Australian Electoral Commission (AEC) an on-platform Public Service Announcement (PSA) that will be seen by TikTok users when they search election related hashtags. The screenshot below provides a rough idea of how such a PSA could look.

Hashtag PSA



If desired, we are also able to help AEC activate and verify an official TikTok account. This would provide the AEC a presence on our platform and direct reach to our large and growing numbers of users. Below I have attached an example of content we worked in collaboration with the Australian eSafety Commission (and local TikTok creators) to produce for their verified account on TikTok.

Please let me know if you have any further questions or would like to follow-up on the above!

Kind regards

s 22

On Tue, Jun 15, 2021, 4:06 PM <s 22 @tiktok.com>
wrote:

Thankyou!

On Tue, Jun 15, 2021, 1:59 PM
<Anastasia.Batten@aec.gov.au> wrote:

Hi s 22 ,

Yes of course, happy to do that in any instance so
your IT team doesn't have to move mountains!

I'll circulate it on our end now, thanks again.

Kind regards,

Anastasia Batten | A/g Operations Manager

VIC State Office | VIC State Office and Outposts

Australian Electoral Commission

T: (03) 9285 7139 X: s 22



AEC

Australian Electoral Commission

Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: [REDACTED] s 22 [REDACTED] <[\[REDACTED\]@tiktok.com](mailto:[REDACTED]@tiktok.com)>
Sent: Tuesday, 15 June 2021 1:50 PM
To: Anastasia Batten
<Anastasia.Batten@aec.gov.au>
Cc: Julie Igglesden <Julie.igglesden@aec.gov.au>
Subject: Re: RE: [External] TikTok follow-up + government reporting channel
[SEC=OFFICIAL:Sensitive]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Anastasia,

There is a weird limitation we have with our Teams accounts where we cant seem to directly invite people outside of TikTok to meetings (which is why I did not send an invite in my prior email).

I am asking my IT team to have a look at this today but in the eventuality that I cant fix it, are you able to send the link to the attendees (perhaps attach the copied Teams link in a discrete calendar invite)?

Apologies for the inconvenience.

Kind regards

s 22

On Tue, Jun 15, 2021, 1:24 PM
<Anastasia.Batten@aec.gov.au>
wrote:

Hi s 22,

I have just trialled the link and it works!

You will have control of providing access into the meeting upon request (when each of us follows the link at the time).

If you add Julie and me into your meeting invite, we can forward it to relevant AEC representatives. Thank you!

Kind regards,

Anastasia Batten | A/g Operations Manager

VIC State Office | VIC State Office and Outposts

Australian Electoral Commission

T: (03) 9285 7139 X: s 22



Make sure you're **enrolled to vote**.
Visit www.aec.gov.au

From: s 22 .
<s 22 @tiktok.com>
Sent: Tuesday, 15 June 2021
12:25 PM
To: Anastasia Batten
<Anastasia.Batten@aec.gov.au>;
EIAT <EIAT@aec.gov.au>
Cc: Julie Igglesden
<Julie.Igglesden@aec.gov.au>
Subject: Re: [External] TikTok
follow-up + government reporting
channel
[SEC=OFFICIAL:Sensitive]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless

you recognise the sender and
know the content is safe.

Hi Anastasia,

Please see the Microsoft Teams
link for the TikTok Virtual
Transparency and Accountability
Centre tour on Thursday.

Appreciate if you could do a quick
test (to make sure the link works)
and let me know if you have any
issues.

Microsoft Teams meeting

**Join on your computer or
mobile app**

[Click here to join the meeting](#)

Kind regards

s 22

On Fri, Jun 11, 2021 at 3:56 PM

s 22

<s 22 @tiktok.com> wrote:

Hi Anastasia,

Yes I will do - I am just awaiting
for a Microsoft Teams link from
my colleagues.

Typically we run it via Zoom so I
dont have the right Teams
corporate account to do it myself!

Have a nice weekend.

s 22

On Fri, Jun 11,
2021, 3:39 PM
<Anastasia.Batten@aec.gov.au>
wrote:

Hi s 22,

I am following up
on the below for
Julie – just
checking in to
confirm that you
are still intending
to send through
the invite?

Thank you!

Kind regards,

Anastasia Batten
| **Senior Electoral**
Interference
Officer

Digital Technology
& Communications
Branch

Australian
Electoral
Commission

T: (03) 9285 7115
X: s 22



Make sure you're **enrolled** to
Vote. Visit www.aec.gov.au

From: Julie
Igglesden

<Julie.Igglesden@aec.gov.au>

Sent: Tuesday, 8 June 2021 9:48 AM

To: s 22

.
<s 22@tiktok.com>

Cc: Anastasia Batten
<Anastasia.Batten@aec.gov.au>;
EIAT
<EIAT@aec.gov.au>
>

Subject: RE: RE: RE: RE: RE: RE: [External] TikTok follow-up + government reporting channel [SEC=OFFICIAL: Sensitive]

Thanks s 22, appreciate it.

Let's lock it in! If you are able to include Ana and EIAT mailbox in the invite we will be able to pass on to other Taskforce attendees.

Kind Regards

Julie

**Julie Igglesden |
Electoral
Interference
Coordinator**

Digital Technology
& Communications
Branch

m
en
ts.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

--

s 22
s 22
Sydney Office

Tel: AUS +s 22
Email:
s 22 [@tiktok.com](mailto:s 22@tiktok.com)



Follow us on  

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email

and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.

DISCLAIMER:

If you have received this transmission in error please notify us immediately by return email and delete all copies. If this email or any attachments have been sent to you in error, that error does not constitute waiver of any confidentiality, privilege or copyright in respect of information in the email or attachments.