

Sheridan New

From: S 22 <[REDACTED]@tiktok.com>
Sent: Friday, 26 November 2021 9:43 AM
To: EIA T
Cc: Julie Iglesden; S 22 [REDACTED]
Subject: Re: [External] TikTok follow-up on escalation scenarios [SEC=OFFICIAL:Sensitive]

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Hi Anastasia,

Thank you for sharing this document for our feedback.

Overall, TikTok's existing processes/content policies and expectations of how we would cooperate with the AEC and other Government agencies (which have been informed by our prior engagements), align with the outcomes being sought by the AEC in these escalation scenarios.

Given the AEC's expertise in Australian electoral laws and other relevant legislation, TikTok would take action on content that the AEC advises breaches such laws, and TikTok would aim to work with the AEC in order to provide information that the AEC may request to further its investigations into potential breaches.

It is also important to note that most of the escalation scenarios outlined in the document would likely involve content that is not permitted under our [Community Guidelines](#). This includes but is not limited to:

- Content that misleads community members about elections or other civic processes.
- Coordinated inauthentic behaviours to exert influence and sway public opinion while misleading individuals and the community about the account's (creator's) identity, location, or purpose.
- Paid political advertising / content.

In all scenarios where matters were escalated to us by the AEC or other relevant Government agencies, we would want to work closely with those organisations in order to come to an acceptable outcome and assist with any investigations, where appropriate.

Let me know if you have any questions or wish to discuss anything further!

Kind regards

S 22 [REDACTED]
On Tue, Nov 9, 2021, 3:37 PM <EIA T@aec.gov.au> wrote:

Hi S 22 [REDACTED]

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



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From: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Sent: Tuesday, 24 August 2021 1:15 PM
To: S 22
Cc: EIAI <EIAI@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
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

\$ 22

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

Thanks **\$ 22** no worries.

Julie Igglesden | Electoral Interference Coordinator
Digital Technology & Communications Branch
Australian Electoral Commission

T: (02) 6271 4687 X: **\$ 22** M: **\$ 22**



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

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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**



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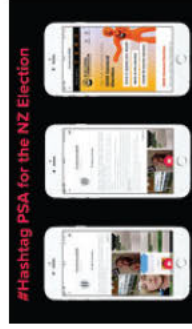
From: S 22 [REDACTED] <[REDACTED]@tiktok.com>
Sent: Thursday, 22 July 2021 2:17 PM
To: Julie Igglesden <Julie.igglesden@aec.gov.au>
Cc: Anastasia Batten <Anastasia.Batten@aec.gov.au>; EIAT <EIAT@aec.gov.au>
Subject: Re: [External] RE: TikTok follow-up on AEC PSA [SEC=OFFICIAL]

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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,

\$ 22

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

Thanks \$ 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: \$ 22 M \$ 22



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From: \$ 22 <@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

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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

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

Hi **S 22**

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**



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From: 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

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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.

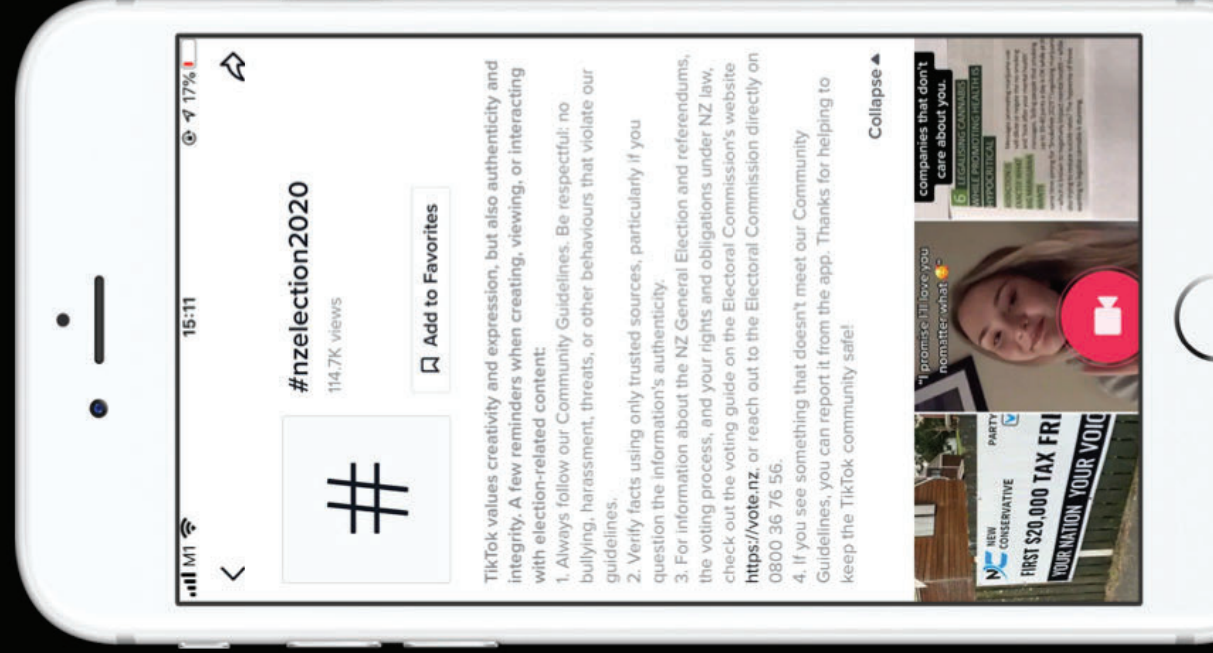
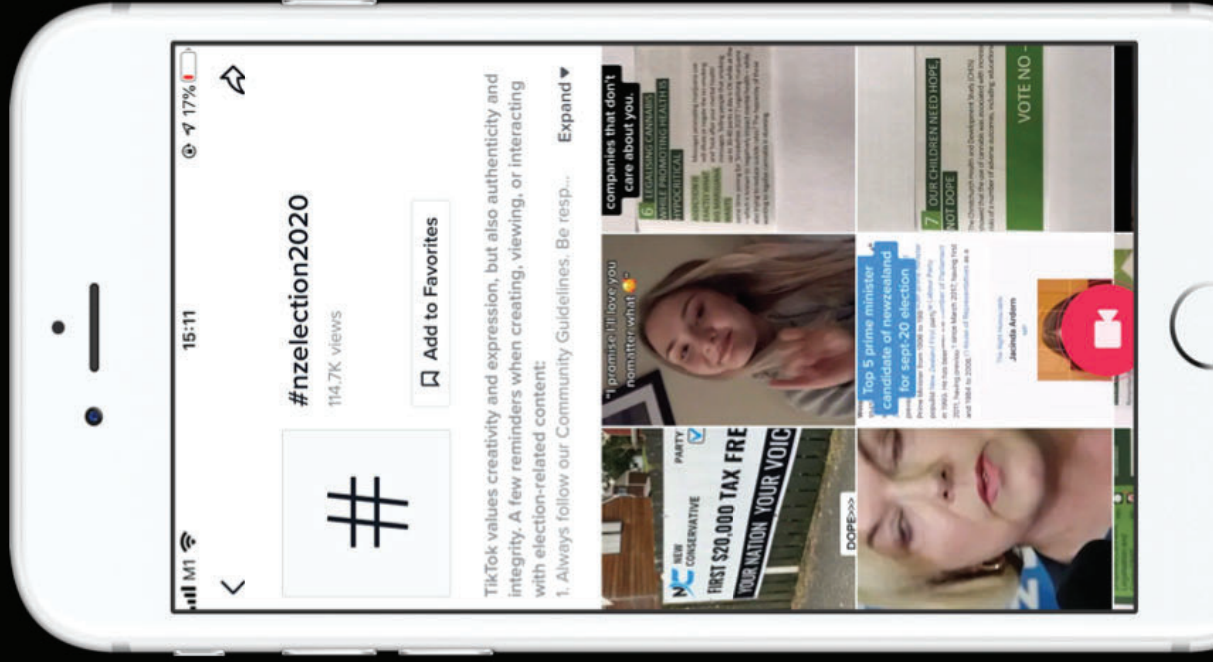
1. TikTok Australia entered into a partnership with Agence France-Presse (AFP) in 2020 to incorporate its expertise on fact-checking and combating misinformation. The article below provides some further detail on the AFP's reputation and how we are working together:

<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

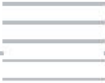
Yes of course, happy to do that in any instance so your IT team doesn't have to move mountains!

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



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From: **S 22** <@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]

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Hi Anastasia,

There is a weird limitation we have with our Teams accounts where we can't 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 can't 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,

VIC State Office | VIC State Office and Outposts

Australian Electoral Commission

T: (03) 9285 7139 X: **S 22**



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From: **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]

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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** <@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



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

Sent: Tuesday, 8 June 2021 9:48 AM

To: S 22 [@tiktok.com](https://www.tiktok.com/@tiktok.com)

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

Subject: 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

Australian Electoral Commission

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



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From **S 22** [@tiktok.com](#)
Sent: Tuesday, 8 June 2021 9:41 AM
To: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Cc: Anastasia Batten <Anastasia.Batten@aec.gov.au>; EIAT <EIAT@aec.gov.au>
Subject: Re: RE: RE: [External] TikTok follow-up + government reporting channel [SEC=OFFICIAL:Sensitive]

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Good morning Julie,

Apologies for the delay but I can confirm a TAC tour for Thursday, 17 June, 10:00 - 11:00 AM.

My team (Public Policy/GR) will be online 10-15 min before just to make sure everyone is connected and for introductions.

Let me know if this time is still available for you and we will send through invitation details.

Kind regards

S 22

On Thu, Jun 3, 2021, 11:08 AM <Julie.Igglesden@aec.gov.au> wrote:

Thanks S 22

We will wait to hear about the 17th or other options.

Julie

Julie Igglesden | Electoral Interference Coordinator
Digital Technology & Communications Branch
Australian Electoral Commission

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



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From: S 22 <[REDACTED]@tiktok.com>
Sent: Thursday, 3 June 2021 10:05 AM
To: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Subject: Re: RE: RE: [External] TikTok follow-up + government reporting channel [SEC=OFFICIAL:Sensitive]

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Good Morning Julie,

The June 8 time isn't possible for us and we are trying to shift around and confirm the final two speakers (of four) calendar's for the 17th.

We are also looking at dates in the following week to provide as options if that doesnt work.

I will get back to you as soon as possible.

Kind regards

s 22

On Thu, Jun 3, 2021, 9:59 AM <Julie.Igglesden@aec.gov.au> wrote:

Morning**s 22** just wanting to check in as 8 June is coming up quickly!

Any indication from your US colleagues?

Cheers

Julie

Julie Igglesden | Electoral Interference Coordinator

Digital Technology & Communications Branch

Australian Electoral Commission

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



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From:**s 22** <btiktok.com>
Sent: Thursday, 27 May 2021 2:53 PM
To: Julie Igglesden <Julie.Igglesden@aec.gov.au>

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Good afternoon Julie,

Thank you for the introduction - it is nice to (e)meet you Ana.

No worries about the delay - it is the same on my side as well!

I am just awaiting confirmation on the suggested times from our US based colleagues.

Will update you soon.

Kind regards

S 22

On Wed, May 26, 2021, 1:37 PM <Julie.Jagglesden@aec.gov.au> wrote:

Hi S 22

Apologies for the delayed response, a few calendars to manage here!

We have put aside:

Tuesday 8 June 0900-1100 AEST

Thursday 17 June 0900-1100 AEST

Should neither be suitable from your end, please let me know and we will come up with some other options.

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



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From: s 22 @tiktok.com>
Sent: Friday, 21 May 2021 9:55 AM
To: Julie Igglesden <Julie.igglesden@aec.gov.au>
Cc: David Lang <David.Lang@aec.gov.au>; Evan Ekin-Smyth <Evan.Ekin-Smyth@aec.gov.au>
Subject: Re: RE: [External] TikTok follow-up + government reporting channel [SEC=OFFICIAL:Sensitive]

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Good morning Julie,

Please see attached for the slidedeck I spoke to last Friday.

Let me know if you have any questions. Looking forward to your response regarding the Transparency and Accountability Tour.

Kind regards

On Wed, May 19, 2021, 5:01 PM <[s 22](#)> wrote:

Hi Julie,

Great.

The tour including Q&A is about 60 min - given the potential size of the group lets extend it to 75 min in case.

Yes I will need to coordinate with both my US and Singaporean colleagues. To account for their timezones we prefer to run the TAC first thing in the morning our time (starting 9-9.30am).

Are you able to provide 2-3 available timeslots from June 1 that might work on your end?

Kind regards

[s 22](#)

On Wed, May 19, 2021, 12:06 PM <Julie.jgglesden@aec.gov.au> wrote:

Hi [s 22](#)

Not a problem, sounds great. Let's start there and hopefully cut down on future meetings for us all!

How long would we need to put aside for the tour? Is it useful for us to give you some timing suggestions taking into account global location of all members?

Cheers

Julie

Digital Technology & Communications Branch
Australian Electoral Commission

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



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From: **S 22** ptiktok.com
Sent: Wednesday, 19 May 2021 11:52 AM
To: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Cc: David Lang <David.Lang@aec.gov.au>
Subject: Re: [External] RE: TikTok follow-up + government reporting channel [SEC=OFFICIAL:Sensitive]

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Hi Julie,

Yes, if you could provide referral emails in advance it does provide us extra certainty that we are responding to individuals/teams that have the appropriate authority.

On the slidedeck, I will have to double check internally but I am sure we can get something to you this week.

As discussed on Friday, we are happy to arrange follow-up meetings where needed. However I do propose we organise the Transparency and Accountability Centre Tour first (for the AEC and Taskforce members together), as it is comprehensive and (from what I have seen) informative for regulators/government stakeholders.

The tour also includes speakers that we would likely ask to sit-in on meetings to discuss issues that may be of interest to particular agencies so

From that point onwards, we can work out what other meetings are needed and I can arrange everyone on my end.

Let me know if that approach sounds appropriate to you. We are a small team so where we can answers questions upfront or consolidate meetings helps us a lot!

Kind regards

s 22

On Tue, May 18, 2021, 1:21 PM
<Julie.Igglesden@aec.gov.au> wrote:

Afternoons 22

Our pleasure, thank you also for taking the time to meet with us in person.

We will note the preferred reporting pathways below and follow that pattern as we go forward. If it is useful, I can look to provide you with the mailboxes we would anticipate using for any referrals?

Are you able to share all or a portion of the presentation you spoke from on Friday? Your escalation and investigation flow diagrams in particular would be very useful for us to go through with our team. Confirming also that we would like to take you up on the offer of a virtual tour of the Transparency and Accountability Centre and further information regarding the bi-annual Transparency Report.

I would like to propose a way forward so that we can allow specific staff to discuss some of the items we touched on in more detail:

- AEC Meeting regarding opportunities for collaboration on electoral participation and engagement

- AEC/Taskforce meeting regarding election related escalations and potential scenario plans
- Other Taskforce agencies meeting regarding items in their broader Taskforce remit (TBC).

If you're in principle happy to pursue the above, we will look to get more detail surrounding each and make contact again soon.

Happy to discuss,

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**

From: **S 22** <p@tiktok.com>
Sent: Monday, 17 May 2021 10:54 AM
To: Julie Igglesden <Julie.Igglesden@aec.gov.au>
Cc: David Lang <David.Lang@aec.gov.au>
Subject: TikTok follow-up + government reporting channel

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Good morning Julie,

Thank you for your time and organisation on Friday. I also extend that thanks to David and the other AEC and Taskforce attendees.

Below I have summarised the last slide our Trust and Safety team were unable to speak to on Friday due to the video connection dropping out.

Agency Reporting and Support channels

As discussed, TikTok has a dedicated team managing election risks and responding to issues or concerning content in the lead-up to and on the day of an election.

To enable timely responses to concerning content the AEC may wish for TikTok to review, we ask that any escalation/request be put in email through to **s 22** [@tiktok.com](mailto:s22@tiktok.com).

The email should include a summary of the report/incident and the exact URL(s) of the relevant content.

We would also ask that these emails either be sent from a team email alias or from individual(s) within AEC that you can identify as a liaison with TikTok (e.g. social media manager/response team).

This ensures we are addressing issues from the appropriate authority/personnel within TEC.

Please let me know if any of the above is unclear or if you have any more questions!

Kind regards,

s 22
s 22 Sydney Office

Tel: **ALUS 22**
Email: **s 22** [@tiktok.com](mailto:s22@tiktok.com)

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