

From: s 47F
To: s 47F
Cc: s 47F
Subject: FYI update: s 22 + TT ads [SEC=OFFICIAL]
Date: Wednesday, 18 January 2023 11:56:00 AM
Attachments: s 22

Hello all

A couple of updates on the social media advertising moderation front after our correspondence last week.

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Potential Tik Tok ads

UM advised we'll need to create a profile and provide access to its social team to 'serve' the referendum ads. s 22

TT ads would link directly to the AEC website, not anywhere else on the TT platform – there would be no AEC home account/profile to click through to for other content.

As mentioned before, no moderation is required.

Pls let me know if you'd like any further clarification on this. s 22

Cheers,

s 47F

Australian Electoral Commission

s 47F
