To: s 47F Cc: RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL:Sensitive] Subject: Date: Wednesday, 11 January 2023 11:48:00 AM s 22 Attachments: S 22 I'll set up a meeting with UM's social gurus and reps from M&DE and DDU to work through some of the \$ 22 TT queries. Leave it with me. s 47F From: S 47F Sent: Wednesday, 11 January 2023 11:25 AM To: S 47F Evan Ekin-Smyths 47F Cc: S 47F **Subject:** RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL:Sensitive] His 47F s 47C s 22 Australian Electoral Commission s 22 From: S 47F Sent: Wednesday, 11 January 2023 11:18 AM To: S 47F Evan Ekin-Smyths 47F Cc: \$ 47F Subject: FW: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL:Sensitive] Thanks for the discussion on this. Only a couple of comments from a DDU perspective for your consideration: s 22

From:

s 47F

	s 22			
,				

Potential paid media partnerships that focus on education and disinfo

- Re a 'youth social media platform' (like \$ 22 or Tik Tok) for young people, including First Nations Australians.
 - What are our avenues for advertising on Tik Tok? Image ads and short videos, S 22

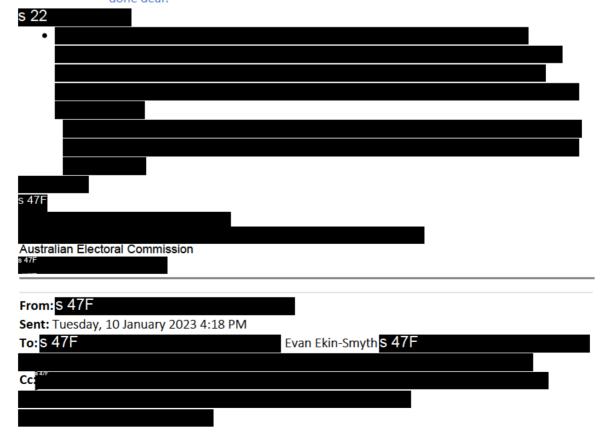
I understand there were informed discussions about whether or not the AEC would create an account that resulted in not creating one. M&DE might have more info

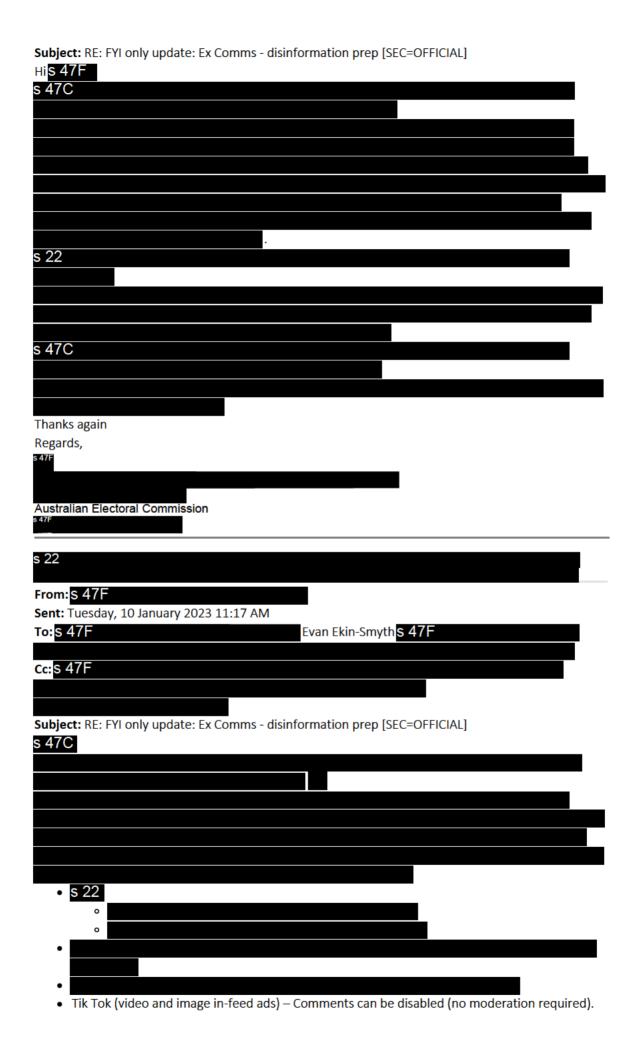
• Propose further discussion about 1. Whether we can enter into paid partnership without an account is an option, and 2. The appropriateness of advertising on Tik Tok against the reasoning for not creating an account.

This is just a recommendation from UM, with technical requirements to be investigated to see what's possible before we progress anything.

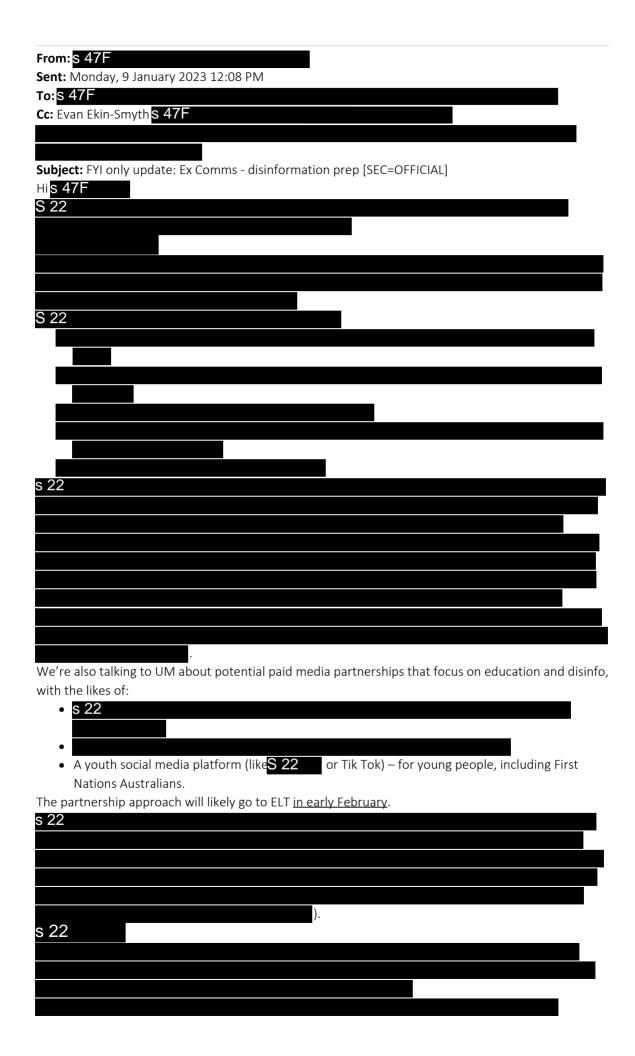
Am sure you're across these figures, but TT has 8.9 million monthly users with 39% audience aged P18-24. Stats from UM show 67% of the audience agreed that TT ads capture their attention 10% more than other platforms. It also had the highest dwell time of all platforms with users spending 90 mins a day on the platform. However, it is a new advertising platform for government / agencies and its use remains subject to Dept Finance approval before anything is booked, and then more current advice at the time of the Referendum. UM has assessed platform capabilities and provided guidance on how TT can be used for paid advertising in a manner that mitigates brand safety risks.

So, while it has been included in our media strategy <u>for consideration</u> – nothing is a done deal!





• s 22
•
s 22
s 47F
From: S 47F
Sent: Tuesday, 10 January 2023 10:51 AM To: Evan Ekin-Smyth S 47F
10. Evan Ekin-Sinytin S 471
cos 47F
Cc:S 47F
Subject: RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL]
His 47F and Evan,
s 47C
s 47F
Australian Flactoral Commission
Australian Electoral Commission
s 22
From: Evan Ekin-Smyth <mark>S 47F</mark>
Sent: Tuesday, 10 January 2023 10:42 AM
To: S 47F
Cc:s 47F
CG 5 471
Subject: RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL]
His 47F
s 22
\$ 22
s 47C
5 47 C
Cheers
Evan
Evan Ekin-Smyth A/g Director
Media & Digital Engagement Australian Electoral Commission
s 47F



s 22		
s 22		
s 47F		