

From: s 47F
To: s 47F [Evan Ekin-Smyth](#); s 47F
Cc: s 47F
Subject: RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL:Sensitive]
Date: Wednesday, 11 January 2023 11:48:00 AM
Attachments: s 22

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 s 22 TT queries. Leave it with me.

Cheers,

s 47F

From: s 47F
Sent: Wednesday, 11 January 2023 11:25 AM

To: s 47F
Evan Ekin-Smyth s 47F
Cc: s 47F

Subject: RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL:Sensitive]

Hi s 47F

s 47C s 22

s 47F

Australian Electoral Commission

s 47F

s 22

From: s 47F
Sent: Wednesday, 11 January 2023 11:18 AM
To: s 47F [Evan Ekin-Smyth](#) s 47F

Cc: s 47F

Subject: FW: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL:Sensitive]

Hi all

Thanks for the discussion on this. Only a couple of comments from a DDU perspective for your consideration:

s 22

- [REDACTED]
- [REDACTED]

s 22

o

Potential paid media partnerships that focus on education and disinfo

- Re a 'youth social media platform' (like s 22 or Tik Tok) – for young people, including First Nations Australians.

- o 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 here](#).

- o 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 for consideration – nothing is a done deal!](#)

s 22

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s 47F

Australian Electoral Commission

s 47F

From: s 47F

Sent: Tuesday, 10 January 2023 4:18 PM

To: s 47F Evan Ekin-Smyth s 47F

Cc: s 47F

Subject: RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL]

Hi **s 47F**

s 47C

s 22

s 47C

Thanks again

Regards,

s 47F

Australian Electoral Commission

s 47F

s 22

From: **s 47F**

Sent: Tuesday, 10 January 2023 11:17 AM

To: **s 47F** Evan Ekin-Smyth **s 47F**

Cc: **s 47F**

Subject: RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL]

s 47C

- **s 22**

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- Tik Tok (video and image in-feed ads) – Comments can be disabled (no moderation required).

- s 22
- [redacted]

[redacted]
[redacted]
[redacted] s 22 [redacted]

[redacted]
s 47F

From: s 47F
Sent: Tuesday, 10 January 2023 10:51 AM
To: Evan Ekin-Smyth s 47F

[redacted]
[redacted]

Cc: s 47F
[redacted]

Subject: RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL]

Hi s 47F and Evan,

s 47C
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]

s 47F
[redacted]
[redacted]

Australian Electoral Commission
s 47F

s 22
[redacted]

From: Evan Ekin-Smyth s 47F
Sent: Tuesday, 10 January 2023 10:42 AM
To: s 47F
[redacted]
[redacted]
[redacted]

Cc: s 47F
[redacted]

Subject: RE: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL]

Hi s 47F
s 22
[redacted]
[redacted]
s 47C
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]

Cheers
Evan
Evan Ekin-Smyth | A/g Director
Media & Digital Engagement
Australian Electoral Commission

s 47F
[redacted]

From: s 47F

Sent: Monday, 9 January 2023 12:08 PM

To: s 47F

Cc: Evan Ekin-Smyth s 47F

[Redacted]

[Redacted]

Subject: FYI only update: Ex Comms - disinformation prep [SEC=OFFICIAL]

Hi s 47F

S 22

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

S 22

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s 22

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[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

We're also talking to UM about potential paid media partnerships that focus on education and disinfo,

with the likes of:

- s 22
- [Redacted]
- [Redacted]
- A youth social media platform (like S 22 or Tik Tok) – for young people, including First Nations Australians.

The partnership approach will likely go to ELT in early February.

S 22

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]).

s 22

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[REDACTED] s 22 [REDACTED]
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s 22 [REDACTED]
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s 47F