

From: s 47F
To: s 47F
Subject: RE: CAB call re Tik Tok [SEC=OFFICIAL]
Date: Wednesday, 9 November 2022 2:33:00 PM
Attachments: [220325 TikTok AFR.pdf](#)

Thanks s 47F.

s 47F, you might recall the AEC had a partnership with Tik Tok during FE 2022 ('defending democracy' / integrity side). They created an 'election hub' (ran content past Evan) and a platform for us to report misleading content. Got some media coverage, including in the AFR – see attached article.

So not uncharted territory from the AEC's perspective in terms of PR – but yes in terms of advertising.

s 22

s 47F

From: s 47F
Sent: Wednesday, 9 November 2022 1:56 PM
To: s 47F

Subject: CAB call re Tik Tok [SEC=OFFICIAL]

Hi.

s 22

I got a call from s 47F on Friday afternoon (4/11). Main point of call, and subsequent discussion was as follows:

- s 47F confirmed what UM has advised – that Tik Tok have made the necessary changes with regard to 'brand safety' to satisfy the criteria and UM requirements to enable UM to recommend in media strategies.
- Before UM included Tik Tok in the AEC strategy for ref campaign, s 47F at UM did check with CAB to advise that they intended to include in their recommendations.
- s 47F did however say to s 47F, and reiterated this to me, that while from a pure media planning/audience perspective Tik Tok seems appropriate e.g. to reach and engage key/priority audience, that AEC would likely have other considerations more broadly related to electoral integrity/platform ownership/cyber security etc that were a matter for the AEC to consider.
- s 47F said while UM are now able to recommend Tik Tok as appropriate in media strategies for Aust Gov clients, that no department/non-corporate entities are yet to use it (as brand safety issues only recently resolved).
- Apparently paid use of Tik Tok being 'trialled' by a couple of non-corporate entities s 47F didn't say which, but non-corporate Government agencies are the likes of AustPost et al who have access to the Central Advertising System if they chose to access Gov rates and UM services).
- I indicated to s 47F was leading AEC mainstream campaign development, and would likely be keen to hear more on CAB perspective re use of Tik Tok (as we turn attention to proposed ref campaign media strategy), s 22

and that § 47F would therefore reach out in due course.

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