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Proposal

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Differences from 2022 Federal Election media plans

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- **Social media innovation – s 22**

and potential introduction of Tik Tok advertisements pending ongoing brand safety discussions with UM and the Department of Finance.

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7. For all advertising under the CAS, UM has brand safety mechanisms to mitigate the risks of advertising appearing alongside inappropriate or political content. It is also worth highlighting recent media commentary around the use of Tik Tok by overseas governments. While Tik Tok is currently included in referendum media plans to reach younger audiences, Communications Section will continue to discuss brand safety requirements with the Department of Finance and UM to ensure this channel remains appropriate ahead of formalising media bookings.

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Elena Dimcevska  
A/g Director, Communications  
27/03/2023

Tom Rogers  
Electoral Commissioner

Signature

Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_



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