

From: s 47F
To: s 47F
Cc: [Elena Dimcevska](#)
Subject: RE: For advice - Tik Tok - referendum campaign [SEC=OFFICIAL]
Date: Tuesday, 4 April 2023 1:30:45 PM
Attachments: s 22

OFFICIAL

Hi s 47F

We are looking into the ramifications of the Direction and will get back to you.

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Department of Finance

s 47F

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From: s 47F

Sent: Tuesday, 4 April 2023 11:32 AM

To: s 47F

Cc: Elena Dimcevska s 47F

Subject: For advice - Tik Tok - referendum campaign [SEC=OFFICIAL]

Importance: High

Hi s 47F

Hope your week is off to a good start.

I wanted to touch base on use of Tik Tok in government campaign media plans, given this morning's announcement the app will be banned on departmental devices.

TT is currently in plans for the referendum campaign, but my sense is we'll need to remove it.

I understand most recent advice (until today!) is that TT had met brand safety guidelines, but that it was up to individual agencies and departments to weigh up the risks and decide on its inclusion or otherwise.

Is there anything I should know from a whole-of-government policy perspective i.e., if this will be changing?

Cheers,

s 47F

[REDACTED]

Australian Electoral Commission

s 47F

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