

**From:** [Evan Ekin-Smyth](#)  
**To:** s 47F  
**Cc:** [Elena Dimcevska](#); s 47F  
**Subject:** RE: For review Wed: social mod info in ELT media Minute [SEC=OFFICIAL]  
**Date:** Tuesday, 21 March 2023 6:17:59 PM  
**Attachments:** s 22

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Cheers  
Evan

**Evan Ekin-Smyth**  
Director, Media & Digital Engagement  
Australian Electoral Commission

s 47F

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**From:** s 47F  
**Sent:** Tuesday, 21 March 2023 6:05 PM  
**To:** Evan Ekin-Smyth; s 47F  
**Cc:** Elena Dimcevska; s 47F  
**Subject:** For review Wed: social mod info in ELT media Minute [SEC=OFFICIAL]

s 22

be great if you could take a look at the social media points under the 'risks/issues' section of the attached Minute – which seeks EC approval of the ref campaign paid media mix.

Copied below as well for ease.

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- 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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