

From: s 22
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Subject: TikTok [SEC=UNOFFICIAL]
Date: Friday, 10 December 2021 12:41:00 PM
Attachments: [image001.jpg](#)

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Hi s 22

Australian Government campaigns, undertaken by non-corporate entities, have not featured the use of TikTok as a digital advertising channel. UM, the Australian Government's master media planning and placement agency, provide the following advice:

- o TikTok poses concerns in terms of brand suitability and does not currently meet the standards offered by other social media platforms to mitigate risk, particularly in regards to policy and enforcement (e.g. frequent incidents related to minors being exposed to unsuitable content, with no age gate on who is able to search hashtags);
- o UM does not recommend advertising on the platform, but will be re-evaluating this advice once IAS integration (IAS = an automated technological vetting platform for digital advertising placement) is completed and effectiveness of the Beta is proven (planned late Q1 2022); and
- o In the interim, UM are confident they can more efficiently and effectively target youth audiences across other platforms such as YouTube, Instagram, and Facebook that have as much as 89% duplication of TikTok audiences.

Regards



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