

**From:** s 22  
**To:** s 22 @homeaffairs.gov.au  
**Cc:** Government Advertising Management; Graham, Michael  
**Subject:** FW: Qn. re social media - skilled migration advertising campaign [SEC=OFFICIAL]  
**Date:** Tuesday, 25 October 2022 11:14:52 AM  
**Attachments:** image001.png

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SEC=OFFICIAL

Hello s 22

Universal McCann (UM), the Government's Master Media Buying Agency, has reviewed TikTok and does not currently recommend it is a channel/platform for Government advertising campaigns due to brand safety concerns. UM is working with TikTok to address these concerns and the situation is continually being reviewed.

We strongly encourage that you consult internally regarding the brand safety and data security concerns, to ensure Home Affairs and the Home Affairs Minister's Office are aware prior to using the platform.

Regards

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**From:** s 22 @homeaffairs.gov.au  
**Sent:** Wednesday, 19 October 2022 1:32 PM  
**To:** governmentadvertising <governmentadvertising@finance.gov.au>  
**Subject:** Qn. re social media - skilled migration advertising campaign [SEC=OFFICIAL]

**OFFICIAL**

H s 22

In relation to the below offshore campaign, we've been asked to confirm if there are any social media channels that as Australian Government Department we can't include in our marketing mix. Tic Toc was one channel that was raised.

Appreciate your advice.

Kind regards, s 22

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**Assistant Director Strategic Communication**

**Media and Communication Branch | Executive and International Group**

Department of Home Affairs

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