

From: s 22
To: s 22
Cc: s 22
Subject: RE: TikTok public relations [SEC=OFFICIAL]
Date: Thursday, 17 November 2022 5:41:33 PM
Attachments: [image003.png](#)
[image004.png](#)

OFFICIAL

Thanks so much for that extensive email s 22

There's lots in there for us to consider. We will be in touch next week. In the meantime, enjoy the rest of the week and have a great weekend.

Cheers,

S

s 22

Acting Campaign Manager, Smartraveller
 Consular Communication & Policy Branch (CIB) | Consular and Crisis Management Division (CCD)

Department of Foreign Affairs and Trade

s 22

*** Please note, I work part-time, Monday to Thursday ***

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We acknowledge the Traditional Custodians of Country throughout Australia, and their continuing connection to land, waters and community. We pay our respects to all First Nations peoples, their cultures and to their Elders, past, present and emerging.

From: s 22 @finance.gov.au
Sent: Thursday, 17 November 2022 5:36 PM
To: s 22 @dfat.gov.au; s 22 @finance.gov.au
Cc: s 22 @dfat.gov.au
Subject: RE: TikTok public relations [SEC=OFFICIAL]

SEC=OFFICIAL

Hi S

There is no whole of government position on the use of TikTok for campaign activity. However, there is a requirement to undertake thorough due diligence checks on influencers to ensure that the talent used does not pose any reputational risk to the campaign or the Government i.e. social media history should be reviewed and consideration should also be given to police background checks and citizenship status to mitigate potential risks in the same manner as you would undertake these processes for talent appearing in your advertising assets. The TikTok content should also clearly indicate due recognition of funding by the Australian Government to avoid any criticism regarding a lack of transparency.

s 22

s 22



s 22 | Director
Communications Advice Branch
Department of Finance
t: s 22
e: s 22 @finance.gov.au
a: One Canberra Avenue, FORREST ACT 2603

SEC=OFFICIAL

From: s 22 @dfat.gov.au
Sent: Wednesday, 16 November 2022 1:21 PM
To: s 22 @finance.gov.au; s 22 @finance.gov.au
Cc: s 22 @dfat.gov.au
Subject: TikTok public relations [SEC=OFFICIAL]

OFFICIAL

Hi s 22,

I trust you are both well.

I'm hoping you can provide some advice on a public relations issue for the Smartraveller campaign:

Our PR agency, s 22, has proposed approaching a number of TikTok 'creators' to help develop videos to promote Smartraveller. These videos would be cleared through DFAT, s 47G/ s 47E

[REDACTED]

- Firstly, can we use TikTok for PR? I understand there is a review on whether the Government can start advertising on the platform, however we are not clear on the PR rules.
- Secondly, are we able to pay 'creators' to post about Smartraveller?

s 22 says it has paid TikTok creators in the past for a Department of Health campaign.

I'd really appreciate your advice on this by COB tomorrow, if possible.

Thanks so much,

Cheers,

S [REDACTED]

s 22 [REDACTED]

Smartraveller Communication (CIN)
Consular Communication & Policy Branch (CIB) | Consular and Crisis Management Division (CCD)

Department of Foreign Affairs and Trade

P s 22 [REDACTED]

*** Please note, I work part-time, Monday to Thursday ***

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