

From: s 22
To: s 22
Cc: s 22
Subject: RE: TikTok [SEC=UNOFFICIAL]
Date: Tuesday, 20 December 2022 11:23:11 AM
Attachments: [image002.png](#)

UNOFFICIAL

Many thanks for this context and information s 22. This is incredibly helpful. Hope you both have the chance for a break over the summer period. We appreciate all of your help over the last 12 months.

Cheers

s 22

Director – Strategic Communication • Communication, Ministerial and Parliamentary Branch • People, Governance, Parliamentary and Communication

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Department of Infrastructure, Transport, Regional Development, Communications and the Arts
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I would like to acknowledge the traditional custodians of this land on which we meet, work and live. I recognise and respect their continuing connection to the land, waters and communities, I pay my respects to Elders past and present and to all Aboriginal and Torres Strait Islanders.

UNOFFICIAL

From: s 22 @finance.gov.au>
Sent: Monday, 19 December 2022 3:42 PM
To: s 22 @infrastructure.gov.au>
Cc: s 22 @finance.gov.au>
Subject: TikTok [SEC=UNOFFICIAL]

SEC=UNOFFICIAL

Hi s 22

In response to your query, there is no whole of government position on the use of TikTok for campaign activity. In respect to TikTok and Australian Government **advertising**, until recently, UM has not recommended its use given that it did not meet baseline brand safety requirements. More recently, TikTok has introduced three layers of brand safety: technology, human moderation, and third-party brand safety verification through IAS. The new IAS brand safety solution helps alleviate brand safety concerns previously held by UM. Although TikTok has not yet been used by a major campaign for advertising placement, UM has recommended it as a channel for upcoming campaign activity.

In regards to TikTok's use for **below-the-line** activity, there is a requirement to undertake

thorough due diligence checks on influencers (talent) 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 etc. to mitigate potential risks in the same manner as you would undertake these processes for talent appearing in your advertising assets. TikTok content should also clearly indicate due recognition of funding by the Australian Government to avoid any criticism regarding a lack of transparency.

CAB has advised entities looking to utilise the platform to monitor any broader Australian Government policy regarding TikTok close to the period of its proposed use (e.g. emerging data security and/or privacy matters etc.) to ensure that related campaign content aligns or to assess its overall suitability for use.

Regards



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