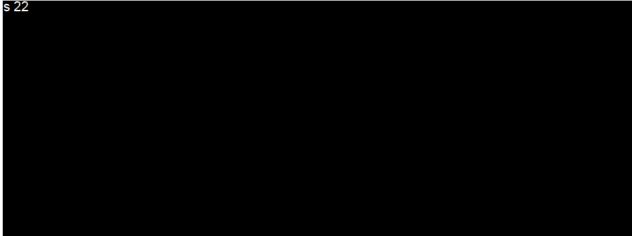
s 22



s 22		
s 22		



## **BRAND SAFETY**

- s 22
- We look forward to the seeing results of some smaller campaigns trialling TikTok, following recently implemented brand safety initiatives on the platform leading to UM recommend it be considered for Australian Government campaigns. We've agreed its use on some smaller campaigns and, depending on the results, we will consider using Twitter on some major campaigns in the future.



s 22	Assistant Director				
<b>Communications Advice Branch</b>					
Governance and Resource Management					
Department of	of Finance				

T:s 22 E:s 22

@finance.gov.au

A: 1 Canberra Avenue, Forrest ACT 2600

SEC=UNOFFICIAL

s 22			