From: s 22
To: s 22 s 22 ; s 22
Cc: s 22

Subject: FW: For urgent advice - use of TikTok in HA overseas skilled worker international advertising campaign, due

COB next Monday 19 December 2022 [SEC=OFFICIAL]

Date: Wednesday, 11 January 2023 10:09:27 AM
Attachments: UM digital brand safety appraisal SECUNOFFICIAL.msg

SEC=OFFICIAL

Hello,

Some recent advice below on the use of TikTok to Home Affairs and attached is the latest paper I have from UM which talks of brand safety for various social media outlets.

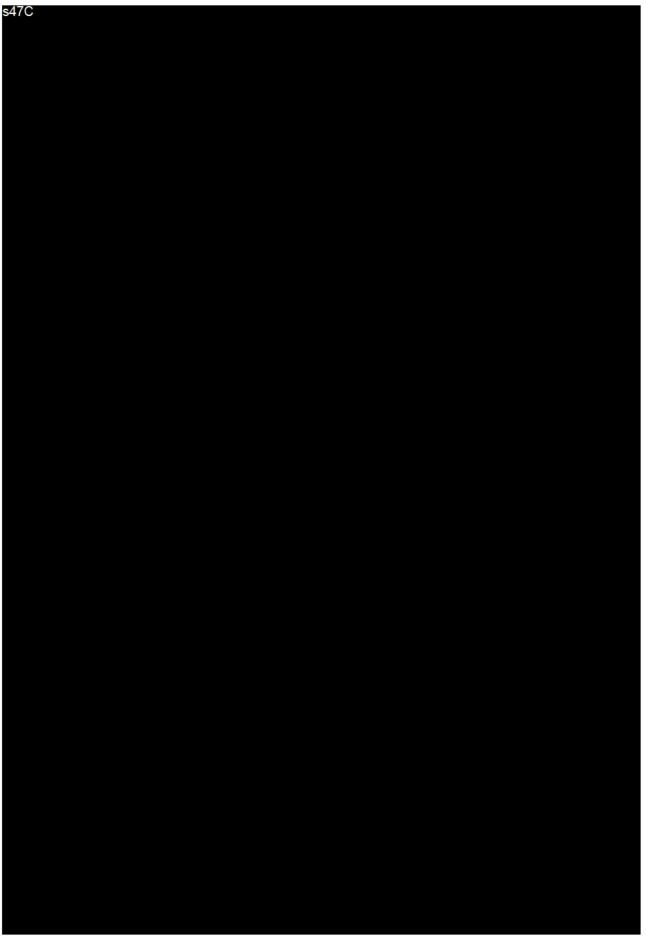
s22

Thanks

s 22

| Director | Communications Advice Branch (CAB) | T: \$ 22 SEC=OFFICIAL





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