

**From:** s 22  
**To:** s 22  
**Subject:** RE: TikTok campaign use [SEC=UNOFFICIAL]  
**Date:** Wednesday, 8 February 2023 12:10:12 PM

SEC=UNOFFICIAL

Thank you

SEC=UNOFFICIAL

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**From:** s 22 @finance.gov.au>  
**Sent:** Wednesday, 8 February 2023 12:08 PM  
**To:** s 22 (SYD-UMW) s 22 @umww.com>; s 22 (CAN-UMW) <s 22 @umww.com>  
**Cc:** s 22 @finance.gov.au>; s 22 @finance.gov.au>  
**Subject:** RE: TikTok campaign use [SEC=UNOFFICIAL]

SEC=UNOFFICIAL

Thanks s

s 22 FYI.

Regards



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=UNOFFICIAL

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**From:** s 22 (SYD-UMW) <s 22 @umww.com>  
**Sent:** Wednesday, 8 February 2023 11:55 AM  
**To:** s 22 @finance.gov.au>; s 22 (CAN-UMW) s 22 @umww.com>  
**Cc:** s 22 @finance.gov.au>  
**Subject:** RE: TikTok campaign use [SEC=UNOFFICIAL]

Hi s 22 ,

Thanks for sharing the article. At the moment we have Australian Eggs live, the campaign is due to finish on the 31<sup>st</sup> March.

We also have two campaigns planned:

1. ATO Super and Youth s 47E / s 47G 15 March to 16 April 2023, this has been approved by the Department.
2. AEC – Referendum, this pending approval from CAB and AEC. s 47E / s 47G

We have not recommended TikTok for any other campaigns.

Please let me know if you have any further questions or direction from the departments mentioned in the article.

Thanks,

s [redacted]

s 22 [redacted]  
D: s 22 [redacted]

*IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY*

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**From:** s 22 [redacted] <[redacted]@finance.gov.au>  
**Sent:** Wednesday, 8 February 2023 10:16 AM  
**To:** s 22 [redacted] (CAN-UMW); s 22 [redacted] <[redacted]@umww.com>; s 22 [redacted] (SYD-UMW) <[redacted]@umww.com>  
**Cc:** s 22 [redacted] <[redacted]@finance.gov.au>  
**Subject:** TikTok campaign use [SEC=UNOFFICIAL]

SEC=UNOFFICIAL

Morning s 22 [redacted]

The attached article details a number of departments that have banned TikTok app use on government devices. For information, can UM please provide an overview of campaigns that are currently using TikTok for advertising placement across all categories of client (i.e. non-corporate and corporate).

If we could get something before noon please.

Regards



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

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