

From: [EIAT](#)
To: s47F
Subject: RE: [External] Issuing data request notices [SEC=OFFICIAL]
Date: Friday, 25 August 2023 9:43:49 AM
Attachments: [image005.gif](#)
[image006.gif](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)
[image010.jpg](#)

Hi s47F,
Many thanks for the update and I hope you enjoy your leave.
Kind regards,
s47F | Project Officer
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
s47F

From: s47F
Sent: Friday, August 25, 2023 6:52 AM
To: EIAT <EIAT@aec.gov.au>
Cc: s47F
Subject: Re: [External] Issuing data request notices [SEC=OFFICIAL]
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Morning s47F
Thank you for that feedback.
We will double check that link to the AEC YouTube page is possible (as opposed to a video or playlist).
I will actually be on leave until mid September starting today. So please email s47F (Cc'd) if you have any issues. We will follow up on our end regarding some items discussed at our meeting with Jeff as well as scenario planning.
Good luck with Referendum prep!
Cheers
s47F

From: "EIAT" <EIAT@aec.gov.au>
Date: Wed, Aug 23, 2023, 1:26 PM
Subject: RE: [External] Issuing data request notices [SEC=OFFICIAL]
To: s47F
Cc: "EIAT" <EIAT@aec.gov.au>

Hi s47F,
Many thanks for sharing the below and providing some further information on what TikTok's PSA and Hub might look like.
There are just two comments we have that you may like to consider.

- Firstly, regarding the graphic in the PSA, in the referendum voters will be required to write either yes or no on their ballot paper - you can see an example ballot paper [here](#). The AEC would generally not use ticks or crosses to avoid possible confusion over how to vote formally.

Secondly, wanted to make sure you're aware that the sub-header text for the PSA *Stay informed. Enrol to vote. Report content that violates our Community Guidelines*, may need to be updated following Close of Rolls when voters are no longer able to enrol. Once a date for the referendum is announced, we'll be contacting you and sharing a list of key dates for your awareness. These dates will also be available on our website.

Regarding the beta link to view AECTV video, unfortell we do not have a single webpage that has all videos. Rather YouTube clips are embedded into webpages were relevant. The [AEC TV - YouTube](#) page is the best link, once you've had an opportunity to investigate this option further please let us know.

Lastly, given the PSA is linked to your referendum Hub, rather than directly to an AEC website (please correct me if I've misinterpreted that), the AEC/EIAT is not best placed to provide input into the relevant search terms.

Happy to discuss any of this further.

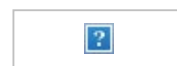
Kind regards,

s47F | Project Officer

Defending Democracy Unit | Electoral Integrity and Media Branch

Australian Electoral Commission

s47F



From: s47F

Sent: Monday, August 21, 2023 5:11 PM

To: EIAT <EIAT@aec.gov.au>

Subject: Re: [External] Issuing data request notices [SEC=OFFICIAL]

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Hi s47F

Will follow up soon regarding the search term list. Please see below for the proposed PSA wording, video tags and latest hub design. NB: we are considering whether it is possible to create a 'Watch here' black button under the 'Read here' button at the bottom that links to an AEC video playlist on an external site (e.g. AEC website/YouTube etc) as discussed with s47F. We would launch the hub as already reviewed, and then update the hub with the video button/content later on (if a pathway that the AEC is comfortable with is agreed).

We are also looking to launch the below assets very soon (ideally end of this week), as we anticipate more referendum related content circulating on our platform in the coming weeks. Hopefully our prior discussions with the broader AEC team regarding the below assets will help with any last check-ins etc. over the next few days.

Let me know if anything is unclear.

Kind regards,

s47F

Search Guide PSA (example below):



Header text (bolded): 2023 Referendum

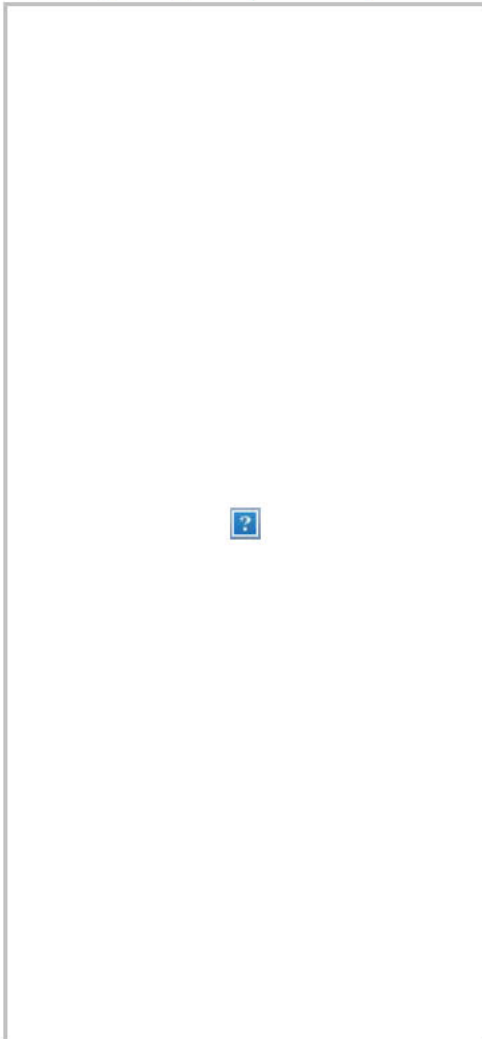
Sub-header text:

Stay informed. Enrol to vote. Report content that violates our Community Guidelines.

Link: Hub (see bottom)

Relevant search terms: Existing list with additions to be made by AEC/EIAT in the future

Video tag PSA (example below):



Text: Info about the Referendum process

Link: Hub (see below)

In-app Hub/Guide:



Videos embedded:

s47F

(As previously shared)

Info about the Referendum process - Read here link:

<https://www.aec.gov.au/referendums/> (can be updated when needed)

On Wed, Jun 28, 2023 at 12:10 PM EIAT <EIAT@aec.gov.au> wrote:

Hi s47F

Thanks for meeting and sharing some insight into TikTok's referendum hub.

I did think of a question while we were speaking that wasn't entirely related to the discussion and am wondering if you can assist. TikTok Singapore recently advised that data requests be directed to them, see attached. You previously mentioned the s47G(1(b)) inbox will soon/ eventually not be monitored. Can you confirm the best address for issuing legal notices?

Many thanks,

s47F

| Project Officer

Defending Democracy Unit | Electoral Integrity and Communications Branch

Australian Electoral Commission

s47F



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s47F

Public Policy Coordinator, Sydney Office

s47F

Email: s47F

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