

From: s47F
To: s47F [Jeff Pope](#); [Matthew Haigh](#)
Cc: s47F
Subject: RE: Additional question: On-platform voting prompt
Date: Sunday, 1 October 2023 5:00:00 PM
Attachments: [image001.gif](#)
[image002.gif](#)
[image005.png](#)
[image006.png](#)

Afternoon s47F

Thank you for the email and consultation. They seem simple yet effective designs. The coloured version was a winner in our quick internal poll

Cheers

s47F

s47F | Director
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
s47F

From: s47F
Sent: Thursday, September 28, 2023 8:59 PM
To: s47F [Jeff Pope](#) <Jeff.Pope@aec.gov.au>; [Matthew Haigh](#) <Matthew.Haigh@aec.gov.au>
Cc: s47F
Subject: Additional question: On-platform voting prompt

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Hi s47F & team,

I hope you are well.

We had one more question for you with respect to our on-platform prompts – this time with respect to Instagram.

We have the option to run the prompts either in grey scale or in colour, consistent with Instagram's branding palette (please see enclosed).

Just wanted to see if you had any preferences or thoughts on which option we ran with?

Welcome your thoughts,

s47F

From: s47F
Date: Thursday, 14 September 2023 at 1:37 pm
To: s47F Jeff Pope <Jeff.Pope@aec.gov.au>, Matthew Haigh <Matthew.Haigh@aec.gov.au>
Cc: s47F
Subject: Re: On-platform voting prompt [SEC=OFFICIAL]

Great – thanks s47F

And duly noted on keeping the ballot blank!

From: s47F
Date: Wednesday, 13 September 2023 at 8:07 pm
To: s47F Jeff Pope <Jeff.Pope@aec.gov.au>, Matthew Haigh <Matthew.Haigh@aec.gov.au>
Cc: s47F
Subject: RE: On-platform voting prompt [SEC=OFFICIAL]

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Evening s47F

Thanks for the follow up regarding the prompt. We would advise '2023 referendum' and 'aec.gov.au/referendum' as the best options here.

Quick note – can we please ensure that the ballot remains blank in the associated image? I'm sure you can appreciate the sensitivities with regards to the how to mark a formal ballot paper given current public interest!

Happy to chat.

Kind regards

s47F

s47F | Director
Defending Democracy Unit | Electoral Integrity and Media Branch
Australian Electoral Commission
s47F

From: s47F
Sent: Wednesday, September 13, 2023 6:46 PM
To: Jeff Pope <Jeff.Pope@aec.gov.au>; s47F Matthew Haigh <Matthew.Haigh@aec.gov.au>
Cc: s47F

s47F

Subject: On-platform voting prompt

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Hi s47F and team,

I hope you are well.

As I mentioned on our recent call, I wanted to follow up on the on-platform voting prompt.

Below is an example of what it will look like. A couple of things we'd be grateful to get your advice on:

1. the election name -- should it be "the 2023 Australia Voice to Parliament referendum" or 'The 2023 referendum'. Typically, ensuring the text is between 60-70 characters ensures that it performs better – more people read and engage with it.

2. Which webpage of the AEC should it link to?

Grateful for your advice.

Many thanks, s47F

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Regional Director of Policy | Australia, Japan, Korea, New Zealand & Pacific Islands

s47F

image002.png



EXAMPLE OF VOTING PROMPT:

Open photo



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