s22

From: s47F   <s47F   twitter.com>
Sent: Wednesday, 17 March 2021 11:51 AM
To: s22   <s22   health.gov.au>
Cc: s22   <s22   health.gov.au>; s22   <s22   health.gov.au>; s47
F   <s47F   twitter.com>; s22   <s22   health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

==**REMINDER:** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.==

Hi s22

I hope you are having a great week :)

Sharing an update on the vaccine link and COVID-19 search prompt (mock up of the new prompt below and attached). Our team is now ready to update and relaunch the prompt, which will be live tomorrow Thursday 18 March 2021.

Know the facts

To make sure you get updated information on the coronavirus (COVID-19), including vaccines, resources are available from the Australian Government.

Australia.gov.au

Dept of Health — COVID-19 vaccines

Please let me know if you have any questions and thanks for all your partnership on ensuring the most up to date public health information is easily accessible on Twitter.

Cheers,

s47F

On Wed, Mar 3, 2021 at 6:17 PM s22 <s22 health.gov.au> wrote:

s22 s47F

s22

s22

Australian Government Department of Health

T: s22 | E: s22 health.gov.au

s22

PO Box 9848, Canberra ACT 2601, Australia

The Department of Health acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present.

Making flexibility work *- if you receive an email from me outside of normal business hours, I'm sending it at a time that suits me. Unless I reach out to you via phone or text, I'm not expecting you to read or reply until normal business hours.*

From: s47F <s47F twitter.com>
Sent: Wednesday, 3 March 2021 5:50 PM
To: s22 <s22 health.gov.au>
Cc: s22 <s22 health.gov.au>; s22 <s22 health.gov.au>; s47F <s47F twitter.com>; s22 <s22 health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

Only click links or open attachments if you recognise the sender and know the content is safe.

Thanks for confirming, s22

I'll get the process started with our Operations team tomorrow and loop back with an update on timeline.

Cheers,

s47F

On Tue, Mar 2, 2021 at 8:08 PM s22 <s22 health.gov.au> wrote:

Hey s47F

In relation to the prompts, if you can please update the prompts as you suggested below that would be great. This means that where the second prompt currently has WHO, please make it the COVID-19 Vaccines – Dept of Health. The link for this prompt is www.health.gov.au/covid-19-vaccines

3

Know the facts

To make sure you get updated information on the coronavirus (COVID-19), resources
are available from the Australian Government and the World Health Organization.

Australia.gov.au

World Health Organization

Let me know if you have any further issues.

Thanks

s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

The Department of Health acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present.

Making flexibility work *- if you receive an email from me outside of normal business hours, I'm sending it at a time that suits me. Unless I reach out to you via phone or text, I'm not expecting you to read or reply until normal business hours.*

From: s47F   <s47F   twitter.com>
Sent: Wednesday, 24 February 2021 11:06 AM
To: s22   <s22   health.gov.au>
Cc: s22   <s22   health.gov.au>; s47F   <s47F   twitter.com>; s22
s22   health.gov.au>; s22   <s22   health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s22

No need to apologise! I just wanted to let you know we're here for any questions you might have.

Cheers,

s47F

4

On Wed, Feb 24, 2021 at 10:52 AM s22   <s22   health.gov.au> wrote:

Hi s47F – again sorry for the delay. Did discuss this last week with the team but will just confirm where we landed before myself or s22 come back to you.

Thanks

s22

s22

T: s22 | E: s22   health.gov.au

From: s47F   <s47F   twitter.com>
Sent: Wednesday, 24 February 2021 9:56 AM
To: s22   <s22   health.gov.au>
Cc: s22   <s22   health.gov.au>; s47F   <s47F   twitter.com>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Good morning s22   s22

I hope you are both well — I'm sure it's a busy week with the vaccine rollout. Exciting times!

I just wanted to check in and see if you had any questions about the materials shared and updating the search prompts?

Let me know if so and I'll be happy to delve into further detail.

Cheers,

s47F

On Fri, Feb 19, 2021 at 1:13 PM s47F   <s47F   twitter.com> wrote:

No problem at all, s22   Please let me know if you have any questions.

Cheers,

s47F

On Fri, Feb 19, 2021 at 1:02 PM s22   <s22   health.gov.au> wrote:

Sorry this one got lost in the inbox s47F   Will come back to you soon

s22

On Thu, Feb 11, 2021 at 2:39 PM s22   <s22   health.gov.au> wrote:

Hi s47F

Thanks for the info! I know there are a lot of us so thanks for your patience. s22   has recently taken on the challenge of overseeing misinformation for vaccines as well as COVID, so she'll be a key contact.

s22   your thoughts on the below?

Kindly,

s22

From: s47F   <s47F   twitter.com>
Sent: Thursday, 11 February 2021 12:30 PM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s22

Great to hear from you :) To clarify, the images showed two prompts we currently have live in partnership with the Department.

The first is the general COVID-19 prompt that we worked on with your colleagues s22   and s22   earlier in 2019. The second is the vaccine prompt that we worked on with you in December.

I wanted to check both that the Department was still keen to keep the current links on the vaccine prompt, as well as if there is interest in updating the general COVID-19 prompt to also include and link to the COVID-19 vaccine landing page. Let me know if you would like to jump on a quick call to discuss the details or if I should speak with your colleagues directly about the first prompt - apologies for any confusion!

Looking forward to hearing from you.

Cheers,

s47F

On Thu, Feb 11, 2021 at 12:23 PM s22   <s22   health.gov.au> wrote:

Hi s47F

Thanks for reaching out. Is this a different prompt to the one attached?

s22

From: s47F   <s47F   twitter.com>
Sent: Thursday, 11 February 2021 12:09 PM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

Hi s22

I hope you are well in this busy and important time for the Department. As the national vaccination strategy progresses, I wanted to get in touch with you about the Australian COVID-19 and vaccine search prompts.

I wanted to check in on a few points to ensure the search prompts are optimised, updated and sharing the best information to help Australians on Twitter:

- As the Department's communications strategy evolves, do let us know if you would like to update the links on the prompts. Currently the COVID-19 prompt links through to this government landing page and the World Health Organisation (pictured below). **For example, we could replace the WHO button link with the Department's COVID-19 vaccine information hub** as a secondary touch point for those searching for information on COVID-19 and vaccination**.**

Know the facts

To make sure you get updated information on the coronavirus (COVID-19), resources are available from the Australian Government and the World Health Organization.

Australia.gov.au

World Health Organization

Know the facts

To make sure you get updated information on the coronavirus (COVID-19), resources are available from the Australian Government and the World Health Organization.

Australia.gov.au

World Health Organization

As a reminder, if there are also new key terms or hashtags that the Department identifies and would like to add to the prompt then feel free to send them through and we can share them with our Engineering team for review and inclusion. This is such an important public health message and we are keen to support education and awareness for the vaccine strategy so, if there's anything else we can do to help support your work, please do let us know.

Cheers,

s47F

On Wed, Dec 23, 2020 at 1:00 PM s47F   <s47F   twitter.com> wrote:

Hi s22

Thanks for the update and no worries at all. We understand there are pressing priorities. We can always update the blog with the quote, so do feel free to send it through if / when it arrives!

Regarding the Sydney outbreak — we are currently amplifying update Tweets from the Department of Health and NSW Health, but please let us know if there's anything else we can do to help.

It would be great to reconnect in January too, about further collaborations to surface trusted information about vaccination for Australians on Twitter. Have a wonderful (if short) break and we'll be back in touch soon.

Cheers,

s47F

On Wed, Dec 23, 2020 at 12:41 PM s22   <s22   health.gov.au> wrote:

Hi s47F

s22

s22

From: s47F   <s47F   twitter.com>
Sent: Friday, 18 December 2020 2:58 PM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s22

Please find the blog and launch Tweets, now live here:

- Blog
- Tweet Threads

I'll send them through to your colleagues on the social team too. Let us know if you have any questions.

Have a great weekend ahead 🎉

Cheers,

s47F

On Fri, Dec 18, 2020 at 1:49 PM s47F   <s47F   twitter.com> wrote:

Hi s22

s22

s47F

On Fri, Dec 18, 2020 at 1:37 PM s22 <s22 health.gov.au> wrote:

s22

From: s47F <s47F twitter.com>
Sent: Friday, 18 December 2020 11:53 AM
To: s22 <s22 health.gov.au>
Cc: s47F <s47F twitter.com>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s22

I hope you're having a good Friday so far :)

Media and communications update

A quick update for you on the media front. Our team has secured a story in B&T — Twitter launches new vaccine prompt.

Key paragraphs

Twitter has today announced it is partnering with the Australian Department of Health to launch the #KnowTheFacts search prompt, which will show credible information related to immunisation, including COVID-19 vaccines, at the top of the search experience. As conversation around COVID-19 vaccines and immunisation increases on Twitter, the social media platform says it is important that people in Australia can identify trusted information from health authorities.

It's a solid story, covering how essential it is for people in Australia to identify trusted information from the Department of Health.

We are also excited to share this from Twitter's owned communications channel today! As mentioned, we totally appreciate the timeline for approved quotes from the Department. If / when you do have an approved quote, please do let us know and we can update the blog content and send it to any media, accordingly.

Update to our approach on potentially misleading vaccine information

I also wanted to highlight, in case you haven't already seen it, that we have expanded our #COVID19 misleading information policy, to cover how we'll address potentially harmful misleading content about these vaccines and help people stay informed. You can see more details on the update here - COVID-19: Our approach to misleading vaccine information.

Please let us know if you have any questions at all and we'd be happy to discuss.

Cheers,

s47F

On Fri, Dec 18, 2020 at 9:04 AM s47F <s47F twitter.com> wrote:

Hi s22

I am pleased to confirm the prompt is now live on Twitter and looking great 🎉 🎉 🎉

That's fantastic news! Appreciate that the timeline / quote is not confirmed but, would you say it is likely to come through today? If so, we will hold on our blog publication and launch Tweets to incorporate the Chief Medical Officer's comments. I have also given our PR agency the heads up, in case they are able to include it in media pitching.

Our agency secured interest from news.com.au yesterday, but are awaiting confirmation on whether the story will run (resource allocation in the newsroom was tight heading into the holidays so they couldn't 100% confirm if the story would get across the line today). We will keep you posted on the result and any notable media interest throughout the day.

Please let me know if you have any questions and thank you for making this such a smooth process. Look forward to hearing from you soon.

Cheers,

s47F

On Fri, Dec 18, 2020 at 8:48 AM s22 <s22 health.gov.au> wrote:

Hi s47F

s22

s22

From: s47F   <s47F   twitter.com>
Sent: Thursday, 17 December 2020 11:43 AM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s22

Great stuff and I hope you do get some time for rest and relaxation over the break (albeit a short one!)

The prompt is now scheduled to go live tomorrow, **Friday 18 December.** Here's a mock up image of how it will appear on Twitter 🎉

Know the facts

To make sure you get the best information on immunisation, including COVID-19 vaccines, resources are available from the Australian Department of Health and the World Health Organization.

Australian Department of Health

@healthgovau

To update you on the media front, our PR agency is keen to pitch the announcement under embargo to news.com.au as a first run today (ideally for a story tomorrow), following which they will share the news more broadly with select national mainstream media including the likes of SMH, ABC, The Guardian, and The New Daily. We will be sure to keep you across any relevant media interest.

Depending on media interest / timings, we will also publish a blog about the prompt on the official Twitter Australia blog and Tweet from @TwitterAU. I have attached the draft blog and Tweet copy for your reference (please feel free to use the Tweet copy as a basis for any Tweets the Department might want to share). We would love to include a quote from the Department in the blog and can update it with an approved quote at a later date, noting your point on the approval timeline.

Please let me know if you have any questions at all and thanks again for your partnership. We're so pleased to see this launch, especially as public conversation around vaccines increases and credible public health information is more vital than ever.

s45, s47E(d), s47(1)(b)

On Fri, Dec 11, 2020 at 11:34 AM s22   <s22   health.gov.au> wrote:

Excellent s47F

Thanks so much for your help and proactivity. Everything we can do to keep credible messaging at the forefront matters.

Talk soon,

s22

From: s47F   <s47F   twitter.com>
Sent: Friday, 11 December 2020 11:26 AM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

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Hi s22

Happy Friday to you and thank you so much for sending this approved information through.

s45, s47E(d), s47(1)(b)

Thank you for your partnership in surfacing credible public health messaging for Australians on Twitter. Please let us know if you have any questions at this stage!

Speak soon,
s47F

On Thu, Dec 10, 2020 at 6:34 PM s22   <s22   health.gov.au> wrote:

Hi s47F

Thanks for your patience – updated approved document attached.

Kindly,

s22

s22
s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

GPO Box 9848, Canberra ACT 2601, Australia

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s22   <s47F   twitter.com>
Sent: Thursday, 10 December 2020 9:17 AM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

<mark>REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.</mark>

Hi s22

I hope you are well and having a great week.

s45, s47E(d), s47(1)(b)

        but I thought I'd check in and see if you have any questions at this stage?

We're here to help if you have any follow up queries or there are sections you'd like clarified. Looking forward to hearing from you.

Cheers,

s47F

On Wed, Dec 2, 2020 at 4:47 PM s47F   <s47F   twitter.com> wrote:

  Hi s22

s22   s45, s47E(d), s47(1)(b)
                    s22

Next steps

  • Confirm what **two links** you would like the prompt to direct to

o For example:

Link 1: Dedicated landing page URL **Link 2:** A second URL, or an official Twitter account i.e @healthgovau or a secondary authority i.e WHO

• Review the list of keyword triggers for additions or removals (your local expertise is greatly appreciated here)

• Confirm the Department is happy with the draft copy for the prompt (this is in the overview and I've also copied it below for ease of reference)

Search prompt copy

- **Line one:** Know the facts
- **Line two:** To make sure you get the best information on immunisations and vaccines, resources are available from the Australian Department of Health.
- **Link 1:** TBC
- **Link 2:** TBC

Once the Department of Health has confirmed these details, we will brief it in to our relevant engineering teams and can share a working timeline for launch. We can work closely with the Department to confirm the final launch date.

Let me know if you have any questions on the above and more than happy to jump on the phone tomorrow to run through any details, if preferred.

Cheers,

s47F

On Wed, Dec 2, 2020 at 1:09 PM s22   <s22   health.gov.au> wrote:

Hi s47F

We are probably a day or two away from having the right URL for this use – wondering what else you need from us in order to execute and when you'd like to do that?

Thanks in advance,

s22

s22
s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

GPO Box 9848, Canberra ACT 2601, Australia

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s47F   <s47F   twitter.com>
Sent: Friday, 27 November 2020 11:20 AM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>; s22
<s22   health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

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s22   s22

s22

Cheers,

s47F

On Fri, Nov 27, 2020 at 10:35 AM s22   <s22   health.gov.au> wrote:

Hi s47F

Great to meet you, and thanks so much for your patience. We're very interested to work with you on this. We're in the middle of standing up a particular web structure for our vaccine content so I'm waiting on that to get you the right URL. Will provide an update shortly!

Kindly,

s22

s22
s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

GPO Box 9848, Canberra ACT 2601, Australia

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s47F   <s47F   twitter.com>
Sent: Tuesday, 24 November 2020 6:11 PM
To: s22   <s22   health.gov.au>

Cc: s47F   <s47F   twitter.com>; s22
<s22   health.gov.au>; s22   <s22   health.gov.au>; s22
s22   s22   health.gov.au>; s22   <s22   health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

> **REMINDER :** Think before you click! This email originated from outside our organisation. Only click links or open
> if you recognise the sender and know the content is safe.

Thanks for the update, s22

Nice to meet you, s22 and looking forward to working with you.

If you have any questions, please don't hesitate to contact us and we'll be happy to help.

Cheers,

s47F

On Tue, Nov 24, 2020 at 4:51 PM s22   s22   health.gov.au> wrote:

Hi s47F

s22

Thanks

s22

s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

Location: Sirius Building 3.N.407

GPO Box 9848, Canberra ACT 2601, Australia

Please note: I am not available on Tuesdays

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s47F   <s47F   twitter.com>
Sent: Tuesday, 24 November 2020 3:11 PM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>; s22
<s22   health.gov.au>; s22   <s22   health.gov.au>; s22   ,

Location: Sirius Building 3.N.407

GPO Box 9848, Canberra ACT 2601, Australia

Please note: I am not available on Tuesdays

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s47F   <s47F   twitter.com>
Sent: Friday, 13 November 2020 2:30 PM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>; s22
<s22   health.gov.au>; s22   <s22   health.gov.au>;
s22   <s22   health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

> **REMINDER :** Think before you click! This email originated from outside our organisation. Only click links or o
> if you recognise the sender and know the content is safe.

Hi s22

It's no problem at all - the buttons on the search prompt are completely customisable. So we can insert whatever links and/or text on those buttons to direct people to different resources.

Best,

s47
F

On Fri, Nov 13, 2020 at 2:23 PM s22   <s22   health.gov.au> wrote:

> Thanks s47F
>
> We are still a bit stuck on how to move forward with this.
>
> The problem is if people are searching for info about immunisation we would send them to one spot on our website, but if they were looking for info on COVID vaccine we would direct them somewhere else….
>
> Do you have an example or some advice on how this has been done before?
>
> Does the second link have to go to WHO? Wondering if maybe we add the department as the second link on the COVID prompt which would then cover COVID vaccine searches??
>
> s22
>
> s22
>
> s22
>
> s22
>
> Australian Government Department of Health

T: s22 | E: s22   health.gov.au

s22

GPO Box 9848, Canberra ACT 2601, Australia

Please note: I am not available on Tuesdays

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s47F   <s47F   twitter.com>
Sent: Thursday, 12 November 2020 2:30 PM
To: s47F   <s47F   twitter.com>
Cc: s22   <s22   health.gov.au>; s22
<s22   health.gov.au>; s22   s22   health.gov.au>;
s22   <s22   health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

> **REMINDER :** Think before you click! This email originated from outside our organisation. Only click links or
> if you recognise the sender and know the content is safe.

Hi s22   team,

I hope you're all well and having a good week.

I wanted to check in and see if you had any further questions on how the keywords have been grouped or on how the prompt would be executed?

Please let us know if there's anything we can help clarify and hope to hear from you soon.

All the best,

s47F

On Mon, Nov 9, 2020 at 5:53 PM s47F   <s47F   twitter.com> wrote:

Hi s22

We'll have two search prompts: (1) the existing COVID-19 search prompt, and (2) the second general immunisation search prompt that promotes credible information about vaccines.

Due to the way our systems are engineered, we want to ensure that we're specific about which prompt is activated when keywords are searched; hence, this list of keywords are related to immunisation. However, we are happy to be guided by the Department of Health regarding the language contained in the search prompt or the websites that the prompt points to.

For an example of what this looks like, here's a link to our global blog that shows the vaccine search prompt we activated with the US Department of Health & Human Services that points people to vaccines.gov.

Hope that helps clarify, and let us know if you have any further questions.

Best,

s47
F

On Mon, Nov 9, 2020 at 3:11 PM s22   <s22   health.gov.au> wrote:

Hi s47F

Quick question about this – the list you attached looks like it's more general immunisation rather than COVID vaccine searches – can you please clarify what we need to focus on?

Apologies for the confusion – I thought when we initially chatted about this it was general immunisation but had subsequently shifted to COVID vaccine but may have misunderstood that?

Thanks

s22

s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

Location: Sirius Building 3.N.407

GPO Box 9848, Canberra ACT 2601, Australia

Please note: I am not available on Tuesdays

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s47F   <s47F   twitter.com>
Sent: Wednesday, 4 November 2020 11:09 AM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>; s22
<s22   health.gov.au>; s22   <s22   health.gov.au>;
s22   <s22   health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

REMINDER : Think before you click! This email originated from outside our organisation. Only click links if you recognise the sender and know the content is safe.

Hi s22   and team,

Thanks again for your time last week. It was great to reconnect about the search prompt and encouraging Australians to get the facts about immunisation from trusted information sources.

Please find a one-pager attached with a recap of what we discussed, examples of what the prompt would look like, and the keyword list for your review and reference.

To progress, can the Department of Health please

- Nominate the two links for the prompt
  + For example, a nominated Twitter account and government landing page
- Review the list of keyword triggers for additions or removals (your local expertise is greatly appreciated here)

Once we receive your inputs, we will brief it in to our relevant engineering teams and can share a potential timeline for launch, working with you to confirm the launch date.

Please do let us know if you have any questions at this stage and we'd be happy to assist. Thank you for your continued partnership in surfacing credible information about this important topic for Australians on Twitter.

Cheers,

s47F

On Wed, Oct 21, 2020 at 3:38 PM s22 　　　　　　<s22　　　　　　health.gov.au> wrote:

s22　　　　　　　　s47F

s22

s22

s22

s22

s22

T: s22　　　　| E: s22　　　　　health.gov.au

s22

GPO Box 9848, Canberra ACT 2601, Australia

s22

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s47F　　　　　<s47F　　　twitter.com>
Sent: Wednesday, 21 October 2020 2:47 PM

> **REMINDER :** Think before you click! This email originated from outside our organisation. Only click link
> if you recognise the sender and know the content is safe.

Hi s22

My apologies, I see that in your signature now. Would either of the two options below suit you?

- Wednesday 28 October, 2:00pm AEDT
- Thursday 27 October, 1:00pm AEDT

Cheers,

s47F

On Wed, Oct 21, 2020 at 11:27 AM s22   <s22   health.gov.au> wrote:

s22   s47F

s22

s22

s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

s22

GPO Box 9848, Canberra ACT 2601, Australia

Please note: I am not available on Tuesdays

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s47F   <s47F   twitter.com>
Sent: Wednesday, 21 October 2020 11:13 AM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   twitter.com>; s22
<s22   health.gov.au>; s22   <s22   health.gov.au>;
s22   <s22   health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

<s47F   twitter.com>

Cc: s22   <s22   health.gov.au>; s22

<s22   health.gov.au>

Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

> **REMINDER :** Think before you click! This email originated from outside our organisation. Only click li
> if you recognise the sender and know the content is safe.

@s47F

Hi s22

Hope you're staying safe and well since we last spoke!

As we move towards the end of the year, I wanted to connect with you and the team to follow up on activating the Twitter #KnowtheFacts vaccine search prompt.

Let us know if this would still be of interest, and we can connect about possible activation dates, etc.

Chat soon,

s47
F

On Wed, Apr 8, 2020 at 5:00 PM s22   <s22   health.gov.au>
wrote:

s22

s22

s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

Location: Sirius Building 3.N.407

GPO Box 9848, Canberra ACT 2601, Australia

Please note: I am not available on Tuesdays

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From: s47F　　　　　<s47F　　　　　twitter.com>
Sent: Tuesday, 7 April 2020 8:46 PM
To: s22　　　　　<s22　　　　　health.gov.au>
Cc: s22　　　　　　<s22　　　　　　health.gov.au>; s22
<s22　　　　　　health.gov.au>
Subject: Re: FW: FW: Twitter Prompt for Coronavirus: Australia [SEC=OFFICIAL]

Hi s22

Absolutely; we will follow your lead and take the Department's recommendation about when you'd like to launch the search prompt.

The template is put together with our engineering teams, so we'll put it on hold for now, and just let us know when you'd like to launch it.

Hope you're all staying safe and well.

Be in touch,

s47
F

On Mon, Apr 6, 2020 at 3:09 PM s22　　　　　<s22　　　　　health.gov.au>
wrote:

　Hi s47
　　F

　s47E(d)

　s22

　s22

　s22

　s22

　s22

　T: s22　　　　　| E: s22　　　　　health.gov.au

　s22

　GPO Box 9848, Canberra ACT 2601, Australia

　s22

The Department of Health acknowledges the Traditional Custodians of Australia and their continued connection to land, sea and community. We pay our respects to all Elders past and present.

From: s47F   <s47F   twitter.com>
Sent: Wednesday, 25 March 2020 5:39 PM
To: s22   <s22   health.gov.au>
Cc: s22   <s22   health.gov.au>
Subject: Re: FW: Twitter Prompt for Coronavirus: Australia [SEC=UNOFFICIAL]

Hi both,

Thanks s22 and sorry s22 You're right; I've gotten my emails mixed up.

s22 let me know if you have any questions about the change to the Australia.gov.au website in the #KnowTheFacts search prompt.

s22 we are delaying our official World Immunization Week campaign on the platform, but let me know when you would like us to go live with the vaccine/immunisation search prompt in Australia. Here's a blog about what it looks like in other markets, like the US, Canada, UK, Brazil, Japan, and more.

Speak soon,

s47
F

On Wed, Mar 25, 2020 at 5:15 PM s22
<s22   health.gov.au> wrote:

s47E(d)

s22

s22

s22

T: s22 | **E:** s22   health.gov.au

From: s47F   <s47F   twitter.com>
Sent: Wednesday, 25 March 2020 5:03 PM
To: s22   <s22   health.gov.au>
Subject: Re: FW: Twitter Prompt for Coronavirus: Australia [SEC=UNOFFICIAL]

Hi s22

Apologies for the confusion. We updated the #KnowtheFacts search prompt to direct people to the australia.gov.au website per a request from the Government's team. I've included a link to the search prompt here and an updated screenshot below.

Let me know if there are any issues with this approach.

Best,

s47
F

On Wed, Mar 25, 2020 at 4:44 PM s22
<s22 health.gov.au> wrote:

Thanks s47

Sorry if I have misinterpreted your email do you mean here that you are directing people to, or from the Australian Government Dept of Health website?

- I wanted to update you that based on your advice, we're changing our search prompt to direct people **from** the Australian Government website for the most up to date information regarding COVID19.

s22

Campaign Manager (Immunisation)
Health Marketing Unit

People, Communication & Parliamentary Division | Corporate Operations Group
T: s22 | **E:** s22 health.gov.au

From: s47F <s47F twitter.com>
Sent: Wednesday, 25 March 2020 3:17 PM
To: s22 <s22 health.gov.au>
Subject: Re: FW: Twitter Prompt for Coronavirus: Australia [SEC=UNOFFICIAL]

Hi s22

I hope you're holding up during these uncertain times.

I wanted to update you that based on your advice, we're changing our search prompt to direct people from the Australian Government website for the most up to date information regarding COVID19.

Let me know if that works for the Department, or if you would like us to look at different options, like removing the WHO button instead.

Stay safe,

s47
F

On Wed, Feb 26, 2020 at 12:26 PM s47F <s47F twitter.com>
wrote:

Hi s22

That would be so helpful - from there, we start putting together a list of keywords for review by engineering.

Once that's in review, then we work with you on the language contained in the prompt!

Look forward to hearing from you soon!

Best,

s47

On Wed, Feb 26, 2020 at 9:01 AM s22
<s22   health.gov.au> wrote:

Hi s47

Thanks for your email – certainly no rush with it!

I will chat with the people doing our Google search activity to see if we have any insights that we can share for the keywords.

s22

s22

s22

T: s22 | E: s22   health.gov.au

From: s47F   <s47F   twitter.com>
Sent: Wednesday, 26 February 2020 8:22 AM
To: s22   <s22   health.gov.au>
Subject: Re: FW: Twitter Prompt for Coronavirus: Australia [SEC=UNOFFICIAL]

Hi s22

That's wonderful news!

Since a lot of resources have been directed to our coronavirus response, I sent an email to our engineering teams that are responsible for activating the prompt to see when we could get the #KnowtheFacts vaccine prompt live.

In the meantime, we usually consult with the partner regarding the list of keywords that activate the prompt. Do you have any analytics or data around what people are searching for when they're looking for vaccine information?

Be in touch with an update soon!

Best,

s47

On Fri, Feb 21, 2020 at 4:01 PM s22
<s22   health.gov.au> wrote:

Hi s47

Further to your discussions with s22 I think this is definitely something we would like to consider doing for the Immunisation topic.

What are the next steps to make this happen?

s22

s22

s22
Group
T: s22 | E: s22   health.gov.au

From: s22   <s22   health.gov.au>
Sent: Friday, 14 February 2020 7:11 PM
To: s22   <s22   health.gov.au>; s22
      <s22   health.gov.au>
Cc: s22   <s22   health.gov.au>; s22
      <s22   health.gov.au>
Subject: FW: Twitter Prompt for Coronavirus: Australia [SEC=UNOFFICIAL]

Hi ladies,

s47 as sent through a slide deck of what Twitter can do to help partner with us. The idea is around 'Know the facts' and it links people with credible sites if they search a particular key word. Twitter would like to partner with us for Immunisation. It is free and we just need to point them in the right direction for websites. s47 would also like to know what we are doing around World Immunization Week – we can have the prompt put in place to help if we want.

Key points

• #Thereishelp/#knowthefacts – can send users to our approved pages around topics we need eg vaccines/immunisation

• Will set up a #knowthefacts prompt for free – Health to approve the text

• Currently working with LifeLine on suicide awareness/prevention. Health could potentially partner with LifeLine to promote resources eg Head to Health website.

• #WorldImmunizationweek – Twitter wanting to work with Health on Immunisation Week (see PDF once Cara sends through)

Have a look and happy to chat through this more if you need to.

s22

s22

s22

Communication and Change Branch

Australian Government Department of Health

T: s22　　　　　| E: s22　　　　　health.gov.au

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

The Department of Health acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present.

From: s47F　　　　　<s47F　　　　　twitter.com>
Sent: Monday, 3 February 2020 3:41 PM
To: s22　　　　<s22　　　　　health.gov.au>
Cc: s22　　　　<s22　　　　　health.gov.au>
Subject: Re: Twitter Prompt for Coronavirus: Australia [SEC=UNOFFICIAL]

Hi s22

Hope you're well! I'm going to be in Canberra next Monday, Feb 10 and I wanted to see if you might be free for a possible meeting?

Look forward to hearing from you soon!

Best,

s47F

On Wed, Jan 29, 2020 at 4:00 PM s47F
<s47F　　　　twitter.com> wrote:

Hi s22

Thanks for getting in touch. We're working very close with the World Health Organization in coordinating our global response, and we are planning to keep the prompt live until we are advised by authorities that the risk of further outbreaks has subsided. We will also notify you once we plan to take down the prompt in case there are specific geographic areas that warrant continued PSA messaging.

Additionally, we'd be happy to discuss how we might be able to use these prompts in the future with the Department (perhaps for vaccine

information)? I'll be in Canberra on Monday, Feb 10 if you're free for an in person meeting to chat in more detail.

Hope to hear from you soon.

Best,

s47
F

On Tue, Jan 28, 2020 at 9:05 PM s22
<s22   health.gov.au> wrote:

Hi s47F

Nice to e-meet you as well. Thanks for reaching out and for advising us of this function. This is great to know as we were looking at what else can be done in times like this now the Twitter Alerts function is not in use. This new update looks great. I would be keen to be kept up-to-date with any further information about this type of functionality on Twitter.

Two quick question, how long with this prompt be live for? Will we be notified when this is removed?

Thinking ahead, how do we put this type of thing on Twitter in future if we have similar issues?

Thanks

s22

s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

The Department of Health acknowledges the traditional owners of country throughout Australia, and their continuing connection to land,

s22

s22

Australian Government Department of Health
T: s22 | E: s22   health.gov.au
Location: Sirius Building
PO Box 9848, Canberra ACT 2601, Australia

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Making flexibility work *- if you receive an email from me outside of normal business hours, I'm sending it at a time that suits me. Unless I reach out to you via phone or text, I'm not expecting you to read or reply until normal business hours.*

From: s47F   <s47F   fb.com>
Sent: Monday, 21 September 2020 12:48 PM
To: s22   <s22   health.gov.au>
Cc: s47F   <s47F   fb.com>; s22   <s22   health.gov.au>
Subject: Re: s45, s47E(d)   [SEC=OFFICIAL]

> **REMINDER :** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s22

s45, s47E(d), s47(1)(b)

Cheers

s47F

From: "s22   <s22   health.gov.au>
Date: Monday, 21 September 2020 at 8:32 AM
To: s47F   <s47F   fb.com>
Cc: s47F   <s47F   fb.com>, s22   <s22   health.gov.au>
Subject: RE: s45, s47E(d)   [SEC=OFFICIAL]

s22

s45, s47E(d), s47(1)(b)

s45, s47E(d), s47(1)(b)

We recommend banning people who continually publish spam on your Page. You can choose to unban them at any time. When you ban someone from your Page, they'll still be able to share content from your Page to other places on Facebook. s45, s47E(d), s47(1)(b)
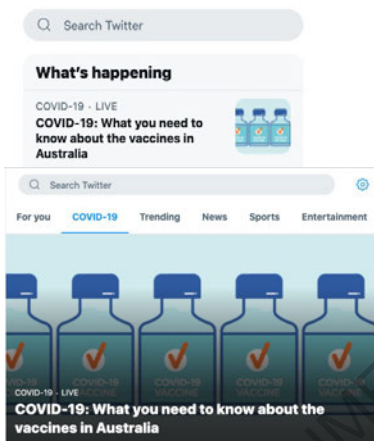
s22

From:	s47F <s47F twitter.com>
Sent:	Wednesday, 24 February 2021 8:51 AM
To:	s22
Cc:	s22 s22 s47F twitter.com; s22
Subject:	Re: Processes to tackle spam/misinformation [SEC=OFFICIAL]

That's great, s22 Do keep us posted on how you get on. I also wanted to share the PSA Event page our Curation team created about the vaccine rollout for your reference — COVID-19: What you need to know about the vaccines in Australia. You can also find a Tweet with the link — here.

As discussed, it features Tweets from health authorities (including @healthgovau) and trusted news sources, breaking down everything people on Twitter might want to find out about the vaccines and rollout plans. This features in the Explore tab and at the top of the 'what's happening' sidebar (as pictured below). The Event page is live and can be added to as new information surfaces.

They have also created Moments for key events in the vaccine rollout, for example — Therapeutic Goods Administration has provisionally approved the Oxford University-AstraZeneca COVID-19 vaccine for use in Australia, The Therapeutic Goods Authority says that Australians of all ages can get the AstraZeneca COVID-19 vaccine, Australia's COVID-19 vaccination program rolls out across the country.

Thanks so much for your collaboration and partnership here. It's so important that Australians and other people living in Australia can easily identify credible information about the vaccines. Please let us know if you have any questions at all and I'll be happy to discuss.

Cheers,
s47F

On Mon, Feb 22, 2021 at 6:41 PM s22   <s22   health.gov.au> wrote:

Thanks s47F   this is brilliant. I will be doing a test run through in the next couple of days so I will most definitely let you know if there are any issues. Thanks, s22

s22

s22

s47F

On Wed, Feb 17, 2021 at 4:59 PM s22   <s22   health.gov.au> wrote:

Hi s47F

Thanks for getting back to me on the two issues: promoted moderation and the Live segments. Apologies in the delay. I was away last week for a few days and I am only catching up now (your email yesterday drew it to my attention earlier).

That is great new about the Live segments. Yes we would be hosting it from our @healthgovau account. Many thanks for putting it on our channel as a priority partner. I will investigate this on our end to see what else we can and then hopefully we can have our press conferences on Twitter as well. I will most certainly be in touch if there is anything else.

I hope you have a good rest of the week 🙂

s22

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

s47F

On Thu, Feb 4, 2021 at 11:44 AM s22 <s22 health.gov.au> wrote:

Hi s47F

Below is a list of reputable sites for vaccines that can feature in your moments section.

- Australian Government Department of Health (obvious but just putting it in for record keeping purposes)

- TGA (Therapeutic Goods Administration)

- Australian Academy of Science

- NCRIS (National Collaborative Research Infrastructure Strategy)

- WHO

Also, with this section if we record live press conferences, are they able to be featured in this section? If yes, a few more questions:

1. Are we able to do this directly through Twitter or do we need to use Periscope?

2. Is there a limit as to how long can we live record for?

3. If we go through a company to provide captions, can this stream be used so the Live stream has captions?

And finally, one last question. If we have paid dark posts on our account, how can I moderate those through the Twitter channels? I have looked on the Ads part and found the posts through the creative>tweets section, however I can't see the engagement on there. Is there a way I can see the comments under each of those posts?

Thanks

s22

---

s22

s22

Australian Government Department of Health

T: s22 | E: s22 health.gov.au

s22

PO Box 9848, Canberra ACT 2601, Australia

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From: s47F <s47F twitter.com>
Sent: Monday, 1 February 2021 8:55 AM
To: s22 <s22 health.gov.au>
Cc: s22 <s22 health.gov.au>; s22 <s22 Health.gov.au>; s22 <s22 health.gov.au>; s47F twitter.com; s22 <s22 health.gov.au>
Subject: Re: Processes to tackle spam/misinformation [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s22

Thanks for your email and looking forward to receiving the recommendations!

If you have any questions for us in the meantime, please do let us know.

From: s47F   <s47F   twitter.com>
Sent: Thursday, 21 January 2021 4:37 PM
To: s22   <s22   health.gov.au>
Cc: s22   <s22   health.gov.au>; s22
<s22   Health.gov.au>; s22   <s22   health.gov.au>; s47F   twitter.com;
s22   <s22   health.gov.au>
Subject: Re: Processes to tackle spam/misinformation [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s22 team,

I hope everyone is well and having a good week so far.

As Australia's COVID-19 vaccine strategy progresses, we are continuing to explore further ways to highlight the most credible information and partner with public health authorities (like yourselves!) to surface this information for Aussies on Twitter.

As part of this work, our Curation team will create Moments (a curated page of Tweets with additional context) about the vaccine roll out and 'pre-bunk' common questions around issues like storage, production and efficacy. Here is an example of what Moments on the topic of vaccination can look like — **Chief Medical Officer Paul Kelly says AstraZeneca's COVID-19 vaccine is 'very effective against severe illness' and 'will save lives'.**

In order to do this, the Curation team will identify Tweets from health authorities i.e CMOs or other such figures, to include in the Moment and highlight credible information on these areas. We wanted to ask if there are accounts you would recommend or put forward for inclusion in Moments about COVID-19 vaccines?

If so, please do send through the handles and I will share them with our Curation team for review. Thanks so much and let me know if you have any questions at all.

Cheers,

s47F

9

s22

s22

s22

Cheers,

s47F

On Fri, Dec 18, 2020 at 3:28 PM s22 <s22 health.gov.au> wrote:

Hi s47F

Thanks for providing this information to the team, we're definitely interested in the Partner Support Portal. Anything that can help us tackle misleading information quickly is appreciated. As s22 is away on annual leave I'm jumping in to progress this, please see below handle and email address.

@healthgovau

s22 health.gov.au

Are you able to share the keywords for the immunisation search prompt with us?

Let me know if you need any further details from us.

Thanks,

s22

Hey s47F

Happy Tuesday! I hope you had a good break. Just a quick one hopefully. I am wondering if there is any discussion at Twitter into creating a new topic to report people/post on for false information? We are trying to report posts/accounts however the topics provided do not meet the type of content we are reporting. Any insight you can provide into the likelihood of Twitter creating a topic for 'False information' to help us report that would be appreciated.

Thanks

s22

---

s22

s22

Australian Government Department of Health

T: s22 | E: s22   health.gov.au

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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--

s47F
s47F
s47F
s47F   twitter.com | @s47F

s22

From: s47F <s47F twitter.com>
Sent: Tuesday, 8 June 2021 11:52 AM
To: s22 <s22 health.gov.au>
Cc: s22 <s22 Health.gov.au>; s22 <s22 Health.gov.au>; s22 <s22 health.gov.au>
Subject: Re: Twitter Flag [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

s45, s47E(d), s47(1)(b)

On Thu, Jun 3, 2021 at 4:11 PM s47F <s47F twitter.com> wrote:

Thanks all, we'll escalate the report with our internal teams for review. **Was it just the one Tweet that's been reported or are there multiple you'd like our team to assess against the Twitter Rules?**

For reference, I also wanted to share our approach to COVID-19 and COVID-19 vaccine misinformation, which is outlined in full, in our policy – here. Through the pandemic, our primary goal in addressing COVID-19 misleading information has focused on removing demonstrably false or potentially misleading content that has the highest risk of causing harm, as well as surfacing credible content from authoritative sources through our Explore tab and dedicated search prompts for COVID-19 and vaccinations with trusted partners (like yourselves).

Our policies are never static and evolve to address new behaviours and the contours of online conversation. We appreciate your partnership on these important issues. Please let me know if you have any questions, at this stage.

All the best,
s47F

On Thu, Jun 3, 2021 at 4:02 PM s22 <s22 health.gov.au> wrote:

s47E(d)

To: s47F   <s47F   twitter.com>
Cc: s22   <s22   health.gov.au>; s22   <s22   Health.gov.au>; s22
<s22   health.gov.au>
Subject: FW: Twitter Flag [SEC=OFFICIAL]

Hi s47F

Thanks for that. Here is the reference number from the impersonation report:

s47E(d)

For context in terms of the misrepresentation of those figures on the graphic. The use of the TGA report has been taken out of context to spread misinformation and incite fear of people who view it. While TGA does report 210 deaths after vaccination, they also provide further context to this number that only 1 death has been caused by the vaccine. This information is not provided on the infographic so is misrepresenting facts provided. Evidence from TGA which this infographic quotes is "To 23 May 2021, 3.6 million doses of COVID-19 vaccines have been this period, the TGA has received 210 reports of deaths following immunisation – 109 have been reported for the Pfizer vaccine, 94 for the AstraZeneca vaccine and seven where the vaccine was not specified. Most of these reports (93%) were for people 65 years of age and over, and over three quarters were 75 years of age and over. Many of the deaths relate to elderly aged-care residents… **Apart from the single Australian case in which death was linked to TTS, COVID-19 vaccines have not been found to cause death." – This quote has been sourced from here** https://www.tga.gov.au/periodic/covid-19-vaccine-weekly-safety-report-27-05-2021

Thanks

s22

From: s47F   <s47F   twitter.com>
Sent: Thursday, 3 June 2021 12:51 PM
To: s22   <s22   Health.gov.au>
Cc: s47F   <s47F   twitter.com>; s22   <s22   health.gov.au>;
s22   <s22   health.gov.au>; s22   <s22   Health.gov.au>
Subject: Re: Twitter Flag [SEC=OFFICIAL]

Hi s22

Thanks for your email and alerting us!

To help us best assist here, can I ask if you have reported these Tweets via the help centre form linked above and received case numbers? If not, can I please ask you to file an impersonation report at – this form? Once you receive your case numbers via email, please forward them on to me and we can escalate for expedited internal review. In addition to the use of the logo, if we could also understand how the figures on the infographic are misrepresented, that would be helpful additional context for us to provide to our team.

Please let me know if you have any questions about the process at all and I'll be happy to help. Hope to hear from you soon.

Cheers,

s47F

On Thu, Jun 3, 2021 at 12:19 PM s22   <s22   health.gov.au> wrote:

Hi s47F

s45, s47E(d), s47(1)(b)

s22

From:	s47F <s47F fb.com>
Sent:	Tuesday, 10 August 2021 11:38 PM
To:	s22
Cc:	s22 s22
Subject:	Re: s45, s47E(d) [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

Hi s22

s22

s47F

Marina One, 9 Straits View, Singapore 018937

E: s47F   fb.com

FACEBOOK 🟦 🟣 🔵 🟢 ⬭

From: "s22

Date: Tuesday, 10 August 2021 at 7:09 PM

To: s47F

Cc: "s22   , s22

Subject: RE: s45, s47E(d)   [SEC=OFFICIAL]

Hi s47
   E

Thanks we are good over here. Hope you are doing ok in Singapore.

Thanks for this update. s45, s47E(d), s47(1)(b)

A few questions:

- s45, s47E(d), s47(1)(b)

- I know I've asked before, but I keep getting the question so I would like to confidently nip this in the bud, Health posts **a lot** of content daily (8-15 posts depending on need) s45, s47E(d), s47(1)(b)
                                      we do have quite a few topics to

cover (vaccine rollout, s45, s47E(d), s47(1)(b)

so our information is quite relevant and topical. s45, s47E(d), s47(1)(b)

We are still seeing great impressions for a government post and our engagement rate is always quite high for the amount we post and the impressions (baring the few every now and then that don't take off). s45, s47E(d), s47(1)(b)

I understand this will need to change when we start come of the pandemic and where we can we try to limit the amount going out, there is just so much happening right not in multiple sectors that the smaller amount is not feasible for us. s45, s47E(d), s47(1)(b) But especially for Health agencies like yours during this period, posting multiple times a day is not unusual and as long as you are seeing good reach and engagement, you should be ok. s45, s47E(d), s47(1)(b)

Thanks
s22

From: s47F
Sent: Tuesday, 10 August 2021 11:06 AM
To: s22
Cc: s22 ; s22
Subject: s45, s47E(d)

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

s22   s22

s45, s47E(d), s47(1)(b)

cheers
s47F
s47F

s47F   fb.com

s22

From: s47F   <s47F   fb.com>
Sent: Friday, 27 August 2021 9:33 AM
To: s22
Cc: s22   s22
Subject: RE: Facebook group spreading unsubstantiated claims of vaccine related injuries
               [SEC=OFFICIAL]

Hello s22
We have reviewed the group and have taken it down as it violated our policies.
s47F
s47F
s47F
E: s47F   fb.com

FACEBOOK

From: s22
Sent: Thursday, August 26, 2021 6:08 PM
To: s47F
Cc: s22   ; s22
Subject: RE: Facebook group spreading unsubstantiated claims of vaccine related injuries [SEC=OFFICIAL]
Thanks s47   and this is another group on Instagram as well to watch
s47E(d)

From: s47F   <s47F   fb.com>
Sent: Thursday, 26 August 2021 8:04 PM
To: s22   <s22   health.gov.au>
Cc: s22   <s22   Health.gov.au>; s22   <s22   health.gov.au>
Subject: RE: Facebook group spreading unsubstantiated claims of vaccine related injuries [SEC=OFFICIAL]
Thanks. Yes this was highlighted to us previously when it was first started. s45, s47E(d), s47(1)(b)

s47F
s47F
s22
E: s47F   fb.com

FACEBOOK

From: s22   <s22   health.gov.au>
Sent: Thursday, August 26, 2021 6:02 PM
To: s47F   <s47F   fb.com>
Cc: s22   <s22   Health.gov.au>; s22   <s22   health.gov.au>
Subject: Facebook group spreading unsubstantiated claims of vaccine related injuries [SEC=OFFICIAL]
Hi s47F
Just flagging this group with you about Vaccine reactions that are not substantiated. It has 743 members s45, s4

s47E(d), s45

I've also reported this via the Facebook reporting function.

s22

From:	s47F <s47F fb.com>
Sent:	Wednesday, 15 September 2021 2:42 PM
To:	s22
Cc:	s22 s22 s22
Subject:	Re: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

<mark>**REMINDER:** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.</mark>

s45, s47E(d), s47(1)(b)

s47F
s47F
Facebook

From: s22
Sent: Wednesday, September 15, 2021 12:30:31 PM
To: s47F
Cc: s22   ; s22   ; s22
Subject: RE: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]
Ok thanks. We do actually get death threats from these calls which is why we are trying to nip the behaviour in the bud. While the posts don't specify what needs to be said, the end result is that we cop the abuse and death threats.

From: s47F
Sent: Wednesday, 15 September 2021 2:28 PM
To: s22
Cc: s22   ; s22   ; s22
Subject: Re: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]
<mark>**REMINDER:** Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.</mark>
s22
s45, s47E(d), s47(1)(b)

s47F
s47F
Marina One, 9 Straits View, Singapore 018937
E: s47F   fb.com
FACEBOOK 🇫 💬 📷 🟢 ⬛

From: s22   <s22   health.gov.au>
Date: Wednesday, 15 September 2021 at 12:25 PM
To: s47F   <s47F   fb.com>
Cc: s22   <s22   health.gov.au>, s22   <s22   Health.gov.au>, s22   <s22   health.gov.au>
Subject: RE: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

Thanks s47F it was more around the harassing of the s47E(d) and us. We understand that the numbers and emails are public information but after an inflammatory article by a known political anti-vaxxer the intent is to bombard both with unwanted calls/emails which clogs the emails/phone lines from legitimate questions/queries. s45, s47E(d), s47(1)(b)

From: s47F <s47F [fb.com](fb.com)>
Sent: Wednesday, 15 September 2021 1:32 PM
To: s22 <s22 health.gov.au>
Cc: s22 <s22 health.gov.au>; s22 <s22 Health.gov.au>; s22 <s22 health.gov.au>
Subject: Re: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

s22

s45, s47E(d), s47(1)(b)

s47F
s47F
Marina One, 9 Straits View, Singapore 018937
E: s47F [fb.com](fb.com)

FACEBOOK 🌐 💬 📷 🔵 ⚪

From: s22 <s22 health.gov.au>
Date: Tuesday, 14 September 2021 at 8:04 AM
To: s47F <s47F [fb.com](fb.com)>
Cc: s22 <s22 health.gov.au>, s22 <s22 Health.gov.au>, s22 <s22 health.gov.au>
Subject: RE: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

Thanks s47 Was this the s47E(d) one or the s47E(d) one?
s45, s47E(d), s47(1)(b)

From: s47F <s47F [fb.com](fb.com)>
Sent: Tuesday, 14 September 2021 9:28 AM
To: s22 <s22 health.gov.au>
Cc: s22 <s22 health.gov.au>; s22 <s22 Health.gov.au>; s22 <s22 health.gov.au>
s47E(d)

REMINDER: Think before you click! This email originated from outside our organisation. Only click links or open attachments if you recognise the sender and know the content is safe.

s22

s45, s47E(d), s47(1)(b)

s47F
s47F
s47F
s47F [fb.com](fb.com)

FACEBOOK 🌐 💬 📷 🔵 ⚪

s22

s22   <s22   health.gov.au>
s22

😊

From: s47F   <s47F   fb.com>
Sent: Monday, 13 September 2021 4:02 PM
To: s22   <s22   health.gov.au>
Cc: s22   <s22   health.gov.au>; s22   <s22   Health.gov.au>;
s22   <s22   health.gov.au>
Subject: RE: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

Thanks. s45, s47E(d), s47(1)(b)
s47F
s47F

Marina One, 9 Straits View, Singapore 018937
E: s47F   fb.com

FACEBOOK 📘💬📷🟢⚪

From: s22   <s22   health.gov.au>
Sent: Monday, September 13, 2021 1:56 PM
To: s47F   <s47F   fb.com>
Cc: s22   <s22   health.gov.au>; s22   <s22   Health.gov.au>;
s22   <s22   health.gov.au>
Subject: RE: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

Thanks s47F I have one that goes direct to s47E(d) encouraging people to harass the number or email. Is this something that can be stopped as well?
s47E(d)

Hi s22

s22

s45, s47E(d), s47(1)(b)

s22

s47
F   F

s47F

s47F

E: s47F   fb.com

FACEBOOK 🔵 🔵 ⭕ 🔵 ⬤

From: s22   <s22   health.gov.au>
Sent: Monday, September 13, 2021 1:22 PM
To: s47F   <s47F   fb.com>
Cc: s22   <s22   health.gov.au>; s22   <s22   Health.gov.au>;
s22   <s22   health.gov.au>
Subject: RE: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

Thanks s47   The number is s22   . I have asked s47E(d) for s45, s47E(d), s47(1)(b)

Thanks, s22

From: s47F   <s47F   fb.com>
Sent: Monday, 13 September 2021 2:54 PM
To: s22   <s22   health.gov.au>
Cc: s22   <s22   health.gov.au>; s22   <s22   Health.gov.au>;
s22   <s22   health.gov.au>
Subject: Re: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

Hi s22

s45, s47E(d), s47(1)(b)

s22

s47
F   F

s47F

Facebook

From: s22   <s22   health.gov.au>
Sent: Monday, September 13, 2021 12:49 PM
To: s47F
Cc: s22   s22
Subject: RE: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

s45, s47E(d), s47(1)(b)

From: s22
Sent: Monday, 13 September 2021 2:47 PM
To: s47F   fb.com
Cc: s22   <s22   health.gov.au>; s22   <s22   Health.gov.au>;
s22   <s22   health.gov.au>

Subject: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]
Importance: High
Hi s47

Happy Monday. Just wanted some advice about an anti-vax message that is going around Facebook. s45, s47E(d), s47(1)(b)

Thanks
s22

s22
s22

Australian Government Department of Health
T: s22 | E: s22   health.gov.au
Location: Sirius Building
PO Box 9848, Canberra ACT 2601, Australia
The Department of Health acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present.
Making flexibility work *- if you receive an email from me outside of normal business hours, I'm sending it at a time that suits me. Unless I reach out to you via phone or text, I'm not expecting you to read or reply until normal business hours.*

s22

s22

From:	s47F <s47F fb.com>
Sent:	Monday, 18 October 2021 10:50 AM
To:	s22
Cc:	s22
Subject:	RE: Emails and a phone call received from Anti COVID Vaxer individuals and a social post on their Facebook Group page [SEC=OFFICIAL]

Categories:	Emails

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s22

s45, s47E(d), s47(1)(b)

s47F

s47F

s47F

E: s47F   fb.com

FACEBOOK 🖥️💬📷📞💭

From: s22
Sent: Monday, October 18, 2021 6:54 AM
To: s47F
Cc: s22
Subject: FW: Emails and a phone call received from Anti COVID Vaxer individuals and a social post on their Facebook Group page [SEC=OFFICIAL]

Hi s47F

Hope you're well. We have received concerns from our NSW state health stakeholders who are experiencing harassment from a Anti COVID Vaxer on Facebook. I believe they have contacted Facebook but not getting much luck with s45, s47E(d), s47(1)(b)

Appreciate your guidance.
Thanks
s22
s22

Australian Government Department of Health
T: s22 | E: s22   health.gov.au
Location: Sirius Building
PO Box 9848, Canberra ACT 2601, Australia
The Department of Health acknowledges the traditional owners of country throughout Australia, and their continuing connection to land, sea and community. We pay our respects to them and their cultures, and to elders both past and present.
Making flexibility work *- if you receive an email from me outside of normal business hours, I'm sending it at a time that suits me. Unless I reach out to you via phone or text, I'm not expecting you to read or reply until normal business hours.*

s22

FOI request 3953

Scope of request

In relation to point 3 of your FOI request being:

3. Total cost of Covid-19 related social media from March 2020 to the present.

Response:

The Department of Health & Aged Care's total COVID-19-related social media expenditure across March 2020 – September 2022 is $9,816,821.56