

Just flagging this group with you about Vaccine reactions that are not substantiated. It has 743 members but thought I would flag it before it got too many more:

<https://www.facebook.com/groups/australiancovidvaccinereactions>

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

Thanks

s47F

s47F

Assistant Director – Social Media

Australian Government Department of Health

s47F [@health.gov.au](mailto:s47F@health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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BY THE DEPARTMENT OF HEALTH AND HUMAN SERVICES

s47F

From: s47F
Sent: Tuesday, 4 May 2021 10:11 PM
To: s47F
Cc: s47E(d) ; s47F
Subject: RE: Facebook group - potential breach of Facebook COVID-19 policy [SEC=OFFICIAL]

Thanks s47F for the explanation. When you say demoted, what does this mean? Thanks s47F

s47F

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health
s47F @health.gov.au
Location: Sirius Building
PO Box 9848, Canberra ACT 2601, Australia

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From: s47F
Sent: Monday, 19 April 2021 7:05 PM
To: s47F
Cc: s47E(d) ; s47F
Subject: Re: Facebook group - potential breach of Facebook COVID-19 policy [SEC=OFFICIAL]

Hello s47F

The group has posted a large volume of content which does not violate our policies. Also Groups that repeatedly share misinformation and violate our policies are demoted and can eventually be removed from our platform.

Do continue to surfacing any content you think are violating and we will get it reviewed asap.

Cheers

s47F

s47F

E: s47F @fb.com

FACEBOOK     

From: s47F @health.gov.au>
Date: Friday, 16 April 2021 at 5:11 PM

To: s47F [redacted] @fb.com>
Cc: s47E(d) [redacted] @health.gov.au>, s47F [redacted]
s47F [redacted] @health.gov.au>

Subject: RE: Facebook group - potential breach of Facebook COVID-19 policy [SEC=OFFICIAL]

Thanks s47F [redacted] As the group's main aim is in breach of Facebook's policies for COVID misinformation, is there a reason why Facebook is not removing the group as a whole? There is demonstrated evidence the group is purely designed to go against COVID information by the posts it allows, and by leaving the group itself I feel it is kind of counterintuitive as more posts will just keep appearing on the page. By allowing the group to remain it seems as though Facebook is supporting the infrastructure that enables COVID-19 misinformation to spread easily rather than stopping it in its tracks. Thanks, s47F [redacted]

s47F [redacted]

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health
s47F [redacted] @health.gov.au
Location: Sirius Building
PO Box 9848, Canberra ACT 2601, Australia

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From: s47F [redacted] @fb.com>
Sent: Friday, 16 April 2021 6:59 PM
To: s47F [redacted] @health.gov.au>
Cc: s47E(d) [redacted] @health.gov.au>, s47F [redacted] @health.gov.au>
Subject: Re: Facebook group - potential breach of Facebook COVID-19 policy [SEC=OFFICIAL]

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Hello s47F [redacted]

We have reviewed the group and have deleted 9 pieces of content for violation of our policies.

Please feel free to let us know if you surface any violating posts in future and we can continue to review the posts.

Cheers

s47F [redacted]

s47F [redacted]

E: s47F [redacted] @fb.com

FACEBOOK     

From: s47F <[REDACTED]@health.gov.au>
Date: Monday, 12 April 2021 at 1:17 PM
To: s47F <[REDACTED]@fb.com>, s47F <[REDACTED]@fb.com>
Cc: s47E(d) <[REDACTED]@health.gov.au>, s47F <[REDACTED]@health.gov.au>
Subject: Facebook group - potential breach of Facebook COVID-19 policy [SEC=OFFICIAL]

H s47F and s47F,

Happy Monday ☺ I hope you both had a good weekend. Not sure if you are back from paternity leave yet s47F if so welcome back, if not I hope you're enjoying your time off!

Just wanted to reach out about the United Collective public group on Facebook:
<https://www.facebook.com/groups/1125787174433241/>

We've had a look at [Facebook's COVID-19 policy](#) and we think this group goes against Facebook's stance of "working to remove COVID-19 content that contributes to the risk of real-world harm, including through our policies prohibiting coordination of harm, sale of medical masks and related goods, hate speech, bullying and harassment, and misinformation that contributes to the risk of imminent violence or physical harm", as well as prohibiting content that "Coordinates, depicts, admits to or promotes the active and deliberate spread of communicable diseases by you or your associates."

We've also noted that Facebook prohibits:

- Content coordinating in-person events or gatherings when participation involves or encourages people who have COVID-19 to join.
- Content coordinating interference with the administration of the COVID-19 vaccine.
- Content calling to action, advocating or promoting that others not have the COVID-19 vaccine.

We believe this group infringes on Facebook's policy as it has promoted events and calls to action advocating fighting against the COVID-19 vaccine and also spreads misinformation to push this message. An example of said misinformation can be found here:

<https://m.facebook.com/groups/1125787174433241/permalink/1383746131970676/>

I've also included a snip of the recent media on the page that you can see is quite openly against COVID-19 requirements and has numerous online petitions being promoted in the comments on the posts.



Can you please advise on whether or not this constitutes a breach of policy and if it will result in this page being shut down.

Thanks

s47F

s47F

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health

s47F [@health.gov.au](mailto:s47F@health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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s47F

From: s47F
Sent: Friday, 29 October 2021 12:49 PM
To: s47F
Cc: s47F
Subject: RE: 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.

I'm circling back to see if anyone has been in contact with you about this issue and whether it's been resolved?

Thanks

s47F

From: s47F
Sent: Monday, 18 October 2021 10:54 AM
To: s47F
Cc: s47F
Subject: RE: Emails and a phone call received from Anti COVID Vaxer individuals and a social post on their Facebook Group page [SEC=OFFICIAL]

Hi s47F

Thank you. I will pass your email address onto our colleagues who will be in touch shortly.

Thanks

s47F

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

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Hi s47F

I can certainly get the group reviewed. Do you want to link me up so I can get more information?

s47F

s47F

E: s47F <s47F@fb.com>

FACEBOOK     

From: s47F <[REDACTED]> @Health.gov.au>
Sent: Monday, October 18, 2021 6:54 AM
To: s47F <[REDACTED]> @fb.com>
Cc: s47F <[REDACTED]> @Health.gov.au>
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 removing the Reignite Democracy Australia group. I wanted to seek your advice on the best way to handle such harassment issues and whether I could pass your contact details onto our stakeholder who can liaise directly with you on this matter?

Appreciate your guidance.

Thanks

s47F

Assistant Director – Social Media – Communication and Change

Australian Government Department of Health

s47F <[REDACTED]> @health.gov.au

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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s47F

From: s47F on behalf of s47E(d)
Sent: Tuesday, 27 April 2021 12:10 PM
To: s47F
Subject: FW: We have an answer about @CraigKellyMP 0205462546 [ref:_00DA0K0A8._5004w28ZUrt:ref] [SEC=OFFICIAL]

Just for reference when contacting s47F in case you haven't already seen this.

s47F

Social Media Officer

Office of Health Protection and Response | Public Information Branch
Australian Government Department of Health

s47F @health.gov.au

Location: Sirius Building 3.N.418
PO Box 9848, Canberra ACT 2601, Australia

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From: Twitter Support <support@twitter.com>
Sent: Tuesday, 27 April 2021 10:06 AM
To: s47E(d) @health.gov.au>
Subject: We have an answer about @CraigKellyMP 0205462546 [ref:_00DA0K0A8._5004w28ZUrt:ref]

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Hello,

We're writing to let you know that after reviewing the available information, we didn't find a violation of [our rules](#) in the content you reported.

We appreciate that you let us know what happened, and encourage you to reach out again in the future if you see any potential violations.

Thanks,

Twitter

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103

ref:_00DA0K0A8._5004w28ZUrt:ref

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BY THE DEPARTMENT OF HEALTH AND AGED CARE

s47F

From: s47F
Sent: Tuesday, 27 April 2021 12:15 PM
To: s47E(d)
Subject: RE: We have an answer about @CraigKellyMP 0205462546 [ref:_00DA0K0A8._5004w28ZUrt:ref] [SEC=OFFICIAL]

Thanks I hadn't yet so I will include this.

s47F

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health
s47F [@health.gov.au](mailto:s47F@health.gov.au)
Location: Sirius Building
PO Box 9848, Canberra ACT 2601, Australia

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From: s47F [@Health.gov.au](mailto:s47F@health.gov.au) **On Behalf Of** s47E(d)
Sent: Tuesday, 27 April 2021 12:10 PM
To: s47F [@health.gov.au](mailto:s47F@health.gov.au)
Subject: FW: We have an answer about @CraigKellyMP 0205462546 [ref:_00DA0K0A8._5004w28ZUrt:ref] [SEC=OFFICIAL]

Just for reference when contacting s47F, in case you haven't already seen this.

s47F
Social Media Officer
Office of Health Protection and Response | Public Information Branch
Australian Government Department of Health
s47F [@health.gov.au](mailto:s47F@health.gov.au)
Location: Sirius Building 3.N.418
PO Box 9848, Canberra ACT 2601, Australia

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From: Twitter Support <support@twitter.com>
Sent: Tuesday, 27 April 2021 10:06 AM
To: s47E(d) [@health.gov.au](mailto:s47E(d)@health.gov.au)
Subject: We have an answer about @CraigKellyMP 0205462546 [ref:_00DA0K0A8._5004w28ZUrt:ref]

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Hello,

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We appreciate that you let us know what happened, and encourage you to reach out again in the future if you see any potential violations.

Thanks,

Twitter

[Help](#) | [Privacy](#)

Twitter, Inc. 1355 Market Street, Suite 900 San Francisco, CA 94103



ref:_00DA0K0A8._5004w28ZUrt:ref

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s47F

From: s47F
Sent: Wednesday, 9 June 2021 10:27 PM
To: s47F
Cc: s47F; s47E(d)
Subject: RE: Twitter Flag [SEC=OFFICIAL]

Thanks s47F, your assistance is appreciated and we are glad this was reviewed and escalated. We will most definitely report any further issues. Thanks, s47F

s47F

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health
 s47F @health.gov.au
 Location: Sirius Building
 PO Box 9848, Canberra ACT 2601, Australia

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From: s47F
Sent: Tuesday, 8 June 2021 11:52 AM
To: s47F
Cc: s47F; s47E(d)
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.

Hi team,

I hope you are well and having a good week. Thanks for your patience while our team has reviewed this content.

Upon investigation, our teams found that the content violated our relevant COVID-19 policies and has been removed from the service. If there are further reports you'd like our team to take a closer look at, please let us know and we'll be happy to assist.

All the best,

s47F

On Thu, Jun 3, 2021 at 4:11 PM 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 s47F <[@health.gov.au](#)> wrote:

Sorry further to this, the 1 death it does report is incorrect as we haven't had any COVID-19 deaths in 2021 therefore it's misinformation. Thanks s47F

s47F

Assistant Director Social Media National Incident Room

Australian Government Department of Health

s47F

[@health.gov.au](#)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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From: s47F <[@Health.gov.au](#)>

Sent: Thursday, 3 June 2021 4:00 PM

To: s47F <[@Health.gov.au](#)>; s47F <[@twitter.com](#)>

Cc: s47F <[@health.gov.au](#)>; s47E(d) <[@health.gov.au](#)>

Subject: RE: Twitter Flag [SEC=OFFICIAL]

s47F
Hi

It is s47F

Thanks,
s47F

From: s47F @Health.gov.au>
 Sent: Thursday, 3 June 2021 3:51 PM
 To: s47F @twitter.com>
 Cc: s47F @health.gov.au>; s47F @Health.gov.au>; s47E(d) @health.gov.au>
 Subject: FW: Twitter Flag [SEC=OFFICIAL]

Hi s47F

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

ref:00DA0000000K0A8.5004w00002A6QQp:ref

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

s47F

From: s47F [redacted] <s47F@twitter.com>
Sent: Thursday, 3 June 2021 12:51 PM
To: s47F [redacted] <s47F@Health.gov.au>
Cc: s47F [redacted] <s47F@twitter.com>; s47F [redacted] <s47F@health.gov.au>; s47F [redacted] <s47F@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.

Hi s47F [redacted]

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 [redacted]

On Thu, Jun 3, 2021 at 12:19 PM s47F [redacted] <s47F@health.gov.au> wrote:

Hi s47F [redacted]

Following on from our last conversation. In the last few days we've had lots of tweets using the image with the Dept's logo which is misrepresenting our department. Are you able to take down these comments? We have been hiding them for now, but would appreciate if you could remove them all together.

Below is a copy of the image that is now being reshared by social users misrepresenting our logo.



Thanks

s47F

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health

s47F [@health.gov.au](mailto:s47F@health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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From: s47F [@twitter.com](mailto:s47F@twitter.com)>

Sent: Tuesday, 1 June 2021 11:51 AM

To s47F [@Health.gov.au](mailto:s47F@Health.gov.au)>

Cc s47F [@twitter.com](mailto:s47F@twitter.com)>; s47F [@health.gov.au](mailto:s47F@health.gov.au)>;

s47F [@health.gov.au](mailto:s47F@health.gov.au)>

Subject: Re: Twitter Flag [SEC=OFFICIAL]

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Hi s47F ,

s47

[REDACTED]

s47

[REDACTED]

s47

[REDACTED]

Please let me know if you have any questions on the above and we'll be happy to discuss in more detail. Hope to hear from you soon.

Cheers,
s47F

On Tue, Jun 1, 2021 at 11:31 AM s47F <s47F@health.gov.au> wrote:

Hi [REDACTED]

I believe you've been liaising with my co-worker [REDACTED] in the past. I recently joined the social media team at health and helping [REDACTED] out with managing the team.

It has come to our attention, the 'Reignite Democracy Australia' group are using the Dept of Health logo on their recent tweet (please see email below).

I'd like to seek your advice on:

- How to remove the post as this is not something the department endorses. And,
- How we go about making sure they don't use the dept's logo on future.

Thanks

[REDACTED]

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health

[REDACTED]

[@health.gov.au](https://www.health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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From: [REDACTED] [@Health.gov.au](mailto:[REDACTED]@Health.gov.au)

Sent: Tuesday, 1 June 2021 11:00 AM

To: s47F <[REDACTED]@health.gov.au>; s47F
 s47F <[REDACTED]@Health.gov.au>; s47F
 s47F <[REDACTED]@health.gov.au>

Subject: Twitter Flag [SEC=OFFICIAL]

Hello,

Wasn't sure who to send to so here we are. I've just noticed in our twitter notifications this thread which says the 'Reignite Democracy Australia' group is putting DOH branding on their content. Thought it was worth flagging.

s47F

s47F

s47F

13h

Hey @healthgovau - aspiring political organisation Reignite Democracy Australia are distributing anti-vax propaganda with your logo on it.

That a crime or something?



s47F

s47F

Social Media Officer

Australian Government Department of Health

| E s47F health.gov.au

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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s47F

she / her

Policy Associate

s47F [@twitter.com](https://twitter.com/s47F) s47F



[Redacted content]

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s47F

she / her

Policy Associate

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