

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>; s47F <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.



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:

Amazing thanks s47F

s22

A/g Assistant Director – Social Media – National Incident Room

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, 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]

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.

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

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](https://www.australia.gov.au)

[World Health Organization](https://www.who.int)

Let me know if you have any further issues.

Thanks

s22

A/g Assistant Director – Social Media – National Incident Room

Australian Government Department of Health

T: s22 | E: s22 [health.gov.au](mailto: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

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

A/g Director

Social Media & Non-Campaign Strategies

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

A/g Director

Social Media & Non-Campaign Strategies

T: s22 | E: s22 [health.gov.au](mailto:s22@health.gov.au)

From: s47F <s47F@twitter.com>

Sent: Friday, 19 February 2021 12:03 PM

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]

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

I hope you are both well and having a good week. Happy Friday!

I just wanted to check in and see if there was any interest in updating the terms and / or links on the COVID-19 and vaccine prompts as outlined above?

Do let me know if you have any questions or would like to jump on a quick call to discuss in more detail.

Cheers,

s47F

On Thu, Feb 11, 2021 at 5:00 PM s47F <s47F@twitter.com> wrote:

No worries at all!

Outside of updating the prompts, I've also included a little more information on our latest COVID-19 work and misleading vaccine information policy below. As conversations around the potential COVID-19 vaccine increase, we share your belief that it's important Australians can identify trusted information and we have continued to explore ways to best provide support for our key partners, like yourself.

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

and we are continuing to collaborate with the team on highlighting trusted information sources by adding a dedicated [COVID-19 tab in Explore](#), [dedicated COVID-19 Event pages](#), Curated Moments, and verifying the accounts of health authorities.

In December, we also announced the expansion of our #COVID19 misleading information policy to cover more content. We are focused on mitigating misleading information that presents the biggest potential harm to people's health and wellbeing. Twitter has an important role to play as a place for good faith public debate and discussion around these critical public health matters. More on the update here - [COVID-19: Our approach to misleading vaccine information](#). Our primary goal with addressing misleading information about COVID-19 has not changed. We will continue to remove demonstrably false or potentially misleading content that has the highest risk of causing harm. You can find more detail on this approach — [here](#).

As always, we're here to help and appreciate your partnership in promoting important public health messages on Twitter. Please let us know if you have any questions on the above and we'd be happy to discuss in more detail. In the meantime, I will await your direction on potentially updating the prompt links :)

Cheers,

s47F

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]

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 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.



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

Hope you're well. We've had a bit on this week with the outbreak in Sydney, and the request for quote is sadly dropping down the list. I imagine the window of opportunity may have passed anyway?

Thanks again for understanding,

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]

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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](https://www.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.

Cheers,

s47F

On Wed, Dec 16, 2020 at 10:25 AM s22 <s22@health.gov.au> wrote:

Hi s47F

What are holidays? I kid. We're off for the week between Christmas and New Years, but there's so much still to do! I hope you are getting a break as well.

We will start promoting our new web content around the same time, so that works well. Thanks for the heads up on the key words – that makes sense.

On comms activity, that sounds like a plan. Draft materials would be great. Our minister is very interested in managing misinformation, so it may be possible to include a quote. I'll raise the idea. Please be aware it can take some time to get an okay on things like this.

Thanks again for all your efforts!

s22

From: s47F <s47F@twitter.com>

Sent: Wednesday, 16 December 2020 9:34 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

I hope you are well and having a great week. Are you taking any time off for the holidays?

Prompt launch date

I am pleased to inform you that we are ready to launch the prompt later this week / early next. Is there a particular date that would work well for the Department? Otherwise we can schedule for a soft launch this Friday / with any external launch activity to follow 🎉

Key words

Our Engineering team has comprehensively reviewed the key term triggers and advised a few removals are necessary, due to the way our systems are programmed.

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

These removals are to avoid the clash of the prompt with general conversations on Twitter (for example s45, s47E(d), s47(1)(b) is often used by journalists for unrelated topics). The terms including s45, s47E(d), s47 are removed because s45, s47E(d), s47(1)(b)

Comms activity

To help more Australians know that this credible information will be surfaced on the service, we'd love to raise awareness for the prompt on the Twitter blog and through media

engagement. We will share draft materials, Tweet copy and media engagement plans with you this week.

- Would the Department be open to providing a short quote that we could include on the official Twitter blog and use for any media requests we might receive about the prompt?

Thank you so much for your partnership — we're thrilled to get this live on the platform and available to Australians seeking the most up to date information. Let me know if you have any questions and more than happy to jump on the phone for a quick chat if it's easier to run through in that format. Looking forward to hearing from you soon.

Cheers,

s47F

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]

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

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

As a next step, we will brief our engineering team who will advise on any keyword amendments, in line with how our systems are programmed, and a timeline to launch the prompt. We will loop back with this timeline to confirm the final date of launch with the Department of Health.

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

Assistant Director, Corona Communications – Vaccine Communication Team

Public Information Branch | National Incident Room

Chief Medical Officer Group

Australian Government Department of Health

T: s22 | E: s22 [health.gov.au](mailto: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: 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]

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 well and having a great week.

I know you were working through the finer details and confirming the nominated URL for the prompt, 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

That's fantastic. I've reattached the one-pager overview that includes the list of keywords and draft copy for the prompt, for your reference.

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

Assistant Director, Corona Communications – Vaccine Communication Team

Public Information Branch | National Incident Room

Chief Medical Officer Group

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]

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

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

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]

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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

s22

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 open attachments 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,

s47F

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

s22

T: s22 | E: s22 [health.gov.au](mailto: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](https://www.vaccines.gov).

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

Best,

s47

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

s22

s22

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 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

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

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, 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

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

Hi s47

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](https://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

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

s47E(d)

s22

s22



People, Communication & Parliamentary Division | Corporate Operations Group
T: s22 | **E:** s22 <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

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

s22

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

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

From: s47F@twitter.com <s47F@twitter.com>

Sent: Wednesday, 26 February 2020 8:22 AM

To: s22@health.gov.au <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](mailto: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](mailto:s22@health.gov.au)

From: s22 <s22 [health.gov.au](mailto:s22@health.gov.au)>

Sent: Friday, 14 February 2020 7:11 PM

To: s22 <s22 [health.gov.au](mailto:s22@health.gov.au)>; s22

<s22 [health.gov.au](mailto:s22@health.gov.au)>

Cc: s22 <s22 [health.gov.au](mailto:s22@health.gov.au)>; s22

<s22 [health.gov.au](mailto: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

People, Capability and Communication Division | Corporate Operations Group

Communication and Change Branch

Australian Government Department of Health

T: s22 | E: s22 [health.gov.au](mailto: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,

s47

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

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,

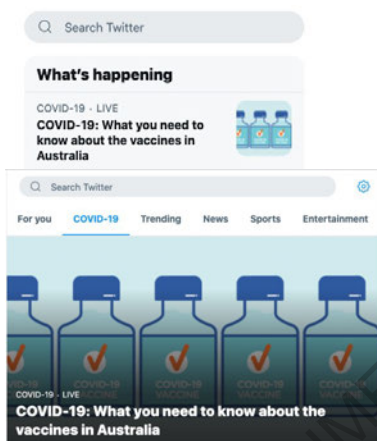
s22

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]

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.

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 news 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](mailto: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: 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>; s22 <s22@health.gov.au>; s47F <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 <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

s22

[REDACTED]

s22

[REDACTED]

s22

[REDACTED]

Cheers,

s47F

[REDACTED]

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

Hi s47F

[REDACTED]

Thanks for providing this information to the team, we're definitely interested in the s45, s47E(d), s47(1)(b). 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

[REDACTED]

[REDACTED]

Communication Officer – National Incident Response Division

Australian Government Department of Health

T: s22 | E: s22 [health.gov.au](mailto:s22@health.gov.au)

Location: Sirius Building 3.N.424

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: Thursday, 17 December 2020 10:06 AM

To: s22 <s22@health.gov.au>

Cc: s22 <s22@health.gov.au>; s22 <s22@health.gov.au>; s47F <s47F@twitter.com>

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 for your vital work communicating public health information to Australians on Twitter. Thanks too for your patience while I've gathered the most up to date information on how we're approaching this work, which I've included below.

As conversations around the potential COVID-19 vaccine increase, we share your belief that it's important Australians can identify trusted information. As we move in 2021 and the distribution of COVID-19 vaccination programs around the world, we have been exploring ways we can best provide support for our key partners, like yourself.

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

Today, we announced the expansion of our #COVID19 misleading information policy to cover more content. We are focused on mitigating misleading information that presents the biggest potential harm to people's health and wellbeing. Twitter has an important role to play as a place for good faith public debate and discussion around these critical public health matters. More on the update here - [COVID-19: Our approach to misleading vaccine information](#).

We are also currently collaborating with your colleagues to launch a search prompt for immunisation (which will go live tomorrow). This means that when Aussies search certain keywords on Twitter, the prompt will appear at the top of the search bar, alerting them to approved sources from the Department of Health with credible information about vaccination. This new search prompt activation will build on our existing work to guard against the artificial amplification of non-credible content about the safety and effectiveness of vaccines.

Through the pandemic, we have also worked to highlight trusted information sources by adding a dedicated [COVID-19 tab in Explore](#), [dedicated COVID-19 Event pages](#), and verifying the accounts of health authorities. You can find a full overview of our global work to keep people on Twitter safe and informed throughout the COVID-19 pandemic — [here](#).

Our primary goal with addressing misleading information about COVID-19 has not changed. We will continue to remove demonstrably false or potentially misleading content that has the highest risk of causing harm. You can find more detail on this approach — [here](#).

As always, we're here to help and appreciate your partnership in promoting important public health messages on Twitter. If you spot anything that is against the [Twitter Rules](#) or you think might violate them, please do report the Tweets and send through the report case numbers to us, so we can escalate for expedited review as necessary.

Please let me know if you have any questions and we'd be happy to discuss. Hope to hear from you soon.

Cheers,
s47F

On Tue, Dec 8, 2020 at 2:58 PM s22 <s22@health.gov.au> wrote:

Hi s47F

We're doing a stocktake of our social processes around spam/misinformation and I was wondering if you could point me to any procedures Twitter has in place.

At present we hide and report spam tweets. We also make a point of including regular tweets to remind people where to go for trusted, official information. Are there any other options available to us, should we start getting an influx of misinformation on our account? With the increase in commentary around the COVID-19 vaccine, we're conscious this could become an issue.

Thanks,

s22

s22 (formerly s22)

Assistant Director – Social Media

s22

From: s47F <s47F@twitter.com>
Sent: Wednesday, 7 April 2021 6:57 PM
To: s22
Cc: s22; s22; s47F
Subject: Re: New topic to report a post/account on Twitter [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 so much for your email and I hope you had a great break too!

First, I'd like to echo that we share the belief that it is vital Australians can identify trusted health information online. 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 partners like the Department of Health. More detail about our work to fight misleading information about COVID-19 can be found [here](#).

Last month, we also updated our policies to cover new enforcement actions in relation to misleading information around the COVID-19 vaccines. More information is available [here](#).

As noted, there is not a dedicated reporting option for these categories in app. When reporting COVID-19 misleading information, people can report the content as 'abuse — threatening physical harm'.

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

If you believe there is content that violates the other [Twitter Rules](#) that is not related to our COVID-19 misinformation policies, please report the Tweets via normal reporting channels (in-app, desktop, or through the Partner Support Portal), and forward us the 10-digit case number (contained in the email subject line) so we can escalate the report for internal review.

For reference, you can also learn more about [our range of enforcement options here](#), and [our approach to policy development and enforcement here](#).

For additional context regarding any issues you've experienced to date, can I ask if you have been reporting through: (1) the app; (2) online Help Centre forms on desktop; or (3) using the Partner Support Portal we enrolled the Department of Health in last December?

We appreciate working in close coordination with trusted partners like yourself, and we're here to help your teams continue to promote important public health messages on Twitter. Please let us know if you have any questions and we'd be happy to discuss. Hope to hear from you soon.

Cheers,
s47F

On Tue, Apr 6, 2021 at 11:55 AM s22 <s22@health.gov.au> wrote:

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 fb.com>
Sent: Wednesday, 5 May 2021 2:04 PM
To: s22
Cc: s22 s22
Subject: Re: Facebook group - potential breach of Facebook COVID-19 policy [SEC=OFFICIAL]

Hi s22

It means the posts and group will less likely show up on searches and newsfeed. They are demoted.

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


FACEBOOK     

From: "s22"
Date: Tuesday, 4 May 2021 at 8:12 PM
To: s47F
Cc: s22, "s22"
Subject: RE: Facebook group - potential breach of Facebook COVID-19 policy [SEC=OFFICIAL]

Thanks s47 for the explanation. When you say demoted, what does this mean? Thanks s22

s22

Assistant Director – Social Media – National Incident Room


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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From: s47F
Sent: Monday, 19 April 2021 7:05 PM
To: s22
Cc: s22; s22
Subject: Re: Facebook group - potential breach of Facebook COVID-19 policy [SEC=OFFICIAL]

Hello s22

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

s47

s47F

s47F

Marina One, 9 Straits View, Singapore 018937

E: s47F [fb.com](mailto:s47F@fb.com)

FACEBOOK     

From: "s22" <s22@health.gov.au>

Date: Friday, 16 April 2021 at 5:11 PM

To: s47F <s47F@fb.com>

Cc: s22 <s22@health.gov.au>, "s22"

<s22@health.gov.au>

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

Thanks s47F 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, s22

s22

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health

T: s22 | E: s22 [health.gov.au](mailto:s22@health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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From: s47F <s47F@fb.com>

Sent: Friday, 16 April 2021 6:59 PM

To: s22 <s22@health.gov.au>

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

Subject: Re: Facebook group - potential breach of Facebook COVID-19 policy [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.

Hello s22

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

s47

F

F

s47F

Marina One, 9 Straits View, Singapore 018937

E: s47F [fb.com](mailto:s47F@fb.com)

FACEBOOK     

From: "s22" <s22@health.gov.au>

Date: Monday, 12 April 2021 at 1:17 PM

To: s47F <s47F@fb.com>, s47F <s47F@fb.com>

Cc: s22 <s22@health.gov.au>, "s22" <s22@health.gov.au>

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

Hi s47 and s47

Happy Monday ☺ I hope you both had a good weekend. s47F

s22

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

s22

s22

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health

T: s22 | E: s22 [health.gov.au](mailto:s22@health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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s22

From: s47F <s47F fb.com>
Sent: Monday, 12 April 2021 6:12 PM
To: s22
Cc: s22 s22
Subject: Re: Facebook Safety ad [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. I'm figuring out which team handled this and will feedback to them.

Cheers

s47
F

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

On 12/4/21, 2:37 PM, "s22 <s22 health.gov.au> wrote:

Hey s47

This might be in your court as it's Insta. s47F had this ad served to her on Insta. Good idea however the image talks about fighting COVID misinformation but the link it goes doesn't have anything on this <https://www.facebook.com/fbsafety>

Any light you can shed on if this is the correct link of what this ad is hoping to achieve would be great. Great initiative, just curious to know more.

Thanks

s22

s22

Assistant Director - Social Media - National Incident Room

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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s22

[REDACTED]

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]

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

[REDACTED]

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)

[REDACTED]

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]

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 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)



Craig
@DoucheRobo

Replying to @healthgovau and @ausgov

Please feel free to debunk the figures here....



Thanks

s22

Assistant Director – Social Media – National Incident Room



Australian Government Department of Health

T: s22 | E: s22 [health.gov.au](mailto:s22@health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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From: s47F <s47F@twitter.com>
Sent: Tuesday, 1 June 2021 11:51 AM
To: s22 <s22@health.gov.au>
Cc: s47F <s47F@twitter.com>; 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.

Hi s22

Thanks for your email - it's lovely to meet you and I'm always more than happy to assist with Department of Health enquiries! Looking at the email you have forwarded, it seems that the account [@BTheorists](https://twitter.com/BTheorists) has screenshot content that is hosted on Telegram and Tweeted it to the Department in order to notify you, rather than the Democracy Australia content being hosted on Twitter.

As always, we're here to help and appreciate your partnership in promoting important public health messages on Twitter. If you spot anything on the Democracy Australia account ([@reignitedemaust](#)), that is against the [Twitter Rules](#) or you think might violate them, please do report the Tweets and send through the report case numbers to us, so we can escalate for expedited review as necessary. For ease of reference, you can file an impersonation report at – [this form](#).

The Department of Health is also enrolled in our Partner Support Portal, a dedicated reporting flow for trusted partners. I've included a little more detail below and attached a deck with additional information on the portal.

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

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 s22 <s22@health.gov.au> wrote:

Hi s47F

I believe you've been liaising with my co-worker s22 in the past. I recently joined the social media team at health and helping s22 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

s22

Assistant Director – Social Media – National Incident Room

Australian Government Department of Health

T: s22 | E: s22 [health.gov.au](mailto:s22@health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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From: s22 <s22@Health.gov.au>

Sent: Tuesday, 1 June 2021 11:00 AM

To: s22 <s22@health.gov.au>; s22 <s22@Health.gov.au>;
s22 <s22@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.

<https://twitter.com/BTheorists/status/1399528415330377732>



Bothering Conspiracy Theorists @BTheorists · 13h

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

That a crime or something?



Thanks,

s22

Social Media Officer

Australian Government Department of Health

| E: s22 [health.gov.au](mailto:s22@health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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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]

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.

Hello s22

We have reviewed the group and have taken it down as it violated our policies.

s47F

s47F

Marina One, 9 Straits View, Singapore 018937

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

https://www.instagram.com/ourvoicesmatter_official/

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]

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.

Thanks. Yes this was highlighted to us previously when it was first started. Will check if the posts violate now that there are more posts.

s47F

s47F

Marina One, 9 Straits View, Singapore 018937

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 s47

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.

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]

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)

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]
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)

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 s47 it was more around the harassing of the TGA 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>

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.

Hi s22

Regarding the TGA post, we have reviewed the post and it doesn't violate our policies as it doesn't suggest a guaranteed cure or prevention method.

s47F

s47F

Marina One, 9 Straits View, Singapore 018937

E: s47F fb.com

FACEBOOK     

From: s22 <s22 health.gov.au>

Date: Tuesday, 14 September 2021 at 8:04 AM

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 Was this the s47E(d) one or the s47E(d) one?

s22

From: s47F <s47F 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>

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.

Hi s22

We did a search and found and deleted 13 posts which had the phone number and email.

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 2:03 PM

To: s47F <s47F fb.com>

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

s22 <s22 [health.gov.au](mailto:s22@health.gov.au)>

Subject: RE: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

Amazing thanks 😊

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

Sent: Monday, 13 September 2021 4:02 PM

To: s22 <s22 [health.gov.au](mailto:s22@health.gov.au)>

Cc: s22 <s22 [health.gov.au](mailto:s22@health.gov.au)>; s22 <s22 [Health.gov.au](mailto:s22@Health.gov.au)>;

s22 <s22 [health.gov.au](mailto: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.

Thanks. I'll get this looked into as well

s47F

s47F

Marina One, 9 Straits View, Singapore 018937

E: s47F [fb.com](mailto:s47F@fb.com)

FACEBOOK 

From: s22 <s22 [health.gov.au](mailto:s22@health.gov.au)>

Sent: Monday, September 13, 2021 1:56 PM

To: s47F <s47F [fb.com](mailto:s47F@fb.com)>

Cc: s22 <s22 [health.gov.au](mailto:s22@health.gov.au)>; s22 <s22 [Health.gov.au](mailto:s22@Health.gov.au)>;

s22 <s22 [health.gov.au](mailto:s22@health.gov.au)>

Subject: RE: Social media anti vax message encouraging harassment of a particular individual [SEC=OFFICIAL]

Thanks s47 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)

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.

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

Cheers

s47

F F

s47F

Marina One, 9 Straits View, Singapore 018937

E: s47F [fb.com](mailto: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]

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

s47

F F

s47F

Facebook

From: s22 <s22@health.gov.au>

Sent: Monday, September 13, 2021 12:49 PM

To: s47F

Cc: s22 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](mailto: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

Assistant Director – Social Media

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

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)
s47F
s47F
Marina One, 9 Straits View, Singapore 018937
E: s47F [fb.com](mailto: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 s47
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). 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

s22

Assistant Director – Social Media – Communication and Change

Australian Government Department of Health

T: s22 | E: s22 [health.gov.au](mailto:s22@health.gov.au)

Location: Sirius Building

PO Box 9848, Canberra ACT 2601, Australia

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s22

#KnowTheFacts immunisation prompt

Overview

Twitter is partnering with the Australian Government to surface credible information related to public health for Australians using the service. As conversations around the potential COVID-19 vaccine increase on the platform, it's important for Australians to identify trusted information. The #KnowTheFacts prompt would help connect Australians on Twitter to approved sources from the Department of Health with credible information about vaccination.

How it works

When Aussies search certain keywords on Twitter, the prompt will appear at the top of the search bar, alerting them to credible sources where they can find the most up to date information.

Here is an example of what the search prompts look like (this one is sharing resources on COVID-19).



Here is an example of the #KnowTheFacts vaccination prompt in the US.

