

[REDACTED]

From: Julie Inman Grant
Sent: Friday, 10 December 2021 8:41 AM
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; [REDACTED]; Rebecca Razavi
Subject: Re: Blog or social post [SEC=OFFICIAL]

[REDACTED] - These are antagonists looking to target anything. I don't think any rational person has the expectation that we only tweet M-F 9-5. In fact, we cannot limit it to those time frames as we also have a global audience, big media stories also land on weekends and so do other matters we have to respond to.

Anyway, you are doing great and you absolutely should not respond or do you need to. It's just snark.

Thank you! Julie

Sent from my iPhone

On 9 Dec 2021, at 9:35 pm, [REDACTED] <[REDACTED]@esafety.gov.au> wrote:

Dear all,

I will update the Twitter coverage report later today.

A number of Tweets have questioned the time the roadmap post went out, which was 9pm AEST.

I am sorry that the timing has been interpreted negatively.

However, I want to clarify that:

1. It's standard practice for social posts to be published outside 9am-5pm, including weekends. A quick inspection of our social channels will show several posts outside businesses hours, and it has nothing to do with the content of the posts.
2. The time was selected as recommended by Social Sprout, our social management tool. It's the optimised time when we can expect to reach more of our followers.

I will not respond publicly to these questions, but I wanted internal stakeholders to understand the reasoning behind the timing of the post.

Thank you, and please let me know if you have any questions

Sent from my iPhone

On 9 Dec 2021, at 5:58 pm, Julie Inman Grant <[REDACTED]@esafety.gov.au> wrote:

Thanks, perfect.

Sent from my iPhone

On 9 Dec 2021, at 7:32 am, [REDACTED] <[REDACTED]@esafety.gov.au> wrote:

Thanks Julie.

This is the draft post I discussed with [REDACTED] earlier in the week.
Trying to keep it very simple and factual:

We have released a thematic analysis of the evidence and insights from the first phase of public input into an age verification roadmap for Australia: <https://www.esafety.gov.au/about-us/consultation-cooperation/age-verification>

[REDACTED]
Social Media Strategist
he/him [REDACTED]



 [esafety.gov.au](https://www.esafety.gov.au)



<https://www.esafety.gov.au/newsroom/whats-on/safer-internet-day-2022>

From: Julie Inman Grant <[REDACTED]@eSafety.gov.au>
Sent: Thursday, 9 December 2021 5:29 PM
To: [REDACTED] <[REDACTED]@eSafety.gov.au>
Cc: [REDACTED] <[REDACTED]@eSafety.gov.au>; [REDACTED] <[REDACTED]@eSafety.gov.au>; [REDACTED] <[REDACTED]@eSafety.gov.au>; [REDACTED] <[REDACTED]@eSafety.gov.au>
Subject: RE: Blog or social post [SEC=OFFICIAL]

Agree. We need to push it out so people will know its there. Static (but compelling) content doesn't get eyeballs if it isn't promoted.

From: [REDACTED] <[REDACTED]@eSafety.gov.au>
Sent: Thursday, 9 December 2021 5:19 PM
To: Julie Inman Grant <[REDACTED]@eSafety.gov.au>
Cc: [REDACTED] <[REDACTED]@eSafety.gov.au>; [REDACTED] <[REDACTED]@eSafety.gov.au>; [REDACTED] <[REDACTED]@eSafety.gov.au>; [REDACTED] <[REDACTED]@eSafety.gov.au>
Subject: Blog or social post [SEC=OFFICIAL]

Hi Julie,

I just met with [REDACTED] [REDACTED] [REDACTED] (aka 3M ... I think it'll catch on) and [REDACTED] about recent media interest in our age verification implementation roadmap.

We collectively feel that now it's being discussed publicly on Twitter anyway that we should put out a post from our eSafety account directing people to the AV section of our website which has all the latest information on the process so far as well as a comprehensive summary of themes from submissions received during the call for evidence phase.

We all feel this will achieve more (reach more eyeballs and give people a more detailed understanding) than a blog, which will effectively be repurposing much of the content on the AV landing page anyway.

Happy to discuss this approach.



Senior Communications Advisor



eSafety acknowledges the Traditional Custodians of country throughout Australia and their continuing connection to land, water, culture and community. We pay our respects to Elders past, present and emerging.