

## Suzie Sazdanovic

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**From:** Section 47F  
**Sent:** Sunday, 29 March 2020, 12:57 PM  
**To:** Section 47F  
**Subject:** RE: Thanks mate

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Hey Section 47F,

Yep – we have planned a few things.

Should see it go up on the AusGov facebook soon (were just a few announcements to all go through the one channel at the one time!)

FYI, I've copied in some of my release notes to myself below, so you can see what's moving through.

There's a few other things I haven't included, such as Instagram influencer engagement. P.S. If you know anyone that's big on Insta, get them to promote it using the special "staying home" sticker, as that gives prioritisation in stories at the moment.

Section 47F tweet helped! Any other stuff you do we're appreciative of, just let me know if you're doing anything big so I can track its reach.

Cheers,  
Section 47F

### Sunday

*Hard launch*

Dissemination through:

- Announcement by Prime Minister.
- Amplified post using Coronavirus Information Centre by Australian Government facebook page, details below.
- Update to Essential Information of Australia.gov.au, with access to WhatsApp through [aus.gov.au/whatsapp](https://aus.gov.au/whatsapp)

### Monday

*Campaign commences*

Click-to-WhatsApp promotion of post commences across:

- Facebook
- Instagram

Publication through DTA social media platforms.  
Sort out SEO.

### **Tuesday onwards**

#### *Campaign continues through online platforms*

Continued messaging will occur through online platforms. Where they have not already organically had reach, crisis podcasts such as the ABC CaronoCast will be approached to push the WhatsApp channel.

#### *Campaign continues through Government platforms*

A continued push through government platforms that reach a younger cohort, such as:

- The AFP Bulletin Board
- The Australian National University COVID-19 updates

Section 47F

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**From:** Section 47F

**Sent:** Sunday, 29 March 2020 12:24 PM

**To:** Section 47F

**Subject:** Thanks mate

Going well so far.

Is there anything else you are planning in terms of promoting in the coming days?

Section 47F, Section 47G

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