

## 1.4 MISINFORMATION AND DISINFORMATION

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The Australian Communications and Media Authority (ACMA) continues to monitor industry compliance with the voluntary Australian Code of Practice on Disinformation and Misinformation and to work with government to develop reserve powers to strengthen our regulatory oversight.

The ACMA has been provided \$7.9 million over 4 years from FY 2023–24 to oversee platforms' efforts to combat online disinformation and misinformation.

### KEY ISSUES

#### ***ACMA proposed new powers***

- On 25 June 2023, the government released a draft Bill for public consultation (media release at **Attachment A**). The consultation period closed on 20 August 2023 and the government is currently considering submissions.
- The draft Bill retains the current arrangement whereby digital platforms, under a voluntary code, are responsible for the content on their platforms and must have systems, processes and measures in place to minimise disinformation and misinformation on their services.
- The draft Bill contemplates that the ACMA would have reserve powers to register industry codes or make standards should current self-regulatory arrangements fail.
- The draft Bill would also provide the ACMA with record-keeping rules and information-gathering powers, allowing us to seek more information about how platforms are responding to disinformation and misinformation.
- The ACMA's use of any proposed powers will depend on the final form of those powers.
- However, the ACMA has not asked for, nor expects to be granted, powers to assess the accuracy of individuals pieces of content or powers to direct the take down of pieces of content.
- The powers are not intended to prevent people from stating their beliefs. The powers are intended to incentivise platforms to ensure they are not amplifying mis- and disinformation that could result in real world harms for Australians.
- Concerns about the balance between regulatory intervention and freedom of expression are not new. The ACMA has been the sectoral regulator for broadcast news for some time and is experienced in balancing accuracy and freedom of expression matters.

#### ***Australian Voluntary Code of Practice on Disinformation and Misinformation***

- In February 2021, Digital Industry Group Inc. (DIGI) launched the Australian Code of Practice on Disinformation and Misinformation (the code) to combat the harms of disinformation and misinformation.
- The code currently has 8 signatories – Adobe, Apple, Google, Meta (Facebook), Microsoft, Redbubble, TikTok and Twitter. The code provides 2 mandatory and 5 opt-in objectives (**Attachment B**).
- DIGI released a revised code in December 2022 (following a code review process) and in May 2023 it released its 2023 Annual Report and signatories published their third set of transparency reports.

- On 25 July 2023, the ACMA published its 2nd report to government on digital platforms' efforts under the code. The ACMA's report noted that revisions to the code have addressed some pressing concerns. This includes:
  - an amended definition of harm that better captures cumulative effects over time, modified reporting requirements that facilitate smaller platforms to become signatories of the code
  - a new outcome for platforms to provide transparency about recommender systems
  - there have also been some positive developments in some signatory's reporting including the inclusion of new Australian-centric data points and consistent information across reports, which enhances the potential for time-based comparisons. Signatories have also improved reporting about their services covered by the code and their rationale for opting out from certain outcomes.
- However, there is room for improvement:
  - industry needs to take further steps to review the scope of the code and its ability to adapt quickly to technology and services changes such as generative AI
  - how signatories report their actions under the code must improve to enable an assessment of signatory's progress to achieve the code's objectives and outcomes
  - there remains an urgent need to improve the level of transparency about what measures platforms are taking and the effectiveness of those measures.
- A related concern relates to the lack of transparency around changes to content moderation policies.
- Since its change of ownership, the ACMA has been closely monitoring developments at X (previously Twitter). The ACMA wrote to X (then Twitter) in December 2022 to seek clarity on changes to its misinformation policies and, in particular, seek assurances about its commitment to address harmful mis- and disinformation on its service. In subsequent meetings, company representatives noted that its processes remain under review, but reiterated its commitment to the Australian code and provided its May 2023 transparency report.
- On 27 September 2023, the ACMA became aware that X appeared to have removed the ability for users to report potential misinformation including electoral misinformation. As at 29 September 2023, X's rules listed a 'Civic Integrity' policy which stated X's services cannot be used for the purpose of manipulating or interfering in elections or other civic processes.
- The change, if made, suggests that X may not be meeting its obligations under Outcome 1c of the Code, where users can report content or behaviours that violate signatory policies through publicly available and accessible reporting tools.
- On 28 September 2023, the ACMA wrote to X and DIGI seeking additional information about the changes. As at 11 October 2023, additional information has not been received from X. [REDACTED]

### ***Funding of ACMA activities***

- In the 2023–24 Budget, the Australian Government announced that the ACMA would be provided with \$7.9 million over 4 years from 2023–24 (\$2.3m in 2023–24 and \$1.9m over the next 3 financial years) to combat online disinformation and misinformation.

- The funding will increase the ACMA's existing capacity and capability to continue to monitor the effectiveness of measures to reduce disinformation and misinformation. A key workstream is the development of a framework to improve transparency around the effectiveness of platforms' measures to combat disinformation and misinformation.
- The funding will also be used to assist the government in implementing the new legislation and the administration of that legislation.

### ***Indigenous Voice to Parliament referendum***

- The ACMA is very mindful of the risks posed by disinformation and misinformation to the integrity of the Indigenous Voice to Parliament referendum.
- Early in 2023, the ACMA wrote to several non-signatory platforms (Snap, Reddit, Spotify, Yahoo, Discord, Pinterest, Telegram, Twitch and Tumblr) to inquire about whether they are planning to implement any measures to address disinformation and misinformation relating to the referendum. The ACMA received responses from Snap, Reddit, Spotify, Yahoo, Twitch and Tumblr.
- Broadly speaking, platforms did not provide substantive information about additional guard rails to address the Voice referendum beyond the application of existing policies. However, Snap and Reddit noted that they would work with the Australian Electoral Commission (AEC) to understand how they can support the referendum process. **Attachment D** provides more information on Snap's recent announcement of a partnership with the AEC.
- The Electoral Integrity Assurance Taskforce (EIAT) engaged in activities ahead of the referendum, including collaborating with digital platforms to assess, understand and mitigate risks to the integrity of the referendum process, including those risks related to foreign actors. The Department of Infrastructure, Transport, Regional Development, Communications and the Arts (DITRDCA) represents the communications portfolio on the EIAT.
- Some code signatories have taken specific steps to protect Australian users from referendum disinformation and misinformation. **Attachment D** provides a summary of digital platforms' specific initiatives regarding the referendum as at 31 August 2023. This information does not reflect action the platforms may take in relation to referendum related content under their broader existing policies (such as policies about removing content that misleads people about electoral participation generally).
- While the content of political advertising is not caught under the code, it does include opt-in provisions that require signatories to provide transparency around the source of political advertising (which includes ads advocating for an outcome of a referendum). Google, Meta, Microsoft and TikTok have opted-in to these provisions.
- Code signatories did not provide information about their efforts regarding the Referendum in the third annual transparency reports published in May 2023. We expect information about their activities will be published in the 2024 transparency reports, given the reporting period is the previous calendar year.

### ***Cross-government co-ordination***

- The ACMA continues to work with other relevant regulators and government agencies – both in Australia and across like-minded countries – on sharing information, building capability, and addressing common regulatory challenges. This includes close

collaboration via the Digital Platform Regulators Forum (DP-REG) (see **Back Pocket brief 1.5**).

## BACKGROUND

### New ACMA funding

Regulatory Powers to Combat Misinformation and Disinformation					
Payments (\$m)	2022-23	2023-24	2024-25	2025-26	2026-27
Australian Communications and Media Authority	-	2.3	1.9	1.9	1.9
Department of Infrastructure, Transport, Regional Development, Communications and the Arts	-2.3	-	-	-	-
Total – Payments	-2.3	2.3	1.9	1.9	1.9

The Government will provide \$7.9 million over 4 years from 2023–24 for the Australian Communications and Media Authority to combat online misinformation and disinformation on global digital platforms to reduce the spread of harmful content.

The costs of this measure will be partially offset by redirecting residual unallocated funding from the 2021–22 Budget measure titled *Supporting Regional Australia* and the 2020–21 Budget measure titled *National Bushfire Recovery Fund*, which is available due to lower utilisation of funds than was budgeted for through these programs.

### Proposed new ACMA powers

- In June 2021, the ACMA completed its initial assessment of the code and produced a report to the then government advising on the adequacy of digital platforms' disinformation and news quality measures. As part of this assessment, the ACMA recommended that:
  - the ACMA should be provided with formal information-gathering powers (including powers to make Digital Platform Rules) to oversee digital platforms, including the ability to request Australia specific data on the effectiveness of measures to address misinformation and disinformation
  - the ACMA should be provided with reserve powers to register industry codes, enforce compliance, and make standards relating to the activities of digital platforms.
- The ACMA could make Digital Platform Rules that require industry to:
  - develop key performance indicators to measure how they are meeting the code's outcomes
  - share information about the prevalence of content containing false, misleading or deceptive information
  - keep records of Australian complaints about misinformation or disinformation on a service.
- Information-gathering powers would support the ACMA's compliance activities by requiring that platforms share specific information or documents with us.
- The ACMA could publish the information we obtain, which would improve transparency about platform activities when that information is not shared voluntarily by platforms.



***Triggers to request a mandatory code or make a standard***

- There are several triggers that may prompt a request that industry develop a mandatory code for registration. These could include:
  - that there are ongoing and persistent issues with the transparency of and the timeliness of updating signatories' commitments and measures under the voluntary code
  - DIGI and signatories are resistant or slow to revise the code based on significant developments
  - the ACMA has evidence before it that there are industry wide system and process deficiencies, or multiple large platforms are not participating in voluntary arrangements or are not enforcing their major policies and the current code is not operating to encourage compliance.
- The ACMA may consider making an industry standard if:
  - industry ignored a request to develop, update or vary a mandatory code
  - a registered code had been ineffective in addressing particular issues or failed entirely
  - urgent and exceptional circumstances arose where Australians are at significant risk of harm (e.g. a time of war).

***ACMA's proposed compliance approach to a mandatory code or standard***

- The focus of our approach and any codes and standards that are developed will be on ensuring digital platforms have robust systems and processes in place to address the spread of misinformation and disinformation and be transparent both publicly and to their users about their content moderation activities.
- The Bill requires industry to consult in the development of codes, and the ACMA needs to be satisfied that industry has addressed public feedback on draft codes before they are registered (paragraph 37(1)(f) of the draft Bill). The obligations we would establish under industry standards will also be subject to public consultation.
- The ACMA will take a systemic approach to assess the effectiveness of the platforms' measures to minimise the impact of harmful misinformation and disinformation. This compliance approach is expected to include:
  - collecting and publishing data about what actions platforms took to minimise the spread and amplification of harmful misinformation and disinformation
  - conducting independent research about impact of platform efforts and testing Australians' views on the appropriateness and effectiveness of these efforts
  - conducting audits to check that information about platform policies is accessible and transparent.

***Measures in place to protect freedom of speech under the voluntary code***

- The protection of freedom of expression is one of the guiding principles of the voluntary code. The harm threshold and consideration of proportionality under the voluntary code serve to encourage proportional responses to platform commitments and act as fundamental safeguards against platforms unnecessarily impinging on users' freedom of expression.
- A number of categories of content are excluded from the voluntary code. This includes content produced in good faith for entertainment or education purposes, content authorised by an Australian State or Federal Government, content authorised by a

registered political party and professional news content. Further, the voluntary code does not apply to private messaging services, email services or enterprise services.

***ACMA's ongoing code oversight role***

- In June 2021, the ACMA completed its initial assessment of the code and produced a report to the then government advising on the adequacy of digital platforms' disinformation and news quality measures. This report examined the state of misinformation in Australia, the code development process, and signatories' initial performance under the code. The report was published in March 2022.
- As part of this assessment, the ACMA made the following recommendations to strengthen regulatory oversight and improve the operation of the code:
  - DIGI should be encouraged to consider the report findings in its code review
  - the ACMA should continue monitoring progress, undertake research, and provide government with another report assessing the effectiveness of the code by June 2023
  - the ACMA should be provided with formal information-gathering powers (including powers to make record keeping rules) to oversee digital platforms, including the ability to request Australia specific data on the effectiveness of measures to address dis- and misinformation
  - the ACMA should be provided with reserve powers to register industry codes, enforce compliance, and make standards relating to the activities of digital platforms
  - the government should establish a Misinformation and Disinformation Action Group to support collaboration between platforms, government, researchers, and non-government organisations (NGOs).
- On 25 July 2023, the ACMA released a second report outlining its views on digital platforms' efforts under the code. The report outlined the ACMA's views on the current code as well as the operation of code governance and reporting arrangements.
- The ACMA continues to monitor code developments, assess signatories' annual transparency reports, advise the government on the effectiveness of platform activities, and actively engage with industry on ways to improve its self-regulatory scheme.

***Understanding user reporting and complaints processes***

- The ACMA commissioned consumer research to better understand the experience of Australians when deciding if and how they make a report or a complaint about potentially harmful content (including misinformation) on digital platforms. The research was undertaken during Q1 2023 by the Social Research Centre and cost \$81,072.20 (including GST).
- Alongside the ACMA's second report to government, we have released findings from our research into reporting and complaints about harmful content on digital platforms. Overall, it was clear from the research that Australian users of digital platforms are willing to complain about the harmful content they are exposed to on digital platforms but are then generally dissatisfied with the responses they receive from platforms.
- While the ACMA does not have a role in handling individual user complaints regarding content on digital platforms, this research will help inform us about whether users know how to report or complain about harmful content on digital platforms, and whether platforms are responsive to user concerns.
- In designing this survey, feedback was sought from DP-REG members, and the full results were shared across this group.

***Engagement with industry***

- ACMA staff meet with both DIGI and signatories to the misinformation code on an as-required basis. These meetings enable an exchange of information around code obligations, code governance and reporting frameworks.

***Select Committee on Foreign Interference through Social Media in July 2023***

- In July 2023, the Senate Select Committee on Foreign Interference through Social Media conducted public hearings. Senators asked witnesses questions about the Combatting Misinformation and Disinformation Bill, which was out for public consultation at that time.

***Digital platforms' evidence at the Committee***

- Evidence from Meta, Microsoft, Google and YouTube broadly supported the policy objective for the ACMA to enforce a code with digital platforms.
- Meta was concerned that the ACMA's power to develop standards with substantial civil penalties, including criminal penalties for individuals, could have a chilling effect on free and legitimate political expression online.
- Similarly, Twitter (now X) indicated that the broad definition of 'harmful content' could have a chilling effect on free speech. Twitter (now X) emphasised the importance of due process and transparency in decision-making.

***ACMA appearance at the Committee***

- The ACMA and the Department appeared before the Committee on 12 July 2023.
- In response to Senator's questions, the Department and the ACMA's evidence confirmed that the Bill would not allow the government to identify or form a view that a piece of content is misinformation and subject to removal.
- The ACMA's evidence sought to:
  - demonstrate how the proposals in the Bill would establish a regulatory backstop to support greater transparency and accountability from platforms
  - address how the powers in the Bill are graduated and that significant financial penalties would only apply if misinformation standards were in place.
- Media reporting on the Committee claimed that the ACMA's testimony admitted that Meta's concerns around the Bill's potential 'chilling effect' on free speech were 'valid':
  - while the ACMA stated that while Meta had valid concerns around the size of civil penalties, it was noted in evidence that these penalties only applied to non-compliance with misinformation standards. The ACMA also stated that it was unclear why Meta thought that the Bill would make platforms self-censor.

**ACMA collaboration with government agencies**

- The challenge of protecting Australians from online harms, both on social media and across the internet more generally, is complex and multi-faceted. This topic touches on a range of interconnecting issues and regulatory frameworks including privacy, data protection, defamation, consumer protection, online safety, and the broader online information environment.
- Accordingly, there are a wide range of interventions underway across the Australian Government, including in response to the findings of the Australian Competition and Consumer Commission (ACCC) in its 2019 Digital Platforms Inquiry, and as part of legislative reforms to strengthen Australia's online safety regime.
- The ACMA works closely with several government agencies on online harms issues, including the Department of Home Affairs, the Department of Foreign Affairs and Trade, the Australian Electoral Commission and DITRDCA. These engagements allow the ACMA to keep relevant agencies informed about the code and inform the ACMA's oversight role.
- The ACMA is also working closely with the ACCC, the Office of the Australian Information Commissioner (OAIC) and the eSafety Commissioner as part of DP-REG. This forum is intended to provide members with an opportunity to share information and collaborate on cross-cutting issues and activities relating to the regulation of digital platforms (see **Back Pocket Brief 1.5**).

**ATTACHMENTS**

<b>Attachment A</b>	Media Release: New ACMA powers to combat harmful online misinformation and disinformation
<b>Attachment B</b>	Objectives of the Australian Code of Practice for Disinformation and Misinformation
<b>Attachment C</b>	Timeline of key developments
<b>Attachment D</b>	Summary of platform initiatives for the referendum

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MEDIA RELEASE

**Consultation opens on new laws to tackle online misinformation and disinformation**

Consultation opens on new laws to tackle online misinformation and disinformation

Public consultation has commenced on a new framework to empower the Australian Communications and Media Authority (ACMA) to hold digital platforms to account for harmful misinformation and disinformation online.

These proposed powers will bring greater transparency to efforts by digital platforms to respond to misinformation and disinformation on their services, while balancing freedom of expression which is at the heart of democracy.

The release of exposure draft legislation gives industry and the community the opportunity to review proposed ACMA information-gathering, record-keeping, code registration and standard-making powers to compel digital platforms to do more to protect Australians from the threat of online misinformation and disinformation.

The draft framework focuses on systemic issues which pose a risk of harm on digital platforms. It does not empower the ACMA to determine what is true or false or to remove individual content or posts. The code and standard-making powers will not apply to professional news content or authorised electoral content.

Platforms will continue to be responsible for the content they host and promote to users. If platforms fail to act to combat misinformation and disinformation over time, the ACMA would be able to draw on its reserve powers to register enforceable industry codes with significant penalties for non-compliance, or create a standard requiring platforms to lift the bar on their efforts.

Codes or standards could include measures such as stronger tools to empower users to identify and report misinformation and disinformation, ensure more robust complaints handling, and enable more extensive use of fact checkers.

The proposed powers implement the key recommendations in the ACMA's June 2021 report to government on the adequacy of digital platforms' disinformation and news quality measures. The powers build upon and are intended to strengthen and support the voluntary code developed by the Digital Industry Group Inc. (DIGI).

Public consultation will close on Sunday, 6 August, with legislation to be introduced into Parliament later this year.

To find out more and have your say, visit [www.infrastructure.gov.au/have-your-say](http://www.infrastructure.gov.au/have-your-say)

Quotes attributable to the Minister for Communications, the Hon Michelle Rowland MP:

*"Mis and disinformation sows division within the community, undermines trust and can threaten public health and safety."*

*"The Albanese Government is committed to keeping Australians safe online, and that includes ensuring the ACMA has the powers it needs to hold digital platforms to account for mis and disinformation on their services."*

*"This consultation process gives industry and the public the opportunity to have their say on the proposed framework, which aims to strike the right balance between protection from harmful mis and disinformation online and freedom of speech."*

*"I encourage all stakeholders to make a submission and look forward to introducing the Bill into Parliament later this year, following the consultation process".*

## Objectives of the Australian Code of Practice for Disinformation and Misinformation (2022)

Objective	Outcome
<b>Objective 1:</b> Provide Safeguards against Harms that may arise from Disinformation and Misinformation. (mandatory objective)	<b>1a:</b> Signatories contribute to reducing the risk of Harms that may arise from the propagation of Disinformation and Misinformation on digital platforms by adopting a range of scalable measures
	<b>1b:</b> Users will be informed about the types of behaviours and types of content that will be prohibited and/or managed by Signatories under this Code.
	<b>1c:</b> Users can report content and behaviours to Signatories that violates their policies under 5.10 through publicly available and accessible reporting tools
	<b>1d:</b> Users will be able to access general information about Signatories' actions in response to reports made under 5.11.
	<b>1e. (NEW):</b> Users will be able to access general information about Signatories' use of recommender systems and have options relating to content suggested by recommender systems.
<b>Objective 2:</b> Disrupt advertising and monetisation incentives for Disinformation	<b>2:</b> Advertising and/or monetisation incentives for Disinformation are reduced.
<b>Objective 3:</b> Work to ensure the security and integrity of services and products delivered by Digital platforms	<b>3:</b> The risk that Inauthentic User Behaviours undermine the integrity and security of services and products is reduced.
<b>Objective 4:</b> Empower consumers to make better informed choices of digital content.	<b>4:</b> Users are enabled to make more informed choices about the source of news and factual content accessed via digital platforms and are better equipped to identify Misinformation.
<b>Objective 5:</b> Improve public awareness of the source of Political Advertising carried on digital platforms	<b>5:</b> Users are better informed about the source of Political Advertising.
<b>Objective 6:</b> Strengthen public understanding of Disinformation and Misinformation through support of strategic research.	<b>6:</b> Signatories support the efforts of independent researchers to improve public understanding of Disinformation and Misinformation.
<b>Objective 7:</b> Signatories publicise the measures they take to combat Disinformation and Misinformation. (mandatory objective)	<b>7:</b> The public can access information about the measures Signatories have taken to combat Disinformation and Misinformation.

**Timeline of key developments**

- **February 2021** – DIGI launched the Australian Code of Practice on Disinformation on Disinformation and Misinformation.
- **October 2021** – DIGI and code signatories announced its code governance framework, including a complaints-handling facility and complaints sub-committee, an administration sub-committee, a signatory steering group, and an independent code reviewer to review and verify signatories' annual transparency reports.
- **March 2022** – Publication of the ACMA's [Report to government on the adequacy of digital platforms' disinformation and news quality measures](#). The then government [accepted](#) all five of the recommendations made in the report.
- **April 2022** – DIGI finalised a set of reporting guidelines, developed by the independent code reviewer, to assist signatories with preparing their annual transparency reports.
- **May 2022** – DIGI publishes the second set of annual transparency reports from code signatories, covering the 2021 calendar year. These are based on new best-practice reporting guidelines developed by the independent code reviewer.
- **June 2022** – The ACMA [announced](#) that combating misinformation and disinformation would be one of its compliance priorities for 2022-23, and that we would continue to review the effectiveness of platforms' performance measures and advise government on progress.
- **June 2022** – DIGI released its first [annual code administrator report](#), detailing the operation of its governance arrangements, updated transparency reporting process and use of its complaints portal. DIGI also released a [discussion paper](#) and commenced its review of the code, including a 6-week public consultation process.
- **December 2022** – DIGI completed its review of the code, releasing an [updated version of the code](#) and a [report](#) outlining its response to public submissions.
- **January 2023** – Government announced its intent to introduce legislation to provide the ACMA with new regulatory powers, with consultation on a bill expected by mid-year.
- **May 2023** – DIGI publishes the third set of annual transparency reports from code signatories, covering the 2022 calendar year. DIGI publishes an annual report on activities in the previous calendar year, including updated best-practice reporting guidelines for 2024 transparency reports.
- **June 2023** - The Australian Government releases exposure draft legislation for public feedback. The legislation, if passed, will provide the ACMA with a suite of reserve regulatory powers to combat misinformation and disinformation.
- **July 2023** – ACMA released 2nd report to government providing updated advice on the effectiveness of the code and signatories' reporting activities.



## ATTACHMENT D

Platform	Voluntary code participation (Transparency on source of political advertising)	Specific measures announced in relation to Voice to Parliament content	Additional information/media coverage
Adobe	No	No public information	N/A
Apple	No	No public information	N/A
Google	Yes	In a <a href="#">media release</a> , Google announced three ways they were helping Australians prepare for the voice: promoting authoritative information on search; raising awareness about digital best practices and responsibilities through Google Ad policies and YouTube Community Guidelines; enforcing policies around election misinformation and hate speech.  Google News Lab and AAP FactCheck <a href="#">partnered</a> to provide Indigenous publications free, fact-based journalism addressing referendum falsehoods.	The Institute of Public Affairs suggested, in a <a href="#">letter</a> to the Prime Minister, that Google censored IPA's videos about the Voice.
Meta	Yes	Meta will conduct fact-checking and require authorisations for paid advertising.  Meta <a href="#">announced</a> it will provide funding support to fact-checkers Australian Associated Press and Agence France-Presse. It will also give free advertising to UNICEF Australia and ReachOut to run media literacy campaigns.	The Institute of Public Affairs suggested, in a <a href="#">letter</a> to the Prime Minister, that Meta censored IPA's videos about the Voice.  On 29 August 2023, The Guardian reported that Meta, has temporarily suspended RMIT FactLab as one of the partner organisations for its factchecking program, after criticisms raised by Voice opponents and also an apparent lapse in RMIT FactLab accreditation with a global group known as the International Fact-Checking Network.
Microsoft	Yes	Microsoft Australia and New Zealand managing director Steven Worrall <a href="#">says</a> corporates do not have any "formal" role to play in the Voice campaign and referendum other than helping employees access accurate information.	Microsoft's commitment to the Voice includes running information sessions for staff on the referendum and Indigenous issues, and publicising where they can find the resources they need to improve their understanding of constitutional change.  The company has also built an internal website for Yes campaign



Platform	Voluntary code participation (Transparency on source of political advertising)	Specific measures announced in relation to Voice to Parliament content	Additional information/media coverage
			advocacy group From the Heart that outlines the case for constitutional reform.
Redbubble	No	No public information	N/A
TikTok	Yes	<p>TikTok has banned paid political advertising, including about the referendum.</p> <p>In June 2023, Crikey reported TikTok would announce additional measures for the Voice referendum however, these have not yet been announced.</p>	<p>Crikey <a href="#">reported</a> that misinformation about the Voice to Parliament is rife on TikTok with many popular videos on the platform containing wrong information or outright conspiracy theories about the upcoming referendum.</p> <p>TikTok have received some <a href="#">criticism</a> for banning advertisements on the Voice referendum.</p>
Twitter	No	No public information	N/A
Snapchat	Non signatory	<p>Snapchat will require all paid ads for the voice referendum to carry authorisation messages like those at elections, and will fact-check ads and remove those rated as false.</p> <p>Snapchat <a href="#">announced</a> a partnership with the Australian Electoral Commission targeted at Gen Z voters, providing in-app experiences to learn more about the referendum and an augmented reality lens for users to test their knowledge about the referendum. Other measures include: a link to AEC referendum website, and a message on the voting day encouraging users to vote.</p>	N/A