

1 Adopt 2 Cal. Code Regs., Section 18450.10 to read:

2 **§ 18450.10 Advertisements by a Paid Third-Party Influencer.**

3 (a) Section 84513 applies to advertisements where a committee pays a third-party  
4 influencer to post content on an internet website, web application, or digital application. A third-  
5 party is an influencer for purposes of this Section when the person whom the committee paid  
6 posts content supporting or opposing a candidate for elective office or a ballot measure where it  
7 appears as if the person posting the content is the speaker delivering their own opinion rather  
8 than that of the candidate or committee and the content is posted on a page or account other than  
9 the candidate or committee’s own page or account. The requirements of Section 84504.3 do not  
10 apply to such advertisements. Additionally, Section 84513 does not apply to advertisements  
11 subject to Section 84511.

12 (b) For purposes of Section 84513, “website, web application, or digital application”  
13 includes content posted on internet platforms, such as social media accounts and blogs.

14 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84504.3,  
15 84513, Government Code.