

(Regulations of the Fair Political Practices Commission, Title 2, Division 6, California Code of Regulations.)

§ 18450.9. Website Advertisements and Social Media Advertisements.

(a) Electronic Media Advertisements on Non-Social Media Websites: An electronic media advertisement paid for by a committee that is in the form of a written post on a non-social media website must display the disclosures required by Section 84504.3(c) at the top or bottom of each individual post when posted on a website that is not the committee's website.

(b) Electronic Media Advertisements on Social Media by Paid Third Parties: An advertisement subject to Section 84504.3(g) that is made via a form of electronic media that allows users to engage in discourse and post content for which a committee pays a third party to post from a social media account that is not the committee's account must include a tag, or otherwise include a link to, the social media profile or social media landing page of the committee that paid for the advertisement.

(c) Electronic Media Advertisements on Social Media by a Political Party or Candidate Controlled Committee for Elective Office: An advertisement subject to Section 84504.4(b) shall include the required disclosure in a contrasting color that is easily readable by the average viewer and in no less than 10-point font.

Credits

NOTE: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84502, 84503, 84504.3, 84504.4 and 84504.5, Government Code.

HISTORY

1. New section filed 10-8-2021; operative 1-1-2022 pursuant to Cal. Code Regs., tit. 2, section 18312(e). Submitted to OAL for filing pursuant to *Fair Political Practices Commission v. Office*

of Administrative Law, 3 Civil C010924, California Court of Appeal, Third Appellate District, nonpublished decision, April 27, 1992 (FPPC regulations only subject to 1974 Administrative Procedure Act rulemaking requirements and not subject to procedural or substantive review by OAL) (Register 2021, No. 41).

2. Amendment of section heading and section filed 7-17-2023; operative 8-16-2023 pursuant to Cal. Code Regs., tit. 2, section 18312(e). Submitted to OAL for filing pursuant to *Fair Political Practices Commission v. Office of Administrative Law*, 3 Civil C010924, California Court of Appeal, Third Appellate District, nonpublished decision, April 27, 1992 (FPPC regulations only subject to 1974 Administrative Procedure Act rulemaking requirements and not subject to procedural or substantive review by OAL) (Register 2023, No. 29).