



STATE OF CALIFORNIA
FAIR POLITICAL PRACTICES COMMISSION
1102 Q Street • Suite 3050 • Sacramento, CA 95811

September 14, 2026

Tom Steyer
Steyer for Governor 2026
Via email: ryan.hughes@tomsteyer.com

Advisory Letter re FPPC No. 2026-00373; Steyer for Governor 2026, and Tom Steyer

Dear Tom Steyer and Committee,

The Enforcement Division of the Fair Political Practices Commission (the “Commission”) enforces the provisions of the Political Reform Act (the “Act”).¹ This letter is in response to a complaint regarding whether paid promotional content published on social media in connection with the June 2, 2026 Primary Election complied with the Act’s paid advertisement disclaimer provisions. The Enforcement Division has completed its review of this matter and will close its file with this advisory letter.

The Act and Regulation 18450.10 require transparency when candidates or political committees compensate third-party content creators, bloggers, or influencers to post campaign communications on their personal digital accounts. Under Section 84513(a), any person who receives compensation from a committee to post content supporting or opposing a candidate or ballot measure must concurrently include a disclaimer. The disclaimer shall be readily legible to an average viewer or, if the content is in audio format, shall be clearly audible. A disclaimer that states, or is substantially similar to, the following satisfies the requirement in this subdivision: “The author was paid by [name of committee and committee identification number] in connection with this posting.” Under Section 84513(b), the paying committee is required to notify the third party of their statutory duty to include this disclaimer.

Our review found that after receiving compensation from Steyer for Governor 2026 to post promotional content supporting the campaign, Isiah Washington, Deekololaoluwa Kamson, and Eric Cheng published at least one social media communication without the required paid disclaimer displayed concurrently at the time of publication. However, the candidate’s committee produced evidence that they provided the required statutory notice pursuant to Section 84513(b) before the posts were made and then reminded the influencers when posts were discovered without the disclaimer, and the influencers updated their posts to include the mandatory disclosure upon being contacted.

¹ The Political Reform Act is contained in Government Code sections 81000 through 91014, and all statutory references are to this code. The regulations of the Fair Political Practices Commission are contained in sections 18104 through 18998 of Title 2 of the California Code of Regulations, and all regulatory references are to this source.

Because the required disclosure was promptly added, the candidate's committee fulfilled the initial notification requirement, and neither party has a prior history of violations regarding this section, the Enforcement Division is closing this matter without formal administrative action.

Although we are closing our file, please be advised of the provisions in the Act and Commission regulations regarding social media advertisement disclaimers and third-party influencer disclosures. If you need additional guidance regarding compliance, you may contact the Commission's Advice team by sending an email to advice@fppc.ca.gov. Further information pertaining to campaign-related communications and advertisement disclosure rules is also available on the Commission's website at www.fppc.ca.gov.

If you have any questions regarding this letter, please contact Alex Rose at arose@fppc.ca.gov or (279) 237-3752.

Sincerely,

Alex J Rose

Alex J. Rose
Senior Commission Counsel, Enforcement Division

Cc: [REDACTED]