

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

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

(a) Section 84513 applies to advertisements where a committee pays a third-party to post content on an internet website, web application, or digital application supporting or opposing a candidate for elective office or a ballot measure where it appears the content is the speaker's thoughts, opinion, or message rather than that of the candidate or committee, and the content is posted on a page or account other than the candidate or committee's own page or account. The requirements of Section 84504.3 do not apply to such advertisements. Additionally, Section 84513 does not apply to advertisements subject to Section 84511.

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

Credits

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

History

1. New section filed 7-15-2024; operative 8-14-2024 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 2024, No. 29).