

1 Adopt 2 Cal. Code Regs. Section 18421.10 to read

2 **§ 18421.10. Reporting Payments in Connection with Amplification of Online**

3 **Communications.**

4 (a) When reporting an itemized expenditure pursuant to Sections 84204, 84211(k) or  
5 84303, a committee must specifically describe any amounts paid for amplification of an  
6 online communication, including the type purchased and a detailed description of the  
7 number of shares, follows, reposts, comments, likes, dislikes, or similar electronic  
8 registrations of approval or disapproval purchased.

9 (b) For purposes of this section, “amplification” of online communications means  
10 efforts to create or increase the appearance of support or opposition for a candidate,  
11 committee, or measure online through the purchase of followers, friends, shares, follows,  
12 reposts, comments, likes, dislikes, or similar electronic registrations of approval or  
13 disapproval that are visible to other users of an online platform, service, web application,  
14 digital application, or Internet site.

15 (c) For purposes of this regulation, a “digital application”—also known as an  
16 “application program,” or abbreviated as “application,” or “app”—is a computer program  
17 that performs a specific task or set of tasks on an electronic device such as a computer,  
18 mobile device, or tablet.

19 (d) For purposes of this regulation, a “web application”—often abbreviated as  
20 “web app”—is an application, as defined in subdivision (c), in which all or some parts of  
21 the program are downloaded from the Internet or run from an Internet server each time  
22 the program runs.

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- 1 Note: Authority cited: Sections 83112 and 84211(k), Government Code. Reference:
- 2 Sections 84204, 84211, 84303 and 84501 Government Code.