

## Sasha Linker

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**To:** Chris Patterson  
**Subject:** RE: REVISED Public Comment: Social Media & Campaign Finance Reporting

Dear Chair Miadich and Commissioners,

I would like to ask the FPPC for clarification on whether the money a Council member and/or potential City Council candidate spends on "boosted" Facebook posts (paying to have Facebook increase the reach of the posts) should be reported as a campaign expense or not. While it's understood that the internet has become the preferred platform for many political campaigns, there seems to be a gray area as to when a Facebook page goes beyond being just a "personal page" and becomes a political outreach page. It would be of interest to know what your thoughts are whether any sort of additional money spent to increase posts of a political nature, should be reported as a campaign expense. We are talking about thousands of dollars over an eighteen month period.

In addition to this it would be helpful to clarify whether "boosted" posts showing a Council member showing up for local civic events would be considered politically promoting oneself (campaigning), or do the posts have to be directly related to political discourse.

Political Post Example: A boosted Facebook post polling residents as to whether they want to change their local government from a weak-Mayor, strong City Manager system to a direct-elect Mayor?

Promotional Post Example: A Council member paying to boost a post describing his achievements while on the Council, and why he feels he is deserving of the city's trust, etc..

Any clarification for these scenarios would be of value.

Sincerely,

Chris Patterson