

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) Definition of Amplification. Amplification of online communications includes
5 efforts to:

6 (1) Boost, prolong, or increase the audience, presence, or visibility of a
7 communication through sharing or other similar means.

8 (2) Create or increase the appearance of support or opposition for a candidate or
9 measure online through the purchase of followers, friends, shares, follows, reposts,
10 comments, likes, dislikes, or similar electronic registrations of approval or disapproval
11 that are visible to other users of an online platform, service, web application, digital
12 application, or Internet site.

13 (b) When reporting an itemized expenditure pursuant to Sections 84204, 84211(k) or
14 84303, a committee must specifically describe amounts the committee paid in connection
15 with amplification efforts as defined in subdivision (a), and provide details about what
16 was purchased, including:

17 (1) For an expenditure to boost, prolong, or increase the presence or visibility of a
18 communication that appears online through sharing or other means, the fact that such
19 item was purchased, and the number of increased views sought or purchased.

20 (2) For an expenditure made to purchase followers, friends, shares, follows, reposts,
21 comments, likes, dislikes, or similar electronic registrations of approval or disapproval
22 that are visible to other users of an online platform, service, web application, digital
23 application, or Internet site, the fact that such item was purchased and the number of

1 shares, follows, reposts, comments, likes, dislikes, or similar electronic registrations of
2 approval or disapproval purchased.

3 Note: Authority cited: Sections 83112 and 84211(k), Government Code. Reference:
4 Sections 84204, 84211, 84303 and 84501 Government Code.