

1 Amend 2 Cal. Code Regs., Section 18450.9 to read:

2 **§ 18450.9. Website Advertisements and Third-Party Social Media Advertisements.**

3 ~~(a) Electronic Media Advertisements on Non-Social Media Websites: An electronic~~  
4 ~~media advertisement paid for by a committee that is in the form of a written post on a non-social~~  
5 ~~media website must display the disclosures required by Section 84504.3(c~~d~~) at the top or bottom~~  
6 ~~of each individual post when posted on a website that is not the committee's website.~~

7 ~~(b) Electronic Media Advertisements on Social Media by Paid Third Parties: An~~  
8 ~~advertisement subject to Section 84504.3(h)(1) that is made via a form of electronic media that~~  
9 ~~allows users to engage in discourse and post content for which a committee pays a third party to~~  
10 ~~post from a social media account that is the not committee's account must include a tag, or~~  
11 ~~otherwise include a link to, the social media profile or social media landing page of the~~  
12 ~~committee that paid for the advertisement.~~

13 Note: Authority cited: Section 83112, Government Code. Reference: Sections 84501, 84502,  
14 84503, 84504.3, 84504.4 and 84504.5, Government Code.