

DATE/S of POSTS

When reporting paid social media posts be sure to include date range of paid posts and cost per day, month, period, etc.



PAID SOCIAL POST

Boosted, promoted, sponsored advertisements on social media platforms may be considered election or electioneering communications. Such communications are required to be reported on a campaign finance report



SUBJECT MATTER

As with any expenditure, include the purpose, quantity (in case of social media, date range and cost per range), subject matter, and distinguish between like expenditures when reporting on campaign finance reports.

ATTRIBUTE

All paid social media posts must include the proper attribution (PAID FOR BY). It is recommended you attribute posts likely to be boosted at a later date - include an attribution in the description section of the post for images and videos.

