

COMMISSIONER OF
POLITICAL PRACTICES



STATE OF MONTANA

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While Facebook requires its own ‘Paid for by’ message for all paid political advertisements run on its platform, the COPP would like to remind Montana candidates that Montana’s attribution requirements still apply. While the attribution message Facebook requires includes only the ‘paid for by’ portion of the statement with the name of the candidate who has financed the ad, Montana law requires “the name and the address of the candidate or the candidate's campaign” that financed the advertisement be included, §13-35-225(1)(a), MCA. Additionally, “Communications in a partisan election financed by a candidate or a political committee organized on the candidate's behalf must state the candidate's party affiliation or include the party symbol”, §13-35-225(2), MCA. A sample attribution message would read ‘paid for by Jeremy Jamm, P.O. Box 1, Helena, MT, 59601- Coffee Lovers Party’.

Candidates who run paid advertisements on Facebook are encouraged to include their full “paid for by” attribution message in the ‘About’ section of their Facebook page, so that this information is available for any individual ad when viewed via the Ads Library under ‘Ad Details’. The full attribution message should also be provided for paid Facebook ads as:

- a fixed textual component in the body of an ad; or
- a spoken message at the beginning or end of an ad; or
- an image appearing at the beginning or end of an ad; or
- within the body of a Facebook post that accompanies a paid ad; etc.

For more information regarding Montana’s attribution requirements, please reference this [attribution brochure](#) or [this](#) page on the COPP website. Additional information regarding social media advertisements can be found via this [COPP Infographic](#). Or feel free to reach out to COPP Compliance Specialists via telephone at (406) 444-2942 or via email at cpphelp@mt.gov or cppcompliance@mt.gov.