

A03929 • New York

Requires disclosure of social media posts that are paid for by a campaign; authorizes the state board of elections to promulgate certain regulations.

Introduced

Risk: Medium

Comprehensive

Last Action (Jan 07, 2026): referred to codes

Summary

This bill mandates disclosure of paid social media posts by campaigns and authorizes the state board of elections to establish regulations, based on the official description.

Business Impact

If you run a campaign, you must disclose paid social media posts or face penalties once the regulations are set.

Key Provisions

- Requires disclosure of paid social media posts by campaigns.
- Authorizes the state board of elections to create regulations on disclosure requirements.

Compliance Checklist

- Disclose all paid social media posts in campaign filings. | Who: Political committees and campaigns. | Penalty: Potential legal action and fines.
- Include disclosure for materially deceptive media. | Who: Entities distributing such media. | Penalty: Legal action initiated by affected candidates.

Industries Affected

Consumer Protection

Political Campaigns

Advertising

Topics

Bill Sponsors

| Name | Party | Role |
|------------------|------------|-----------|
| AUBRY | | Primary |
| COOK | | Cosponsor |
| CRESPO | | Cosponsor |
| PEOPLES-STOKE | | Cosponsor |
| PRETLOW | | Cosponsor |
| PERRY | | Cosponsor |
| ABINANTI | | Cosponsor |
| WEPRIN | | Primary |
| GIGLIO JM | | Primary |
| Al Taylor | Democratic | Primary |
| Jeffrey Dinowitz | Democratic | Primary |
| Paula Kay | Democratic | Cosponsor |

Related Bills

- S02437 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/A3929>

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