

S02437 • 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.

In Committee

Risk: Medium

Comprehensive

Last Action (Mar 19, 2026): referred to codes

Summary

This New York bill mandates disclosure of paid social media posts by campaigns and authorizes the state board of elections to promulgate regulations. Analysis is based solely on the official description.

Business Impact

If you operate a campaign in New York, you must disclose paid social media posts by the effective date or face penalties from the state board of elections.

Key Provisions

- Requires disclosure of paid social media posts by political campaigns in New York.
- Authorizes the state board of elections to create regulations to implement the bill.
- Specific details about what constitutes a 'paid' post, deadlines, penalties, and scope are unknown due to the lack of full bill text. The analysis is based solely on the official description and cannot confirm the presence or absence of definitions, criteria, penalties, or enforcement mechanisms without the full bill text.

Compliance Checklist

- Disclose all paid social media posts and other political communications. | Who: Political committees and candidates. | Penalty: Legal actions and potential costs for non-compliance.
- Clearly identify the political committee funding the communication. | Who: Political committees. | Penalty: Legal actions for failure to disclose.

Industries Affected

Topics

AI Transparency

AI in Social Media & Online Platforms

Bill Sponsors

Name	Party	Role
KAVANAGH		Primary
PARKER		Primary
COMRIE		Cosponsor
Leroy Comrie	Democratic	Primary
Liz Krueger	Democratic/Working Families	Primary
Lea Webb	Democratic/Working Families	Cosponsor

Roll Call Votes

Date	Description	Yea	Nay	Result
2026-03-19	Floor Vote - Version: A	59	2	Passed
2026-02-24	Elections Vote - Version: A	6	0	Passed
2025-06-10	Floor Vote - Version: A	57	1	Passed
2025-03-25	Floor Vote	61	1	Passed
2025-02-10	Elections Vote	6	1	Passed

Related Bills

- A03929 (NY)

Official Source

<https://www.nysenate.gov/legislation/bills/2025/S2437>

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