



Social Media Account Disclaimers

Recent amendments to the Oakland Campaign Reform Act (OCRA) add new disclaimer rules for campaign and officeholder social media accounts aimed at ensuring clarity and accountability in political communications. This advisory outlines the key requirements under OCRA [Section 3.12.220](#) to assist candidates, committees and officeholders in complying with these rules. in complying with these rules.

Candidates and Committees

Any candidate for elected City office, City-controlled committee, recall committee, ballot measure committee, general purpose committee, or any entity primarily supporting or opposing City candidates or measures, **must** prominently display the following statement on each social media account's home page:

This account is being used for campaign purposes by [name of candidate or committee].

The statement must be easily legible to an average reader and in a contrasting color to the background. Importantly, this disclaimer must be visible from the initial use of the account for campaigning until the conclusion of the relevant election.

City Officeholders

If an elected officer communicates about campaign activities or City business using a social media account or a website that is not City-sponsored, the home page **must** include the following statement:

This [account or site] is not paid for, sponsored by, or hosted by the City of Oakland.

This disclaimer must also be prominent, easily legible, and in a contrasting color to the background. In addition, elected officials using social media accounts or websites for campaign purposes are prohibited from using any City resources to do so (O.M.C. 2.25.060). This includes City staff time, computers, and City equipment.

Compliance

Candidates, committees, and elected officials must ensure that their social media presence complies with these requirements. Failure to adhere to these provisions may result in enforcement actions by the Public Ethics Commission, including fines or other penalties.

Important Note: PEC staff will be conducting a compliance review in the coming weeks to ensure that all candidate and officeholder social media accounts are following the disclaimer rule.

Please refer to the [Oakland Fair Elections Act](#) for additional information about social media requirements.

For further guidance or clarification on these rules, contact the Public Ethics Commission at ethicscommission@oaklandca.gov.