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**INSTRUCTIONS**  
**CHIEF ELECTORAL OFFICER**

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**TO: CANDIDATES AND OFFICIAL AGENTS**

**RE: SOCIAL MEDIA**

This Instruction serves to clarify the interpretation of election rules as they pertain to the use of social media during the campaign period.

Social media includes, but is not limited to web pages, Facebook pages and Twitter accounts.

Election Expenses

Where a candidate or person who intends to become a candidate, incurs an expenses or liability in the establishment, development, application, or use of social media to promote or oppose the election of a person, it is an election expense and thus must be accounted for and reported.

Identification of Messages

Identification is required on all campaign material, including broadcasts and electronic publications.

The identification must take the form set out in section 101.2 of the *Elections and Plebiscites Act*.

The identification requirement on campaign material may be satisfied in the following manners:

- in the case of a Facebook page, displaying appropriate identification on the Info page
- in the case of a Facebook post, displaying appropriate identification in the comment section
- in the case of a Twitter account, displaying appropriate identification on the Profile page
- in the case of a website, displaying appropriate identification on each page with campaign material