



## MEMO OF SUPPORT

### [S2437-A \(Krueger\) / A3929-B \(Dinowitz\)](#)

*Requires “paid for by” disclosures by influencers supporting campaigns*

June 6, 2025

#### **TITLE OF BILL**

An act to amend the election law, in relation to requiring social media influencers to disclose when they share on social media that they are being paid by a campaign; and authorizes the state board of elections to promulgate certain regulations.

#### **STATEMENT OF SUPPORT**

Reinvent Albany strongly supports this bill because it will bring New York State election transparency up to 2025.

Over the past several years there have been [numerous reports](#) of elected officials paying for content from influencers without the recipient providing any “paid for by” disclosure statement. It’s common sense that paid influencer posts are an election communication just like a flyer or a poster, but NYS law has not been updated to reflect that. This bill will ensure more transparency in such posts as they become more common.

We urge the Legislature to pass the bill, and the Governor to sign it. We also encourage the New York State Board of Elections to follow the [NYC Campaign Finance Board’s good example](#) and issue regulations regardless of the bill’s passage, as we believe they are already authorized to do.

#### **SUMMARY OF PROVISIONS**

Section 1 amends Election Law §14-106 to include social media accounts among the types of communications that must include “paid for by” statements in posts that support candidates. This also authorizes the State Board of Elections to issue regulations in regards to this section within 90 days of the bill’s effective date.

Section 2 states that the bill takes effect 90 days after becoming law.