

Transparent digital campaigning | Electoral Commission Search

Transparent digital campaigning You are in the section Home Curated teaser Report: Digital campaigning - increasing transparency for voters Introducing digital imprints Claims made in online political ads Overview We want every UK voter to know who is paying to target them online during elections and referendums. The amount of money spent on digital advertising is increasing with every election. But electoral law was written long before campaigning went digital. We're working with the UK's governments, other regulators and social media companies to make sure campaigning online is transparent and truthful. The new requirements for campaigners to include digital imprints on campaign material online is a positive step, but more needs to be done. Changes we want to see Voters need social media companies to have online databases of political ads. These should provide meaningful transparency and should follow the UK's rules for elections and referendums. We want the UK, Scottish and Welsh governments to change the law so that we have: better rules about how spending on digital election ads is reported to us, so that we can make sure campaigners follow the rules bigger fines, if campaigners break the rules stronger powers so we've got the right tools to regulate new ways of campaigning, like on social media channels or using online payment systems for campaign donations What's happening now From November 2023, campaigners will be required to include imprints on their digital political campaign material. This means that many types of digital material such as social media adverts, tweets and posts, will require an imprint. This is the same requirement as for physical campaign material, like leaflets and letters. Digital imprint rules are already in place for some elections and referendums in Scotland. Learn more about digital imprints Social media companies We meet with social media companies, including Meta, Google, Snap, Twitter and Tik Tok, to discuss how election advertising can be made more transparent on their platforms. We also use the ad libraries made available by some of the companies to monitor who campaigns online during elections. Report: the rise of digital campaigning In 2018, we wrote a report about the rise of digital campaigning in the UK. We made recommendations to government to improve transparency of digital campaigning and are currently reviewing our policies in this area. Content hub Transparency in digital campaigning: response to Cabinet Office technical consultation on digital imprints Response: Online Harms White Paper Read our response to the Department for Digital, Culture, Media and Sport Online Harms White Paper Report: Digital campaigning - increasing transparency for voters Read our report about digital campaigning Response to the UK Government policy consultation: Protecting the Debate Read our response to the UK Government policy consultation from October 2018 Related content In depth: campaigning at the 2019 UK Parliamentary general election Take an in depth look at campaigning at the 2019 UK Parliamentary general election. Find out how candidates found running in the election, and how voters experienced campaigns. Transparent digital campaigning Find out about digital campaigning and the changes we want to see Political parties, campaigners and other groups have to report their finances to us. Find out about campaign spending, donations and loans and annual accounts. Donations and loans Find out about donations and loans to a political party, individual or other organisation

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report First published: 14 June 2019 Last updated: 6 August 2019 Summary Nearly four  
in five (79%) people surveyed after the election reported they were either very or  
fairly confident the elections were well-run, and 89% of candidates were very or  
fairly satisfied with the administration of the election. The June 2017 UK  
Parliamentary general election was unexpectedly announced less than three weeks  
before polling day for the scheduled May 2017 local government elections. This  
presented significant challenges for Returning Officers (ROs) and their staff who  
were responsible for running the poll. They deserve great credit and thanks for  
ensuring that the May and June elections were well-run. Risks to well-run elections  
But this positive overall picture should not mask wider risks to the administration  
of well-run elections, which are becoming increasingly apparent. ROs and electoral  
administrators face reduced resources and a growing number of skilled professionals  
are leaving local authority elections teams. They are also increasingly reliant on a  
relatively small pool of specialist software and print management suppliers. Problems  
in some places meaning that some voters received inadequate service, and significant  
issues in Plymouth and Newcastle-under-Lyme illustrate that more action must be taken  
now to deal with the increasing challenges that ROs are facing in delivering well-run  
elections. We will continue to work with the UK's governments, Electoral Registration  
Officers and Returning Officers to collect and review evidence about the challenges  
to well-run elections and to identify changes which could help reduce these risks.  
Recommendations We also want to see progress by the UK's governments towards  
implementing recommendations that we and others have made, including: Implementing  
the UK Law Commissions' proposals to simplify electoral law and Sir Eric Pickles'  
recommendations on electoral fraud. Improving the rules for nominating candidates,  
appointing emergency proxies and making it easier for overseas voters to cast a vote.  
Making electoral registration more joined-up with other public services to make it  
simpler for the public and more efficient for EROs, and reducing the risk of people  
voting in more than one constituency. Download our full report The administration of  
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