

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