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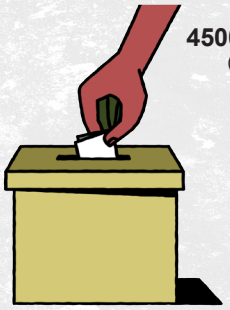
2026 General Local Elections

Local Election Advertising for Candidates and Elector Organizations



This quick reference sheet outlines the election advertising rules for candidates and elector organizations in the *Local Election Campaign Financing Act* (LECFA).

To ensure you understand the rules and requirements under the Act, please review the detailed forms, guides, training materials and other resources on our website. Contact us at 1-800-661-8683 or electoral.finance@elections.bc.ca if you have questions.

What is election advertising

- The definition of election advertising is broad. Election advertising may include any public communication that directly or indirectly promotes or opposes a candidate or elector organization during the pre-campaign period or campaign period (July 20 - October 17, 2026).
- In the campaign period (September 19 - October 17, 2026), election advertising also includes public communications that take a position on an issue associated with a candidate or elector organization.
- Advertising outside of the pre-campaign and campaign periods is **not** election advertising.

Election advertising	Not election advertising
▪ television, radio, newspaper or magazine advertisements ▪ signs, billboards, posters, bumper stickers or branded clothing or objects ▪ newsletters, brochures, mailing inserts or other advertising sent to the public ▪ online ads with a placement cost (e.g. paid social media posts) ▪ phone calls made using an automated system (i.e., robocalls) ▪ paid canvassing in person, by telephone or over the internet to attempt to influence how voters vote	▪ personal or private communications ▪ free media coverage (such as broadcasted candidate debates, news stories, radio interviews, etc.) ▪ a communication by an individual or group sent directly to their members, employees or shareholders ▪ any free communication on the internet (such as unpaid social media posts) ▪ free person-to-person phone calls or text messages ▪ websites or blogs ▪ producing, promoting or distributing a publication if it was planned to be sold whether or not there was an election

Authorization statements

- Most election advertising must contain an authorization statement.

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- Authorization statements must include the name of the financial agent, and either a B.C. phone number, email address or mailing address for the financial agent and include an indication that it was authorized. For example:

  Authorized by John Smith, financial agent, 604-123-4567.

- Online advertising, such as a paid social media post, does not need to include an authorization statement if the ad includes a direct link to a webpage that contains it.

General Voting Day

- Candidates and elector organizations must **not** sponsor election advertising on General Voting Day (GVD), except for:
  - free social media posts
  - live person-to-person telephone calls, or emails and text messages (on a non-commercial basis)
  - online advertising that was published before GVD and not changed on GVD
  - online advertising with the sole purpose of encouraging voters to vote in the election that does not take a position on who to vote for
  - in-person campaigning activities such as:
    - door-to-door canvassing
    - handing out brochures
    - placing election signs or posters
    - "mainstreeting" (i.e, sign waving)
    - attending public campaign meetings or rallies

Classes of advertising expenses

- Advertising expenses should be reported as one of the following classes:
  - commercial canvassing in person, by telephone or over the internet
  - newspapers and periodicals
  - promotional materials, including newsletters, brochures, buttons and novelty items
  - radio
  - search engine marketing and optimization
  - signs
  - social media
  - television
  - website displays
  - other forms of advertising

Resources

- Local guides
- Local forms
- Information sessions
- Online learning

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