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ONE HUNDRED EIGHTEENTH CONGRESS

U.S. House of Representatives

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MEMORANDUM FOR ALL MEMBERS, OFFICERS, AND EMPLOYEES

FROM: **Committee on Ethics**
Michael Guest, Chairman
Susan Wild, Ranking Member

SUBJECT: Rules Regarding Providing a Hyperlink from Campaign Websites to Official Websites

In order to reduce confusion among constituents and the general public, and to help clarify the difference between campaign media and official media, the Committee announced in 2012 a change in policy regarding whether Members' campaign websites and other digital communications resources, such as Facebook, X, Snapchat, and YouTube, may contain language notifying constituents of Members' official sites and provide hyperlinks to those resources. Under the policy, Members' campaign websites may provide a hyperlink to Members' official websites if that hyperlink is presented in a brief notification that has been approved by the Committee in advance. The purpose of this memorandum is to update the list of approved messages a Member's campaign websites and social media accounts may include to redirect constituents to the official accounts. This memorandum also clarifies how these messages may be used.

The Committee has approved the use of the following notifications:

- Thank you for visiting my campaign (website/X page/Facebook page, etc.). If your intention was to visit my official House of Representatives (website/X page/Facebook page, etc.), please click here. [The "click here" would be hyperlinked to the appropriate website.]
- Thanks for following my campaign account! If you'd like updates on my official work in the House, please go follow (website/X page/Facebook page, etc.).
- If you meant to visit my official page, visit my (website/X page/Facebook page, etc.).
- Thank you for communicating with me at this address. Unfortunately, as of [DATE], this account will be shut down and no longer monitored. If you would

like to send [a message] about official U.S. House of Representatives matters, please do so through my official (website/X page/Facebook page, etc.). Regarding campaign-related matters, you can [message] my campaign through (campaign website/X page/Facebook page, etc.).

- Thank you for visiting my campaign website. If your intention was to visit my official U.S. House of Representatives website, please click here. [The “click here” would be hyperlinked to the appropriate website.]
- My official House of Reps account is (website/X page/Facebook page, etc.).

Members must seek written approval from the Committee prior to using any other language in their disclaimer. This policy remains an exception to the general rule that campaign resources may not be used to advertise contact information, such as the address or telephone number, for the official congressional office. Therefore, any websites that do not use a specifically-approved notification, including the notifications listed above, may not contain a hyperlink or reference to a Member’s official website.

These messages must live passively on the Member’s campaign accounts, such as on the “about” page or as a pinned post. These messages may not be actively pushed out in communications, including periodic posts or tweets, in campaign emails, or as part of a campaign newsletter.

Note that this exception applies only to a hyperlink to an official website from a Member’s campaign website. The new policy does not cover the reverse situation; thus, a Member’s official website or social media accounts still may not contain a reference or link to any campaign website.

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Any questions on these matters should be directed to the Committee’s Office of Advice and Education at extension 5-7103.