

February 2, 2018

Wayne Barnett
Executive Director
Seattle Ethics and Elections Commission
Seattle Municipal Tower
700 5th Ave #4010
Seattle, WA 98104

Dear Wayne:

Thank you again for meeting with us on January 24, 2018. We appreciated the opportunity to hear directly from the Commission as well as to share with you more about the efforts that Facebook is undertaking to increase transparency for all advertising on our platform, and in particular in political advertising.

Based on the Facebook Page URLs for recent Seattle municipal campaigns that you provided to us, we were able to prepare the attached spreadsheet. The spreadsheet provides information on the Facebook Page name, the Page address, the nature and extent of advertising those Pages conducted on Facebook during the time period in question, the amount of advertising purchased, and the manner in which the advertising was paid. If you have any further questions about the data provided, we would be happy to schedule a time to discuss the spreadsheet with you at your convenience.

We look forward to continuing to work with the SEEC to promote increased transparency and accountability in political advertising.

Please don't hesitate to let us know if you have any questions.



Karen Berenthal
Associate General Counsel

2018.02.02 Facebook Response to SEEC Letter Dated 12/12/17

Candidate Name (as provided by SEEC)	FB Page Name	FB Page Address (as provided by SEEC)	Total Spend 1/1/2017 - 11/7/2017	Service Provided	Manner of Paying
Gary E. Brose	N/a	N/a	Page URL Not Provided	Digital Advertising	Self Serve Purchase
Bob Hasegawa	N/a	https://www.facebook.com/search/str/bob+hasegawa+for+mayor/keywords_search	Page URL Not Provided	Digital Advertising	Self Serve Purchase
Cary Moon	Cary Moon for Mayor	https://www.facebook.com/CaryMoonforMayor/	\$ 7,812	Digital Advertising	Self Serve Purchase
David Preston	David Preston 4 Council	https://www.facebook.com/davidpreston4council/	Spend Data Unavailable	Digital Advertising	Self Serve Purchase
Ed Murray	Ed Murray for Mayor Campaign Office	https://www.facebook.com/pages/Ed-Murray-for-Mayor-Campaign-Office/175211819312065	Spend Data Unavailable	Digital Advertising	Self Serve Purchase
Charlene Strong	Elect Charlene Strong	https://www.facebook.com/ElectCharleneStrong/	Spend Data Unavailable	Digital Advertising	Self Serve Purchase
Lorena Gonzalez	Elect Lorena Gonzalez	https://www.facebook.com/ElectLorenaGonzalez/	\$ 8,263	Digital Advertising	Self Serve Purchase
Jessyn Farrell	Jessyn for Mayor	https://www.facebook.com/ElectJessyn/?ref=br_rs	\$ 6,340	Digital Advertising	Self Serve Purchase
Greg Hamilton	Greg Hamilton	https://www.facebook.com/VoteGregHamilton/	\$ 2,563	Digital Advertising	Self Serve Purchase
Harley Lever	Harley Lever for Seattle Mayor	https://www.facebook.com/HarleyLeverForSeattleMayor/	\$ 4,850	Digital Advertising	Self Serve Purchase
Pete Holmes	Pete Holmes for Seattle City Attorney	https://www.facebook.com/peteholmeseattle/	\$ 19,606	Digital Advertising	Self Serve Purchase
Jason Roberts	Jason Roberts for Mayor	https://www.facebook.com/JasonRobertsForMayor/	\$ 211	Digital Advertising	Self Serve Purchase
Jenny Durkan	Jenny Durkan for Seattle	https://www.facebook.com/JennyDurkan/	\$ 11,906	Digital Advertising	Self Serve Purchase
Mike McGinn	McGinn for Mayor	https://www.facebook.com/McGinnforMayor/	\$ 24,482	Digital Advertising	Self Serve Purchase
Hisam Goueli	People for Hisam	https://www.facebook.com/peopleforhisam/	\$ 8,285	Digital Advertising	Self Serve Purchase
Jenny Durkan	People for Jenny Durkan	https://www.facebook.com/People-for-Jenny-Durkan-1394244123985941/	\$ 11,906	Digital Advertising	Self Serve Purchase

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Candidate Name (as provided by SEEC)	FB Page Name	FB Page Address (as provided by SEEC)	Total Spend 1/1/2017 - 11/7/2017	Service Provided	Manner of Paying
Jon Grant	Jon Grant for Seattle City Council	https://www.facebook.com/electjongrant/	\$ 4,535	Digital Advertising	Self Serve Purchase
Sara Nelson	People for Sara Nelson	https://www.facebook.com/People-for-Sara-Nelson-201497960378723/	\$ 32,586	Digital Advertising	Self Serve Purchase
Teresa Mosqueda	Teresa Mosqueda	https://www.facebook.com/TeresaMosquedaforSeattle/	\$ 28,298	Digital Advertising	Self Serve Purchase
Nikkita Oliver	The Peoples Party	https://www.facebook.com/seattlepeoplesparty/	\$ 100	Digital Advertising	Self Serve Purchase
Sara Nelson	Sara Nelson for Seattle City Council	https://www.facebook.com/sara4citycouncil/	\$ 2,468	Digital Advertising	Self Serve Purchase
Scott Lindsay	Scott Lindsay for Seattle City Attorney	https://www.facebook.com/ScottForSeattle/	\$ 8,240	Digital Advertising	Self Serve Purchase
Sheley Secrest	N/a	N/a (profile URL provided)	Page URL Not Provided	Digital Advertising	Self Serve Purchase