

Respondent Names
Northshore School District
Complainant Name
Dmitry Grigorenko
Complaint Description
<p><u>Dmitry Grigorenko</u> reported via the portal (<i>Sat, 8 Jan 2022 at 5:52 PM</i>)</p> <p>Northshore School District (NSD) buys ads on Twitter to support bonds and levies and thus influence outcome for February elections. Specifically, NSD uses Promoted Ads (https://business.twitter.com/en/help/overview/what-are-promoted-ads.html) Promoted Ads are ordinary Tweets purchased by advertisers who want to reach a wider group of users.</p> <p>I do not follow NSD (https://twitter.com/Northshore_SD) on twitter, so I did not see NSD tweets before. However, I saw Promoted Tweets attached.</p> <p>I captured URL of the one example is https://twitter.com/Northshore_SD/status/1478142682413211649 (please note that twitter not necessarily shows "Promoted" if the tweet is opened directly and/or ad campaign is over</p> <p>According to https://www.pdc.wa.gov/sites/default/files/Fact.Sheets.pdf NSD generally allowed to publish support for those bonds and levies as long as it is the way NSD usually publishes information.</p> <p>While NSD tweets often, they do not buy ads to promote their tweets, therefore I believe those ads are in violation of RCW 42.17A.555</p> <p>b.png 1.08 MB</p> <p>a.png 1.39 MB</p>
What impact does the alleged violation(s) have on the public?
List of attached evidence or contact information where evidence may be found
List of potential witnesses with contact information to reach them
I certify (or declare) under penalty of perjury under the laws of the State of Washington that information provided with this complaint is true and correct to the best of my knowledge and belief.



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Northshore School District

@Northshore_SD



Renewing the levies would fund additional school staff and nurses and continue our important work increasing opportunities for all students.



nsd.org

Learn about the Feb. 8 levies.

3:14 PM · Jan 3, 2022 · Twitter for Advertisers



Promoted by Northshore School District



Northshore School District @Northshore_SD



The Feb. 8 capital bond will help us reduce portables and make necessary safety upgrades at schools throughout the district. Northshore invests to build better together.



nsd.org

Learn about the capital bond.



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Promoted