



General Elections and bye-elections 2026: ECI action on unlawful social media content

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1. Election Commission of India (ECI) has reiterated that all stakeholders shall ensure responsible and ethical use of social media and digital platforms, in compliance with extant legal provisions including the **Information Technology Act, 2000, IT Rules, 2021 and the Model Code of Conduct**.
2. The Commission had further directed that any **misleading or unlawful AI-generated** or manipulated content shall be acted upon **within 3 hours** of being brought to notice of the social media platforms.
3. Political parties, candidates and campaign representatives are required to ensure that any synthetically generated or AI-altered content used for campaigning is **clearly labelled** as “AI-Generated”, “Digitally Enhanced” or “Synthetic Content”, along with disclosure of the originating entity, to maintain transparency and voter trust.
4. In the ongoing elections for legislative assemblies of Assam, Kerala, Tamil Nadu, Puducherry and West Bengal, social media content such as posts which are MCC violations, disrupt or which have the **potential to disrupt law and order, false narratives** against polling process or machinery are being monitored and acted upon by the concerned State IT Nodal Officers notified under IT act.
5. Accordingly, since the announcement of elections on 15th March 2026, **over 11 thousand such social media posts/URLs** have been identified and acted upon including **removal of content, FIR, clarifications and rebuttals** in the ongoing elections.
6. The Commission also reiterated provisions under Section 126 of the Representation of the People Act, 1951, which **prohibit display of any election matter** in polling areas during the 48-hour silence period prior to conclusion of poll. Media platforms, including television, radio, print and social media, are required to strictly adhere to these provisions.
7. In addition, citizens/political parties/candidates can report MCC violations using the **C-Vigil Module** on ECINET. From 15th March till 19th of April, **3,23,099 complaints** have been lodged using the C-Vigil App in these elections. Of these, **3,10,393 complaints i.e., 96.01%** of the complaints were resolved within the **stipulated time period of 100 minutes**.

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