

Subject Consumer Protection: Social Media

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Overview

This bill amends the existing “Prohibiting Social Media Manipulation Act” to require a social media platform to show users an initial mental health warning label as well as an occasional pop-up timer tracking their time spent on the social media website or app.

Summary

Section	Description
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1	Mental health warning label; pop-up timer required.
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Adds new requirements for social media platforms.

Subd. 1. Warning label required. Requires a social media platform to display a mental health warning label that conforms to the terms of this subdivision.

Subd. 2. Content of label. Requires the commissioners of health and commerce to develop guidelines regarding the contents of the warning label required under subdivision 1. These guidelines are exempt from rulemaking.

Subd. 3. Pop-up timer required. Requires a social media platform to display a pop-notification once every 30 minutes calculating a user’s total time on the platform. The timer may be deactivated or customized by the user.

2	Enforcement authority.
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Extends the attorney general’s existing enforcement authority under the Prohibiting Social Media Manipulation Act to the new provisions in section 1 of the bill.