

Subject Social Media Platforms; Minor Account Requirements

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Overview

Creates a law that requires age monitoring and verification for social media platforms, parental approval, and specific treatment of accounts for children under 15 years of age related to addictive features, paid advertising, and the creation and termination of accounts. This section also creates penalties for violations of these provisions.

Summary

| Section | Description |
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| 1 | Stop harms from addictive social media. |
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Subd. 1. Definitions. Provides definitions for the SHASM section of law, including:

- “Account holder” who is located in Minnesota
- “Addictive interface feature” such as infinite scrolling, a profile-based feed (meaning a content provided to a person based on their personal information), push notifications, and autoplay on videos
- “Child” which in this section is anyone 15 years or younger
- “Covered social media platform” which includes a website or application that allows users to communicate with each other through posts that earned more than \$1 billion in advertising
- “Minor” who is under 18 years of age
- “Verifiable parental consent” has the meaning given in the Children’s Online Privacy and Protection Act (federal COPPA)

Subd. 2. Age estimation. Requires social media platforms to determine the age of a user and if the user appears to be under 15 to follow the requirements of the section. This section also requires continued monitoring to determine the age of the user.

Subd. 3. Creation and maintenance of child account. Requires verifiable parental consent to create an account for a user under 15.

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Subd. 4. Privacy and parental limitations for child account. Requires the default settings on a social media account for a child to be the most private and prohibits a child in the privacy settings without parent consent. Requires the social media platform to offer certain options to parents when creating or continuing a child account.

Subd. 5. Prohibitions on addictive interface; presentation of paid commercial advertising. Provides that addictive interface features and targeted paid ads cannot be displayed on a child's account.

Subd. 6. Termination of child accounts. Requires the social media platform to terminate a child's account if they cannot get verifiable parental consent, or if a request is made to terminate the account.

Subd. 7. Exclusions. Provides that this section does not limit what content parents can share with children, or what content can be directed to children through a search engine query.

Subd. 8. Enforcement; remedies. Provides that contracts cannot violate this section or waive portions of this section, and allows a private right of action for violations of this section, and includes statutory damages and punitive damages for reckless or knowing violations of the section. Requires actions to be brought within three years of a violation, or three years after the account holder reaches the age of 18.

Subd. 9. Deceptive trade practices. Provides that a violation of this section is also a violation of the state Deceptive Trade Practices Act which is enforceable by the state attorney general.

Effective date. Provides that this section would be effective November 1, 2026, and applies to accounts created before, on, or after that date.



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