

Subject Prohibiting Social Media Algorithms from Targeting Minors

Authors Robbins and Others

Analyst Mary Davis

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Overview

This bill prohibits social media platforms like Facebook, Instagram, YouTube, WhatsApp, TikTok, and others, from using algorithms to target children with specific types of content. The bill would require anyone operating a social media platform with more than 1,000,000 users to require that algorithm functions not target content to anyone under the age of 18. The bill makes the social media platform liable for damages and a civil penalty of \$1,000 for each violation of the section and provides an exemption for content provided by the government, schools, and colleges, or used to implement parental controls or block banned content.

Summary

Section	Description
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1	Unlawful social media activities.
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Subd. 1. Definitions. Provides definitions for “account holder,” “recommendation feature,” “social media algorithm,” “social media platform,” and “user generated content.”

Subd. 2. Prohibitions; social media algorithm. Prohibits a social media platform (a website where most of the content is user-generated and not an Internet service provider or e-mail provider) from using an algorithm to target content to account holders who are under the age of 18 who are in Minnesota. This prohibition does not prevent the social media platform from providing search results for a search the user does on a specific topic, or from allowing content to appear in chronological order. Provides that a social media company who violates this section is liable to an individual account holder for damages, a statutory penalty, and other penalties available at law.

Subd. 3. Exceptions. Allows a social media platform to use algorithms for account holders under 18 as parental controls and internal controls to prevent minors from getting content that is not age appropriate or that contains banned

Section **Description**

material. This section also allows content created by the government or a school to be targeted to minors, including content created by a school, or school learning management systems which area exempt from this section.

Subd. 4. Short title. Allows this section to be cited as the “SOTA Kids Act” or the “Stop Online Targeting Against Kids Act.”

Effective date. This section is effective on January 1, 2024.



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