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S.F. No. 4696 – Prohibiting Social Media Manipulation Act

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Section 1 [325O.01 Citation] cites this chapter as the “Prohibiting Social Media Manipulation Act.”

Section 2 [325O.02 Definitions] defines “accessible user interface,” “account holder,” “algorithmic ranking system,” “click,” “content,” “default,” “device operating system provider,” “engage,” “existing extended network,” “existing network,” “expressed preferences,” “optimize,” “relevant forms of engagement with users,” “social media platform,” “time sensitive,” “user,” “user-generated content,” and “varied set of account holders.”

Section 3 [325O.03 Scope; Exclusions] regulates social media platforms that do business in Minnesota or targets Minnesota residents and has more than 10,000 monthly users.

Section 4 [325O.04 Requirements for Social Media Platforms] requires a social media platform to provide an accessible user interface. A social media platform must optimize content that is high quality and complies with a user’s expressed preferences. A social media platform must set daily limits on new accounts and the type of engagement.

A social media platform must provide default privacy settings as well as the option for heightened protection.

Social media platforms are required to publicly post information including but not limited to their operations and usage limits, and how they determine new account holders.

Section 5 [325O.05 Enforcement] provides a right of action.

Section 6 [325O.06 Severability] provides that if a court determines that this chapter or any provision of this chapter is invalid as it is applied to any person or circumstance, the rest of the chapter, as it is applied to other person’s or circumstances, is not affected.

Section 7 [325O.07 Effective Date] provides that this act is effective July 1, 2025.