

1.1 Senator moves to amend S.F. No. 4696 as follows:

1.2 Delete everything after the enacting clause and insert:

1.3 "Section 1. **[3250.02] DEFINITIONS.**

1.4 (a) For purposes of this chapter, the following terms have the meanings given.

1.5 (b) "Accessible user interface" means a way for a user to input data, make a choice, or
1.6 take an action on a social media platform in two clicks or less.

1.7 (c) "Account holder" means a natural person or legal person who holds an account or
1.8 profile with a social media platform.

1.9 (d) "Algorithmic ranking system" means a computational process, including one derived
1.10 from algorithmic decision making, machine learning, statistical analysis, or other data
1.11 processing or artificial intelligence techniques, used to determine the selection, order, relative
1.12 prioritization, or relative prominence of content from a set of information that is provided
1.13 to a user on a social media platform, including search results ranking, content
1.14 recommendations, content display, or any other automated content selection method.

1.15 (e) "Content" means any media, including but not limited to written posts, images, visual
1.16 or audio recordings, notifications, and games, that a user views, reads, watches, listens to,
1.17 or otherwise interacts or engages with on a social media platform. Content includes other
1.18 account holders' accounts or profiles when recommended to a user by the social media
1.19 platform.

1.20 (f) "Engage" or "engagement" means a user's utilization of the social media platform.

1.21 (g) "Expressed preferences" means a freely given, considered, specific, and unambiguous
1.22 indication of a user's preferences regarding the user's engagement with a social media
1.23 platform. Expressed preferences cannot be based on the user's time spent engaging with
1.24 content on the social media platform, nor on the usage of features that do not indicate explicit
1.25 preference, such as comments made, posts reshared, or similar actions that may be taken
1.26 on content the user perceives to be of low quality. Expressed preferences may not be obtained
1.27 through a user interface designed or manipulated with the substantial effect of subverting
1.28 or impairing a user's decision making.

1.29 (h) "Relevant forms of engagement with users" includes but is not limited to:

1.30 (1) sending invitations or messages to users;

1.31 (2) commenting on, resharing, liking, voting, or otherwise reacting to users' user-generated
1.32 content; and

2.1 (3) disseminating user-generated content to users.

2.2 (i) "Social media platform" means an electronic medium, including a browser-based or
2.3 application-based interactive computer service, telephone network, or data network, that
2.4 allows an account holder to create, share, and view user-generated content. Social media
2.5 platform does not include: (1) Internet search providers, Internet service providers, email,
2.6 or short-message-service; (2) streaming video service or other Internet website where the
2.7 content is not user-generated but where interactive functions enable incidental chat,
2.8 comments, or reviews; or (3) a communication service, including audio and video
2.9 communication technology, provided by a business to the business's employees and clients
2.10 for use in the course of business activities and not for public distribution. Social media
2.11 platform includes a messaging service that is owned by a company that operates a social
2.12 media platform.

2.13 (j) "Time sensitive" means content that is welcomed under a user's expressed preferences
2.14 and that would have significantly reduced value to the user with the passing of time.

2.15 (k) "User" means a natural person who is located in Minnesota and who holds an account
2.16 or profile with a social media platform.

2.17 (l) "User-generated content" means any content created by an account holder that is
2.18 uploaded, posted, shared, or disseminated on the social media platform.

2.19 **Sec. 2. [3250.03] SCOPE; EXCLUSIONS.**

2.20 (a) A social media platform is subject to this chapter if the social media platform:

2.21 (1) does business in Minnesota or provides products or services that are targeted to
2.22 residents of Minnesota; and

2.23 (2) has more than 10,000 monthly active users.

2.24 (b) For purposes of this chapter, a social media platform may determine whether an
2.25 account holder is located in Minnesota based on:

2.26 (1) the account holder's own supplied address or location;

2.27 (2) global positioning system-level latitude, longitude, or altitude coordinates;

2.28 (3) cellular phone system coordinates;

2.29 (4) Internet protocol device address; or

2.30 (5) other mechanisms that can be used to identify an account holder's location.

Sec. 3. **[325O.04] REQUIREMENTS FOR SOCIAL MEDIA PLATFORMS.**

(a) A social media platform must publicly post the following information on the social media platform's website:

(1) an explanation of how the social media platform designates new account holders and an explanation detailing the operation and effect of usage limits applicable to new account holders under subdivision 2, paragraph (a);

(2) an explanation detailing how the platform:

(i) assesses users' perceptions of the quality of content;

(ii) assesses users' expressed preferences regarding content; and

(iii) utilizes the assessments under items (i) and (ii) in the social media platform's algorithmic ranking system, including how these assessments are weighted in relation to other signals in the algorithmic ranking system;

(3) statistics on the platform's use with respect to the tenth, 25th, 50th, 75th, 90th, 95th, 99th, and 99.9th percentile of all platform account holders for relevant forms of engagement, including but not limited to:

(i) sending invitations or messages to other platform account holders;

(ii) commenting on, resharing, liking, voting for, or otherwise reacting to content;

(iii) posting new user-generated content; and

(iv) disseminating user-generated content to other platform account holders;

(4) an explanation of how the platform determines whether a notification is time sensitive; and

(5) a description of all product experiments that have been conducted on 1,000 or more users, including the results of the product experiments on users' engagement with content that:

(i) users indicate to be high or low quality;

(ii) users indicate complies or does not comply with the users' expressed preferences;

and

(iii) violates platform policies.

(b) When automatically delivering, suggesting, or selecting content to a user, a social media platform must provide an accessible user interface to allow the user to access a basic,

4.1 nontechnical explanation detailing why a particular piece of content was promoted by the
4.2 platform's algorithmic ranking system.

4.3 Sec. 4. **EFFECTIVE DATE.**

4.4 This act is effective July 1, 2025."

4.5 Amend the title accordingly