02/11/25 **REVISOR** RSI/MI 25-02501 as introduced

SENATE STATE OF MINNESOTA **NINETY-FOURTH SESSION**

A bill for an act

relating to consumer protection; requiring social media platforms to post a mental health warning label and timer notifications; amending Minnesota Statutes 2024,

section 325M.34; proposing coding for new law in Minnesota Statutes, chapter

S.F. No. 1807

(SENATE AUTHORS: MANN and Maye Quade) D-PG

DATE 02/24/2025

1.1

1.2

1.3

1.4

OFFICIAL STATUS

Introduction and first reading
Referred to Commerce and Consumer Protection

1.5	325M.
1.6	BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:
1.7	Section 1. [325M.335] MENTAL HEALTH WARNING LABEL; POP-UP TIMER
1.8	REQUIRED.
1.9	Subdivision 1. Warning label required. (a) A social media platform must ensure that
1.10	a conspicuous mental health warning label that complies with the requirements under this
1.11	section:
1.12	(1) appears each time a user accesses the social media platform; and
1.13	(2) only disappears when the user: (i) exits the social media platform; or (ii) acknowledges
1.14	the potential for harm and chooses to proceed to the social media platform despite the risk.
1.15	(b) A mental health warning label under this section must:
1.16	(1) in a manner that conforms with the guidelines established under subdivision 2, warn
1.17	the user of potential negative mental health impacts of accessing the social media platform;
1.18	<u>and</u>
1.19	(2) provide the user access to resources to address the potential negative mental health
1.20	impacts described in clause (1) and include the website and telephone number of a national
1.21	suicide prevention and mental health crisis hotline system, including but not limited to the
1.22	988 Suicide and Crisis Lifeline.

Section 1. 1

02/11/25	REVISOR	RSI/MI	25-02501	as introduced	
(c) A soc	ial media platform	is prohibited from	<u>n:</u>		
(1) provi	ding the warning la	abel exclusively in	n the social media platfor	rm's terms and	
conditions;			'		
(2) inclu	ding extraneous inf	ormation in the w	arning label that obscure	es the visibility or	
			arming label that obscure	s the visionity of	
				1 ()	
(3) allow	ring a user to disabl	e a warning label	, except as provided und	er paragraph (a).	
Subd. 2.	Content of label. (a) The commission	oner of health, in consult	ation with the	
commissione	er of commerce, mu	st develop guideli	nes for social media plati	forms that contain	
appropriate requirements for the warning labels required under this section. The guidelines					
must be base	ed on current evider	nce regarding the	negative mental health i	mpacts of social	
media platfo	orms. The commissi	oners must review	v and revise the guidelin	es as appropriate.	
(b) The c	commissioner of he	alth is exempt fro	m chapter 14, including	section 14.386,	
when impler	nenting this subdiv	ision.			
Subd. 3.	Pop-up timer requ	uired. (a) Except	as provided under parag	raph (b), a social	
media platfo	orm must display a o	conspicuous pop-	up notification at least of	nce every 30	
minutes that	a user has actively	used the platform	n. The notification must:		
(1) inform	n the user that the us	ser has actively use	ed the platform for the rel	evant consecutive	
period of tin	<u>ne;</u>				
<u>(2)</u> inform	m the user of the tot	al time the user ha	as actively used the platf	orm that day; and	
(3) only	disappear when the	user acknowledg	es the notification.		
(b) A soc	cial media platform	may allow a user	to:		
(1) deact	ivate the notification	on required under	paragraph (a); or		
(2) custo	mize the period of ti	ime resulting in th	e notification, provided t	hat the maximum	
time period	does not exceed 60	minutes.			
<u>EFFECT</u>	TIVE DATE. This	section is effective	re July 1, 2025.		
Sec. 2. Min	nnesota Statutes 20	24, section 325M	.34, is amended to read:		
325M.34	ENFORCEMEN	T AUTHORITY	•		
(a) The a	attorney general ma	y investigate and	bring an action against a	social media	
	(c) A social (1) province onditions; (2) include prominence (3) allow Subd. 2. commissioned appropriate in must be based media platform (b) The commissioned appropriate in must be based media platform (b) The commissioned appropriate in must be based media platform (c) inform period of time (c) inform (c) i	(c) A social media platform (1) providing the warning late conditions; (2) including extraneous information prominence of the warning labet (3) allowing a user to disable Subd. 2. Content of label. (1) commissioner of commerce, must be based on current evider media platforms. The commissioner of hemotion implementing this subdiving Subd. 3. Pop-up timer requirements for the when implementing this subdiving Subd. 3. Pop-up timer requirements that a user has actively (1) inform the user that the user of the total (3) only disappear when the (b) A social media platform (1) deactivate the notification (2) customize the period of time period does not exceed 60 EFFECTIVE DATE. This Sec. 2. Minnesota Statutes 20 325M.34 ENFORCEMEN	(c) A social media platform is prohibited from (1) providing the warning label exclusively in conditions; (2) including extraneous information in the warning label; or (3) allowing a user to disable a warning label. Subd. 2. Content of label. (a) The commission commissioner of commerce, must develop guidelia appropriate requirements for the warning labels remust be based on current evidence regarding the media platforms. The commissioners must review (b) The commissioner of health is exempt from when implementing this subdivision. Subd. 3. Pop-up timer required. (a) Except media platform must display a conspicuous popminutes that a user has actively used the platform (1) inform the user that the user has actively used the platform (2) inform the user of the total time the user has actively used (b) A social media platform may allow a user (1) deactivate the notification required under (2) customize the period of time resulting in the time period does not exceed 60 minutes. EFFECTIVE DATE. This section is effective Sec. 2. Minnesota Statutes 2024, section 325M. 325M.34 ENFORCEMENT AUTHORITY	(c) A social media platform is prohibited from: (1) providing the warning label exclusively in the social media platfor conditions; (2) including extraneous information in the warning label that obscure prominence of the warning label; or (3) allowing a user to disable a warning label, except as provided und Subd. 2. Content of label. (a) The commissioner of health, in consult commissioner of commerce, must develop guidelines for social media platfappropriate requirements for the warning labels required under this section must be based on current evidence regarding the negative mental health is media platforms. The commissioners must review and revise the guideling when implementing this subdivision. Subd. 3. Pop-up timer required. (a) Except as provided under paragemedia platform must display a conspicuous pop-up notification at least of minutes that a user has actively used the platform. The notification must: (1) inform the user that the user has actively used the platform for the reliperiod of time; (2) inform the user of the total time the user has actively used the platform. (b) A social media platform may allow a user to: (1) deactivate the notification required under paragraph (a); or	

Sec. 2. 2

platform for an alleged violation of section 325M.33 or 325M.335.

2.29

3.1 (b) Nothing in sections 325M.30 to 325M.34 creates a private cause of action in favor 3.2 of a person injured by a violation of section 325M.33.

3.3 **EFFECTIVE DATE.** This section is effective July 1, 2025.

Sec. 2. 3