

By Senator Gruters

22-01114A-24

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1 A bill to be entitled
2 An act relating to transparency in social media;
3 creating s. 501.20411, F.S.; providing a short title;
4 providing legislative findings; providing definitions;
5 requiring foreign-adversary-owned entities operating
6 social media platforms in the state to publicly
7 disclose specified information in a certain manner;
8 requiring foreign-adversary-owned entities operating
9 social media platforms to implement a user
10 verification system for certain entities; providing
11 penalties; requiring enforcement by the Department of
12 Legal Affairs; providing an effective date.

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14 Be It Enacted by the Legislature of the State of Florida:

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16 Section 1. Section 501.20411, Florida Statutes, is created
17 to read:

18 501.20411 Transparency in Social Media Act.—

19 (1) This section may be cited as the "Transparency in
20 Social Media Act."

21 (2) The Legislature finds that:

22 (a) Social media platforms play a significant role in
23 shaping public discourse and opinion.

24 (b) Algorithms used by social media platforms can influence
25 user behavior and content visibility.

26 (c) Transparency in the functioning of such algorithms and
27 in political and social advertising is vital for safeguarding
28 democratic values and user privacy.

29 (d) Ownership of social media platforms by foreign entities

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30 can raise concerns regarding foreign influence and data
31 security.

32 (3) For purposes of this section, the term:

33 (a) "Algorithm" has the same meaning as in s. 501.2041(1).

34 (b) "Foreign-adversary-owned entity" means a social media
35 company that is owned or substantially controlled by nationals,
36 governments, or corporations domiciled, incorporated, or
37 otherwise holding residence in a country designated as a foreign
38 adversary under 15 C.F.R. s. 7.4.

39 (c) "Social media platform" means a public online service
40 that allows users to create and share or participate in social
41 networking.

42 (d) "Social or political advertising" means any
43 advertisement on a social media platform that discusses social
44 or political issues or is intended to influence public opinion
45 or electoral outcomes.

46 (4) (a) Each foreign-adversary-owned entity operating a
47 social media platform in the state must publicly disclose the
48 core functional elements of the social media platform's content
49 curation and algorithms.

50 (b) The disclosure must identify:

51 1. The factors that influence content ranking and
52 visibility.

53 2. Measures taken to address misinformation and harmful
54 content.

55 3. The process of personalization and targeting of content.

56 (5) Each foreign-adversary-owned entity operating a social
57 media platform must make publicly available the source code of
58 its algorithms through an open-source license.

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59 (6) (a) Each foreign-adversary-owned entity operating a
60 social media platform must implement a user verification system
61 for each user and organization that purchases advertisements
62 concerning social or political issues. The system must verify
63 key identifying information, including citizenship, residency,
64 and age of the user or the individuals that own the
65 organization, as applicable.

66 (b) Once verified, the identity of the purchaser of each
67 social or political advertisement must be disclosed with the
68 advertisement.

69 (7) (a) A foreign-adversary-owned entity operating a social
70 media platform that violates this section is liable up to
71 \$10,000 for each discrete violation.

72 (b) The Department of Legal Affairs shall enforce this
73 section.

74 Section 2. This act shall take effect July 1, 2024.