

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
25 influence 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
 30 entities 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
56 content.

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

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

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

70 (7) (a) A foreign-adversary-owned entity operating a social
71 media platform that violates this section is liable up to
72 \$10,000 for each discrete violation.

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

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