SENATE
STATE OF MINNESOTA
NINETY-FOURTH SESSION

S.F. No. 1807

(SENATE AUTHORS: MANN, Maye Quade and Boldon)

DATE	D-PG	OFFICIAL STATUS
02/24/2025	482	Introduction and first reading Referred to Commerce and Consumer Protection
04/10/2025	1787	Author added Boldon See First Special Session, HF2

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 325M.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

Section 1. **[325M.335] MENTAL HEALTH WARNING LABEL; POP-UP TIMER REQUIRED.**

Subdivision 1. **Warning label required.** (a) A social media platform must ensure that a conspicuous mental health warning label that complies with the requirements under this section:

(1) appears each time a user accesses the social media platform; and

(2) only disappears when the user: (i) exits the social media platform; or (ii) acknowledges the potential for harm and chooses to proceed to the social media platform despite the risk.

(b) A mental health warning label under this section must:

(1) in a manner that conforms with the guidelines established under subdivision 2, warn the user of potential negative mental health impacts of accessing the social media platform; and

(2) provide the user access to resources to address the potential negative mental health impacts described in clause (1) and include the website and telephone number of a national suicide prevention and mental health crisis hotline system, including but not limited to the 988 Suicide and Crisis Lifeline.

(c) A social media platform is prohibited from:

(1) providing the warning label exclusively in the social media platform's terms and conditions;

(2) including extraneous information in the warning label that obscures the visibility or prominence of the warning label; or

(3) allowing a user to disable a warning label, except as provided under paragraph (a).

Subd. 2. **Content of label.** (a) The commissioner of health, in consultation with the commissioner of commerce, must develop guidelines for social media platforms that contain appropriate requirements for the warning labels required under this section. The guidelines must be based on current evidence regarding the negative mental health impacts of social media platforms. The commissioners must review and revise the guidelines as appropriate.

(b) The commissioner of health is exempt from chapter 14, including section 14.386, when implementing this subdivision.

Subd. 3. **Pop-up timer required.** (a) Except as provided under paragraph (b), a social media platform must display a conspicuous pop-up notification at least once every 30 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 relevant consecutive period of time;

(2) inform the user of the total time the user has actively used the platform that day; and

(3) only disappear when the user acknowledges the notification.

(b) A social media platform may allow a user to:

(1) deactivate the notification required under paragraph (a); or

(2) customize the period of time resulting in the notification, provided that the maximum time period does not exceed 60 minutes.

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

Sec. 2. Minnesota Statutes 2024, section 325M.34, is amended to read:

325M.34 ENFORCEMENT AUTHORITY.

(a) The attorney general may investigate and bring an action against a social media platform for an alleged violation of section 325M.33 or 325M.335.

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

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