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; providing legislative findings; providing definitions; 4 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 verification system for certain entities; providing 10 11 penalties; requiring enforcement by the Department of Legal Affairs; providing an effective date. 12 13 14 Be It Enacted by the Legislature of the State of Florida: 15 16 Section 1. Section 501.20411, Florida Statutes, is created to read: 17 18 501.20411 Transparency in Social Media Act.-19 This section may be cited as the "Transparency in 20 Social Media Act." (2) 21 The Legislature finds that: Social media platforms play a significant role in 22 (a) 23 shaping public discourse and opinion. 24 (b) Algorithms used by social media platforms can 25 influence user behavior and content visibility.

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	(C)	Trai	nspa	rency	in	the	funct	ion	ing (of	such	algorithms	and
<u>in</u>	politi	cal a	and	social	_ a	dvert	tising	is	vita	al	for	safeguardin	g_
der	mocrati	c va.	lues	and u	ıse	r pr	ivacy.						

- (d) Ownership of social media platforms by foreign entities can raise concerns regarding foreign influence and data security.
 - (3) For purposes of this section, the term:

2.6

- (a) "Algorithm" has the same meaning as in s. 501.2041(1).
- (b) "Foreign-adversary-owned entity" or "entity" means a social media company that is more than 15-percent owned or controlled by nationals, governments, or corporations domiciled, incorporated, or otherwise holding residence in a country designated as a foreign adversary under 15 C.F.R. s. 7.4. As used in this paragraph, the term "owned or controlled" means that a national, government, or corporation designated as a foreign adversary has power:
- 1. Over the election of the directors, or of individuals exercising similar functions, for the entity; or
- 2. To exercise influence over the management of the entity.
- (c) "Social media platform" means a public online service that allows users to create and share or participate in social networking.
- (d) "Social or political advertising" means any advertisement on a social media platform that discusses social

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or political issues or is intended to influence public opinion or electoral outcomes.

- (4) (a) Each foreign-adversary-owned entity operating a social media platform in the state must publicly disclose the core functional elements of the social media platform's content curation and algorithms.
 - (b) The disclosure must identify:

- 1. The factors that influence content ranking and visibility.
- 2. Measures taken to address misinformation and harmful content.
- 3. The process of personalization and targeting of content.
- (5) Each foreign-adversary-owned entity operating a social media platform must make publicly available the source code of its algorithms through an open-source license.
- (6) (a) Each foreign-adversary-owned entity operating a social media platform must implement a user verification system for each user and organization that purchases advertisements concerning social or political issues. The system must verify key identifying information, including citizenship, residency, and age of the user or the individuals that own the organization, as applicable.
- (b) Once verified, the identity of the purchaser of each social or political advertisement must be disclosed with the

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advertisement.									
(7)(a) A foreign-adversary-owned entity operating a social									
media platform that violates this section is liable up to									
\$10,000 for each discrete violation.									
(b) The Department of Legal Affairs shall enforce this									
section.									
Section 2. This act shall take effect July 1, 2024.									

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