

By Senator Garcia

36-00837-26

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A bill to be entitled  
An act relating to online media transparency; creating  
s. 501.981, F.S.; providing a short title; defining  
terms; requiring certain content creators to clearly  
and conspicuously disclose any sponsorship within any  
related media content; providing requirements for the  
disclosure; providing that failure to disclose a  
sponsorship constitutes an unfair or deceptive act or  
practice; requiring a content creator who receives  
sponsorship from a foreign principal of a foreign  
country to file a certain disclosure with the  
Department of State; providing requirements for such  
disclosure; authorizing the department to adopt rules;  
providing an effective date.

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

Section 1. Section 501.981, Florida Statutes, is created to  
read:

501.981 Online Media Transparency Act.—

(1) SHORT TITLE.—This section may be cited as the "Online  
Media Transparency Act."

(2) DEFINITIONS.—As used in this section, the term:

(a) "Content creator" means any individual, group, or  
entity that produces or disseminates digital media through  
social media platforms, blogs, video-sharing services, podcasts,  
or other Internet-based communication channels for the purpose  
of influencing public opinion or consumer behavior.

(b) "Foreign country" means a country other than the United

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States or any territory of the United States, including Guam,  
American Samoa, the Virgin Islands, and the Commonwealth of  
Puerto Rico.

(c) "Foreign principal" means any foreign government or  
foreign political party, or any person or entity that is  
established under the laws of a foreign country or has its  
principal place of business there. The term includes any  
individual who is not a United States citizen but is domiciled  
in the United States.

(d) "Material connection" means any financial, employment,  
personal, or family relationship with a person or an entity  
pursuant to the disclosure rules, regulations, and guides of the  
Federal Trade Commission.

(e) "Sponsorship" means any payment, gift, service, or  
other thing of value provided to a content creator in exchange  
for the promotion, endorsement, or favorable presentation of a  
product, service, organization, or idea.

(3) DISCLOSURE OF MATERIAL CONNECTION.—

(a) Any content creator within this state who is required  
to disclose a material connection to a person or an entity,  
pursuant to the most recent rule, regulation, or guidance from  
the Federal Trade Commission, shall clearly and conspicuously  
disclose such material connection within any social media  
content disseminated in this state.

(b) The disclosure must:

1. Identify any sponsorship and indicate that the content  
has been sponsored or materially supported.
2. Use simple and clear language.
3. Be in the same language as the sponsorship.

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59       4. Use platform-specific standards so that the disclosure  
60 is visible on all devices and formats.

61       (c) Failure to disclose a material connection as required  
62 under this subsection constitutes an unfair or deceptive act or  
63 practice under part II of this chapter.

64       (4) FOREIGN COUNTRY SPONSORSHIP DISCLOSURE.—Any content  
65 creator who has a material connection to a foreign principal of  
66 a foreign country must file a full and public disclosure of  
67 sponsorship with the Department of State for any fiscal year he  
68 or she receives such sponsorship. Such disclosure must include  
69 all of the following information:

70       (a) The foreign principal's name.

71       (b) The address of the content creator's primary residence  
72 and all other addresses associated with the content creator.

73       (c) A detailed statement describing the nature of the  
74 content creator's business.

75       (d) The total amount of such payments the content creator  
76 has received from all sponsorships from a foreign principal.

77       (e) A detailed statement of the payments made by the  
78 foreign principal during the previous fiscal year in connection  
79 with actions taken by the content creator as an agent of, on  
80 behalf of, or in furtherance of the goals of a foreign country.  
81 The statement must identify the amount of the payment.

82       (5) RULEMAKING.—The department may adopt rules necessary to  
83 implement this section.

84       Section 2. This act shall take effect July 1, 2026.