



HB 318


SOCIAL MEDIA/MINORS

Representative Bill Elam

SOCIAL MEDIA & MINORS



HB 318 sets protections for minors by focusing on platform design, data practices, and parental control.

- DEFAULT PROTECTIONS
 - DESIGN & NOTIFICATION LIMITS
 - PRIVACY & DATA SAFEGUARDS
 - PARENTAL CONTROL
 - ENFORCEMENT & ACCOUNTABILITY
 - NARROW, CONSTITUTIONAL APPROACH
- 

DEFAULT PROTECTIONS

Platforms today are designed to maximize engagement and not safety

- 95% of teens use social media, with many online almost constantly
- Nearly 1 in 5 teens say social media harms their mental health
- Teens using social media 3+ hours/day face double the risk of anxiety and depression

HB 318 puts safer defaults in place for minors before harm occurs.

- Requires platforms to provide, by default, a non-addictive content delivery system for known minors
- Prohibits the use of coercive or deceptive design features to discourage minors or parents from selecting or maintaining safer settings.



DESIGN & NOTIFICATION LIMITS

Many platform features are designed to increase usage, not protect minors

- 1 in 3 teens use screens until midnight or later, impacting sleep
- Features like infinite scroll, autoplay, and push alerts drive repeated use
- These patterns are linked to poor sleep, reduced attention, anxiety, and depression

HB 318 sets clear limits for minors:

- No notifications during school hours and 10 PM – 7 AM
- Exceptions for safety and emergencies
- Opt-out options for Parent or Guardians



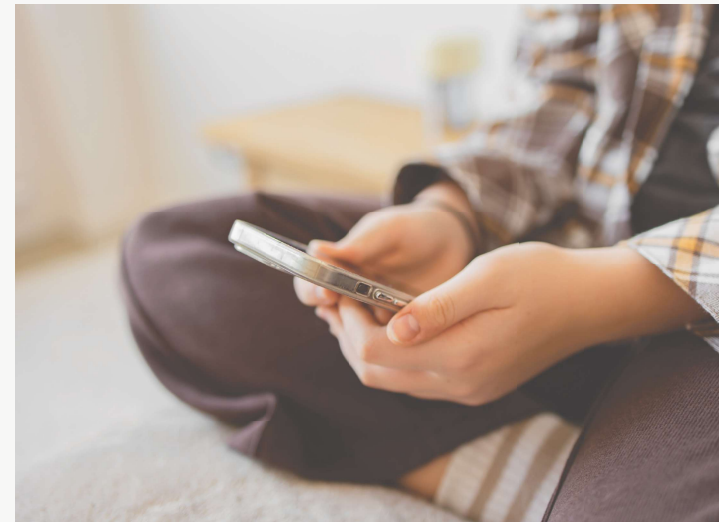
PRIVACY & DATA SAFEGUARDS

Minors' data is widely collected and used to drive engagement

- Nearly all teens use platforms that collect personal data
- Targeted advertising and tracking shape what minors see and do
- Many teens report concerns about privacy and how their data is used

HB 318 strengthens protections for minors:

- Prohibits targeted advertising to minors
- Limits data collection to what is reasonably necessary
- Bans precise location tracking
- Requires accounts to be private by default



PARENTAL CONTROL

Parents are expected to manage platforms they don't control

- Most parents say managing social media is difficult and constantly changing
- Platforms often lack clear defaults or meaningful parental tools
- Current systems place the burden on families instead of platforms

HB 318 strengthens parental control:

- Requires verifiable parental consent for added features
- Keeps safe settings as the default
- Ensures parents, not platforms, decide a child's experience



ENFORCEMENT & ACCOUNTABILITY

HB 318 is enforced through Alaska's existing consumer protection framework

- Enforced by the Attorney General under existing consumer protection law
- Authorizes regulations for age assurance, parental consent, and design features
- Requires annual reporting from platforms on design, data, and mitigation efforts
- Protects trade secrets while establishing clear definitions and scope



NARROW, CONSTITUTIONAL APPROACH

States are actively addressing social media harms, but courts are shaping what works

- Several states (Arkansas, Utah, others) passed laws restricting access or requiring age verification
- Many of these laws are being blocked on First Amendment and privacy grounds
- Challenges focus on laws that limit speech, access, or are overly broad

A different approach is emerging:

- New Mexico Vs. (2026): Meta held liable under consumer protection law for harms to minors
- Federal bill S.1748 (Kids Online Safety Act) establishes a duty of care for platforms

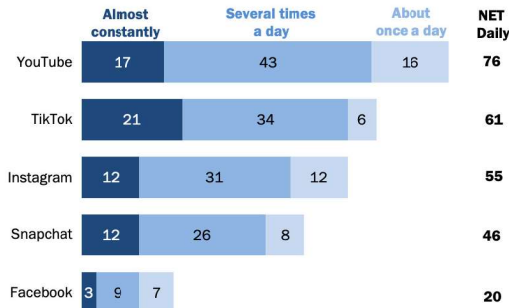
HB 318 follows this legally durable path:

- Targets platform design, notifications, and data practices, not speech
- Preserves access to social media and user expression
- Uses existing consumer protection enforcement
- Provides default protections with parental choice



Most teens visit YouTube and TikTok daily, including about 1 in 5 who say they do almost constantly

% of U.S. teens ages 13 to 17 who say they visit or use the following apps or sites ...

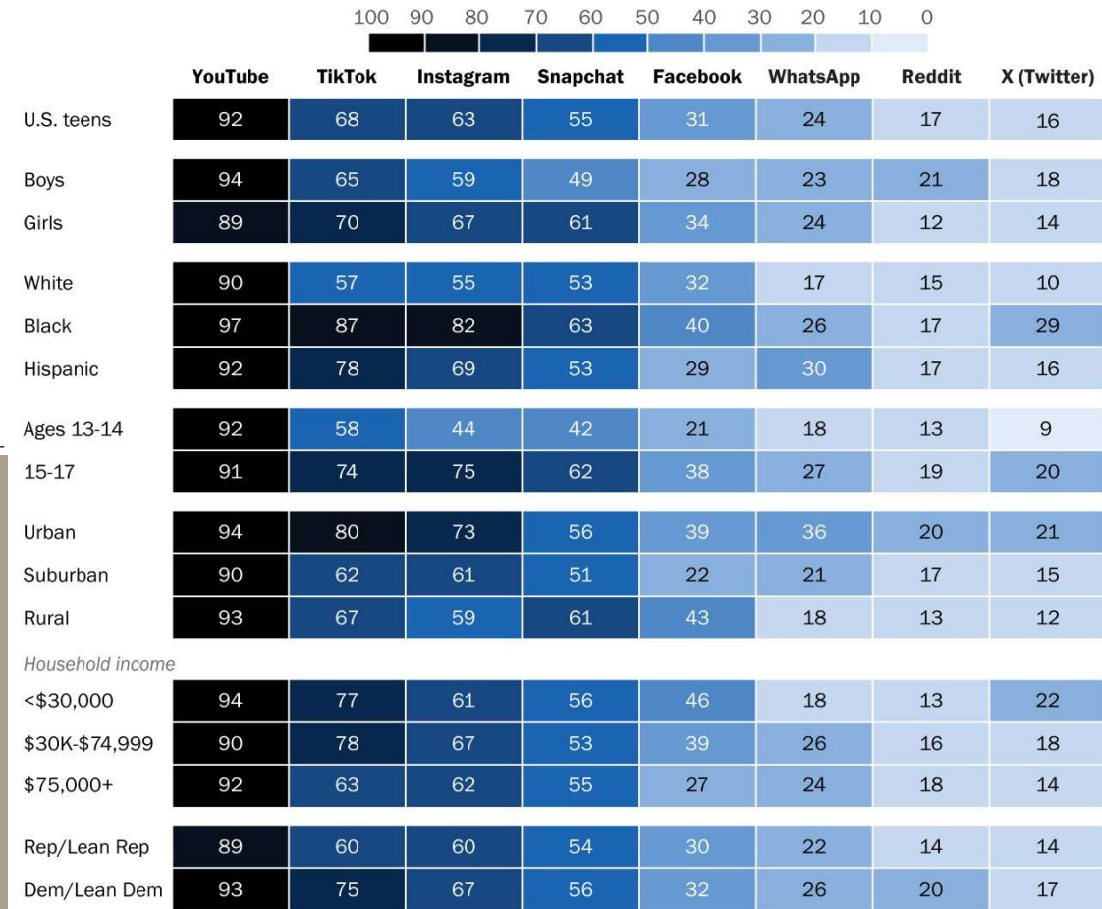


Note: Figures may not add up to NET values due to rounding. Those who did not give an answer or gave other responses are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
Teens, Social Media and AI Chatbots 2025

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Teen use of some online platforms varies by age, race and ethnicity, and gender

% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites

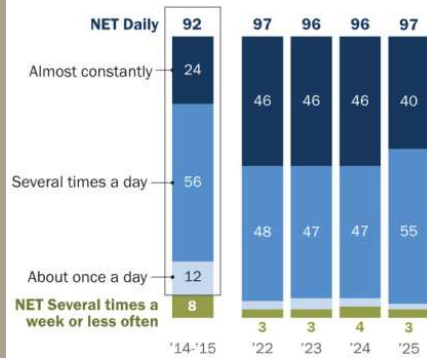


Note: Not all numerical differences between groups shown are statistically significant. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
Teens, Social Media and AI Chatbots 2025

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4 in 10 teens say they're online 'almost constantly,' up from 24% a decade ago

% of U.S. teens ages 13 to 17 who say they use the internet ...

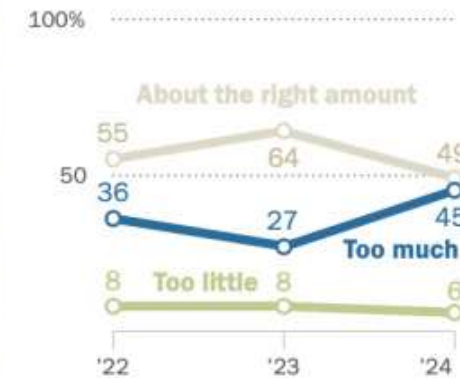


Note: Figures may not add up to NET values due to rounding. Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 25-Oct. 9, 2025.
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Growing shares of teens say they spend too much time on social media

% of U.S. teens ages 13 to 17 who say that, overall, they spend ___ (of) time on social media



Note: Those who did not give an answer are not shown.

Source: Survey conducted Sept. 18-Oct. 10, 2024.

Teens, Social Media and Mental Health

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QUESTIONS



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