



Legislation Text

---

File #: Int 0442-2024, Version: \*

---

Int. No. 442

By Council Members Stevens, Riley, Williams, Louis, Schulman, Salaam, Ayala, Narcisse, Banks, Brooks-Powers, Joseph, Krishnan, Dinowitz and Paladino

A Local Law to amend the administrative code of the city of New York, in relation to restricting social media usage for youth

Be it enacted by the Council as follows:

Section 1. Chapter 4 of title 20 of the administrative code of the city of New York is amended by adding a new subchapter 15 to read as follows:

SUBCHAPTER 15

SOCIAL MEDIA

§ 20-699.12 a. Definitions. For purposes of this section, the following terms have the following meanings:

Social media. The term “social media” means any website, program, or application that allows users to disseminate information to a network of users who are able to share, interact with, and comment on such information. Such dissemination of information to users is moderated by proprietary and often undisclosed algorithms that are often used to identify the user’s interest, and maximize their engagement.

Social media company. The term “social media company” means an individual or entity that provides a social media website, program, or application.

Youth. The term “youth” means any person under the age of 17.

b. Restricted social media usage. A social media company shall prohibit:

1. Youth from using social media for longer than 1 hour per day, unless waived by a parent or guardian

in writing; and

2. The targeting, advertising, or suggestion to youth of groups, services, products, posts, accounts, or users.

c. Private right of action. Any person, including any organization, alleging a violation of this subchapter may bring a civil action against a social media company, in accordance with applicable law, in any court of competent jurisdiction. A prevailing party may recover:

1. An award of reasonable attorney fees and court costs;

2. An amount equal or greater to \$5000 per each incident of violation; and

3. Actual damages for financial, physical, and emotional harm incurred by the person bringing the action, if the court determines that the harm is a direct consequence of the violation or violations.

d. Enforcement powers of the department. The department may impose an administrative fine of \$5000 for each violation of this section.

§ 2. This local law will take effect 180 days after it becomes law.

CY  
LS #12361  
08/02/23 1:20pm