

A4768 • New Jersey

"Social Media Fairness and Transparency Act"; establishes requirements for social media companies concerning content moderation practices; establishes cause of action against social media companies for violation of content moderation practices.

Introduced

Risk: Medium

Comprehensive

Last Action (Mar 19, 2026): Introduced, Referred to Assembly Science, Innovation and Technology Committee

Summary

The bill aims to address social media content moderation practices. Specifics are unknown due to lack of full bill text.

Business Impact

If you operate a social media platform, you must comply with new moderation rules or face legal action.

Key Provisions

- The bill addresses social media content moderation practices, but specifics are unknown without the full text.
- Details on any cause of action for violations are unknown without the full bill text.
- Verification of definitions, exemptions, and specifics of legal action for non-compliance is pending full bill text.

Compliance Checklist

- Publish content moderation standards and definitions | Who: Social media companies operating in New Jersey | Penalty: Unlawful practice under the New Jersey Consumer Fraud Act
- Notify users of any censorship actions taken | Who: Social media companies | Penalty: Potential legal action from users

Industries Affected

Digital Advertising

Technology

Social Media

Topics

AI Transparency

AI in Social Media & Online Platforms

Bill Sponsors

Name	Party	Role
Dancer, Ronald S.		Primary
Murphy, Carol A.		Primary
Vainieri Huttle, Valerie		Primary
Wimberly, Benjie E.		Primary
McKnight, Angela V.		Cosponsor
McGuckin, Gregory P.		Primary
Catalano, John		Primary
Quijano, Annette	Democratic	Primary
Atkins, Reginald W.		Primary
Cryan, Joseph P.		Primary
Madden, Fred H.		Primary
Swift, Claire S.		Primary

Official Source

<https://www.njleg.state.nj.us/bill-search/2026/A4768>

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