

BETTER SOCIAL MEDIA FEEDS ACT

Introduced

Risk: High

Comprehensive

Effective: Jan 01, 2027 | Last Action (May 22, 2026): Rule 3-9(a) / Re-referred to Assignments

Summary

The Better Social Media Feeds Act mandates transparency in algorithmic systems using personal data, includes provisions for covered minors and long-term assessments. Effective January 1, 2027.

Business Impact

If you operate social media platforms using personal data, you must ensure algorithm transparency and user value disclosures by January 1, 2027, or face penalties.

Key Provisions

- Covered platforms must disclose a list of algorithmic recommender systems in use and prominently and conspicuously display this information on the website, service, or application of the platform.
- Description of inputs and weights used in these systems must be provided.
- Algorithmic recommender systems using personal data must be configured by default to maximize one or more long-term user value metrics.
- The Act includes provisions concerning covered minors and mandates long-term assessments of algorithmic impacts.
- Violations are considered unlawful practices under the Consumer Fraud and Deceptive Business Practices Act, with amendments for a conforming change.

Compliance Checklist

- Disclose algorithmic recommender systems and their details on the platform. | Who: Covered online platforms. | Penalty: Considered an unlawful practice under consumer protection laws.
- Configure recommender systems to maximize long-term user value metrics. | Who: Covered online platforms. | Penalty: Considered an unlawful practice under consumer protection laws.

Industries Affected

Technology

Consumer Protection

Topics

AI Transparency

AI in Social Media & Online Platforms

Bill Sponsors

Name	Party	Role
Susan Rezin	R	Sponsor
Jil Tracy	R	Sponsor
Sally Turner	R	Sponsor

Related Bills

- SB 3454 (IL)

Official Source

<https://www.ilga.gov/Legislation/BillStatus?DocNum=3454&GAID;=18&DocTypeID;=SB&SessionID;=114&GA;=104>

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