

SB3454 • Illinois

BETTER SOCIAL MEDIA FEEDS ACT

Introduced

Risk: High

Comprehensive

Effective: Jan 01, 2027 | Last Action (Mar 27, 2026): Rule 2-10 Committee Deadline Established As April 24, 2026

Summary

The Better Social Media Feeds Act mandates transparency in algorithmic systems using personal data, requiring disclosure on the platform and default configuration to maximize long-term user value metrics. It also mandates long-term assessments of algorithmic impacts. Violations constitute unlawful practices under the Consumer Fraud and Deceptive Business Practices Act. 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 display this information on the website, service, or application of the platform.
- Description of inputs and weights used in these systems must be provided.
- Systems using personal data must be configured by default to maximize long-term user value metrics.
- 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
- Social Media
- Online Services

Topics

- AI Transparency
- AI in Social Media & Online Platforms

Bill Sponsors

Name	Party	Role
John J. Cullerton		Primary
Michael E. Hastings		Primary
Tim Bivins		Primary
Michael W. Frerichs		Primary
Bill Brady		Primary
Robert F. Martwick		Primary
Christopher Belt	Democratic	Cosponsor
Jacqueline Y. Collins		Cosponsor
Terry Link		Cosponsor
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Cristina Castro	Democratic	Cosponsor
Antonio Muñoz		Cosponsor

Related Bills

- SB 3454 (IL)

Official Source

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