



104TH GENERAL ASSEMBLY

State of Illinois

2025 and 2026

HB4750

by Rep. Justin Cochran

SYNOPSIS AS INTRODUCED:

New Act
815 ILCS 505/2MMMM new

Creates the Mental Health Warning for Social Media Act. Provides that the operator of a social media platform shall ensure that a clear and conspicuous mental health warning label that complies with specified requirements: (1) appears each time a user accesses the social media platform; and (2) remains visible until the user takes specified actions. Provides that the Department of Public Health shall develop guidelines establishing requirements for the warning labels. Provides that the operator of a social media platform shall display a clear and conspicuous pop-up notification at least once every 30 minutes that a user has actively used the platform that informs the user of specified information. Provides that a violation of any of the provisions of the Act is an unlawful practice under the Consumer Fraud and Deceptive Business Practices Act. Amends the Consumer Fraud and Deceptive Business Practices Act to make a conforming change.

LRB104 17909 SPS 31345 b

1 AN ACT concerning business.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 1. Short title. This Act may be cited as the Mental
5 Health Warning for Social Media Act.

6 Section 5. Definitions. As used in this Act:

7 "Clear and conspicuous" has the meaning set forth in
8 Section 5 of Automatic Contract Renewal Act.

9 "Social media platform" means a public or semi-public
10 Internet-based service or application that has users in this
11 State and that meets the following criteria:

12 (1) a substantial function of the service or
13 application is to connect users in order to allow users to
14 interact socially with each other within the service or
15 application; and

16 (2) the service or application allows users to do the
17 following:

18 (A) construct a public or semi-public profile for
19 purposes of signing into and using the service or
20 application;

21 (B) populate a list of other users with whom an
22 individual shares a social connection within the
23 system; and

1 (C) create or post content viewable by other
2 users, including, but not limited to, on message
3 boards, in chat rooms, or through a landing page or
4 main feed that presents the user with content
5 generated by other users.

6 For the purpose of this definition, a service or
7 application that provides email or direct messaging services
8 shall not be considered a "social media platform" on the basis
9 of that function alone.

10 "User" means a person that uses a social media platform
11 while located in this State.

12 Section 10. Mental health warning label required.

13 (a) The operator of a social media platform shall ensure
14 that a clear and conspicuous mental health warning label that
15 complies with the requirements of subsection (b):

16 (1) appears each time a user accesses the social media
17 platform; and

18 (2) remains visible until the user:

19 (A) exits the social media platform; or

20 (B) acknowledges the potential for harm and
21 chooses to proceed to the social media platform.

22 (b) A mental health warning label required under
23 subsection (a) shall:

24 (1) warn the user of potential negative mental health
25 impacts of accessing the social media platform in a manner

1 consistent with the guidelines set forth under Section 15;
2 and

3 (2) provide the user access to resources to address
4 the potential negative mental health impacts described in
5 paragraph (1) and include the website and telephone number
6 of a national suicide prevention and mental health crisis
7 hotline system, including, but not limited to, the 9-8-8
8 Suicide and Crisis Lifeline.

9 (c) The operator of a social media platform shall not:

10 (1) provide the warning label exclusively in the
11 social media platform's terms and conditions;

12 (2) include extraneous information in the warning
13 label that obscures the visibility or prominence of the
14 warning label; or

15 (3) allow a user to disable a warning label, except as
16 provided under paragraph (2) of subsection (a).

17 Section 15. Content of mental health warning label. The
18 Department of Public Health shall develop guidelines for the
19 warning labels required under Section 10. The guidelines shall
20 be based on current evidence regarding the negative mental
21 health impacts of social media platforms. The Department of
22 Public Health shall review and revise the guidelines as
23 appropriate.

24 Section 20. Pop-up timer required.

1 (a) Except as provided under subsection (b), the operator
2 of a social media platform shall display a clear and
3 conspicuous pop-up notification at least once every 30 minutes
4 that a user has actively used the platform. The notification
5 shall:

6 (1) inform the user that the user has actively used
7 the platform for the relevant consecutive period of time;

8 (2) inform the user of the total time the user has
9 actively used the platform that day; and

10 (3) remain visible until the user acknowledges the
11 notification.

12 (b) The operator of a social media platform may allow a
13 user to:

14 (1) deactivate the notification required under
15 subsection (a); or

16 (2) customize the period of time resulting in the
17 notification required under subsection (a), provided that
18 the maximum time period does not exceed 60 minutes.

19 Section 25. Enforcement. A violation of any of the
20 provisions of this Act is an unlawful practice under the
21 Consumer Fraud and Deceptive Business Practices Act. All
22 remedies, penalties, and authority granted to the Attorney
23 General by that Act shall be available to the Attorney General
24 for the enforcement of this Act.

1 Section 30. Rulemaking. The Department of Public Health
2 may adopt rules necessary to implement and administer this
3 Act.

4 Section 90. The Consumer Fraud and Deceptive Business
5 Practices Act is amended by adding Section 2MMMM as follows:

6 (815 ILCS 505/2MMMM new)

7 Sec. 2MMMM. Violations of the Mental Health Warning for
8 Social Media Act.

9 (a) A person who violates the Mental Health Warning for
10 Social Media Act commits an unlawful practice within the
11 meaning of this Act.

12 (b) The provisions of Section 10a do not apply to a
13 violation of this Section.