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STATE REPRESENTATIVE • 4TH ASSEMBLY DISTRICT

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Rep. Steffen to Reintroduce Kids Online Safety Act

Surgeon General again issues sharp warning on dangers of unrestricted social media use

Madison, WI – Today, State Representative David Steffen (R-Howard) announced plans to reintroduce the Wisconsin Kids Online Safety Act. The legislation will create an option for parents to enable important safety features on their child’s social media account. [12 states](#) have now enacted laws aimed at keeping kids safe as they navigate social media. Rep. Steffen introduced 2023 [AB 373](#) and plans to reintroduce similar legislation next session, as concerns regarding social media’s unrestricted access to our kids continues to grow.

“Our Surgeon General is again spotlighting the damaging effects of unfettered social media use on our kids—this time calling for a warning label. Users, especially kids and parents, should absolutely be warned about the harms associated with unrestricted social media use. But beyond that, we need to establish some basic guardrails because right now, our kids and parents are no match for the addictive, relentless social media environment that exists today,” said Rep. Steffen.

The online safety of kids is a major concern in this country. Over [80% of Americans](#) feel that social media platforms know too much about their children and are concerned about online tracking and advertising targeted at their kids. Without meaningful options to enhance safety, users are left with the unappealing choice of “all or nothing” when it comes to social media.

Similar to 2023 AB 373, the reintroduced version of this legislation looks to create an optional “safe mode” for accounts held by minors which will include a nighttime sleep mode, turn off the addictive algorithm and targeted advertising, and restrict direct messaging from strangers.

“This is a complex issue, but when the mental and physical well-being of our kids is at stake, we have a responsibility to take action and develop a solution,” said Rep. Steffen.

For more information please contact the office of Representative Steffen at (608)237-9104 or by email at Rep.Steffen@legis.wisconsin.gov.

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