What does HB24-1136 do? This bill aims to mitigate the addictiveness and negative mental health impacts of social media platforms. This bill will do this through informational pop-up notifications to kids and teens that are on a social media platform for over an hour and through digital literacy programming available to all Coloradans.

Why do we need HB24-1136? According to the U.S. Surgeon General's report, Social Media and Youth Mental Health: The U.S. Surgeon General’s Advisory, up to 95% of youth ages 13-17 report using social media, with more than a third saying they use social media “almost constantly.” Social media companies use personally tailored and targeted feeds (“addictive feeds”) to get kids and teens to view and engage with platforms longer to make larger profits. For social media companies, time online equals more money. Addictive feeds have had an increasingly devastating effect on children and teens, contributing to significantly higher rates of youth depression, anxiety, suicidal ideation, and self-harm. Our research, Constant Companion: A Week in the Life of a Young Person’s Smartphone Use, has shown that kids and teens are struggling to set their own boundaries when it comes to fielding the barrage of notifications from apps on their smartphones. In fact, some users report checking their phones hundreds of times a day, and scrolling through TikTok and Instagram for hours at a time.

Children and teens are bombarded with an average of 237 notifications per day. These are notifications that disrupt sleep, school, work, and face to face relationships.

HB24-1136 requires pop-up notifications alerting youth about problematic social media use. These pop-up notifications will be evidence-based and linked to resources.

During the daytime, these informational notifications will pop up after one cumulative hour on that social media platform in a 24 hour period, and will continue to repeat at least every 30 minutes after that.

During the late evening and early morning, between 10 PM and 6 AM these informational pop-up notifications will repeat at least every 30 minutes.

HB24-1136 also requires the Department of Education to administer an online education and resource bank about safe and healthy social media use. This free resource bank will be available to the public and will contain evidence-based, research backed programs, materials, and curriculum that are focused on the physical and mental health impacts of social media use on children and teens.

HB24-1136 would help to protect Colorado’s kids from the harms of social media now!