

An Initiative Petition for a Law to
Promote Healthy Use of Social Media by Elementary and High School Students

Be it enacted by the People, and by their authority,

SECTION 1. Chapter 63 of the General Laws is hereby amended by adding the following section:

SECTION 81 1/2:

(a) For the purposes of this section the following definitions apply:

“Digital Advertising Services”, the sale or purchase of advertising space through a digital interface, including websites, mobile applications, and internet-connected platforms.

“Digital interface”, any type of software, including a website, part of a website or an application that a user may access.

“IP address”, a unique string of characters assigned to each device connected to a computer network using the Internet Protocol for communication.

“User”, an individual who accesses a digital interface using a device with an IP address.

“Purchaser”, any individual, business, or entity paying for digital advertising.

“Vendor”, an individual, business, or entity providing digital advertising services to purchasers.

(b) An excise is imposed upon the sale of digital advertising services provided within the Commonwealth at a rate of 1 percent of the gross receipts of the vendor from all such sales. A digital advertising service shall be deemed to have been provided within the Commonwealth if it is received on a user’s device having an IP address located within the Commonwealth.

(c) Vendors with revenue from digital advertising services within the Commonwealth shall remit the excise described in the subsection (b) to the commissioner of revenue on a monthly basis.

(d) There is hereby established and set up on the books of the Commonwealth a separate fund to be known as the “Fund to Promote Healthy Use of Social Media by Elementary and High School Students”, hereafter referred to in this section as the fund, to be administered by the Secretary of Education. Any amounts collected from the excise described in subsection (b) shall be deposited into the fund. The expenditure of revenues from the fund shall be used, subject to appropriation, for the

development of school based, home based and community based programs to help parents and educators promote the safe and healthy use of social media by elementary and high school students.

SECTION 2: The provisions of this law are severable, and if any clause, sentence, paragraph or section of this law or an application thereof shall be adjudged by any court of competent jurisdiction to be invalid, such judgment shall not affect, impair, or invalidate the remainder thereof but shall be confined in its operation to the clause, sentence, paragraph, section or application adjudged invalid and such clause, sentence, paragraph, section or application shall be reformed and construed so that it would be valid to the maximum extent permitted.

The following registered voters subscribe to the above initiative petition:

Signature _____ Address _____

Signature _____ Address _____

Signature _____ Address _____

Signature _____ Address _____

Signature _____ Address _____