
SENATE COMMITTEE ON APPROPRIATIONS

Senator Sabrina Cervantes, Chair
2025 - 2026 Regular Session

SB 1247 (Padilla) - Social media platforms: child influencers

Version: April 23, 2026

Policy Vote: P., D.T., & C.P. 9 - 0, JUD.
13 - 0

Urgency: No

Mandate: No

Hearing Date: May 11, 2026

Consultant: Bob Franzoia

Bill Summary: SB 1247 would allow a child influencer, who is at least 18 years of age and is featured as a minor in paid content on a social media platform, to have that content edited or removed. The bill would authorize a child influencer to bring a specified civil action against a vlogger for relief.

Fiscal Impact: Unknown, potentially significant cost pressure to the courts to the extent there are additional civil filings for new violations created by this bill. Actual costs would depend on the number of child influencers seeking to edit or remove content and subsequent civil actions and injunctive relief. Although courts are not funded based on workload, increased pressure on the Trial Court Trust Fund may create a demand for increased funding for courts. The proposed FY 2026-07 Governor's budget would provide \$70 million General Fund support (Trial Court Trust Fund, General Fund).

Background: Ever since the advent of the image capturing cell phone, the number of online images and videos of family members has skyrocketed. In an increasing number of cases, parents, legal guardians, or other family members of children may share these images on social media platforms and receive compensation in return, referred to as "vloggers" in some instances.

Proposed Law: This bill would enable a child influencer to bring a civil action against a vlogger who violates this chapter for relief including (1) actual damages, (2) statutory damages in the amount of three thousand dollars (\$3,000) for each day that a vlogger is in violation, (3) injunctive relief and (4) reasonable attorney's fees and costs.

In considering whether to grant injunctive relief, a court shall consider (1) emotional harm or substantial embarrassment the paid content causes the child influencer, (2) increased risk to the child influencer of harassment or compromised safety, (3) loss of control of personal information and (4) harm to future opportunities.

Related Legislation: SB 764 (Padilla), Chapter 611/2024 placed obligations on adult "vloggers," creators of online content for compensation, whose online content features minors "engaging in vlogging," to set aside a certain amount of gross earnings in a trust account to be established in a California financial institution. A child is "engaged in vlogging" when a certain percentage of the content includes the minor and the related compensation reaches a certain threshold.