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NetChoice
Protecting Free Speech and Free Enterprise Online

Wisconsin Assembly Bill 966

TESTIMONY IN SUPPORT

February 3, 2026

Wisconsin Legislature
Assembly Committee on Criminal Justice and Public Safety

Chairman Spiros, Vice Chair Piwowarczyk and Members of the Committee:

NetChoice writes in support of Assembly Bill 966, which directs the Wisconsin Department of Justice to conduct a children's online digital safety awareness campaign. NetChoice is a trade association of leading internet businesses that promotes free speech and free enterprise online.

AB 966 represents the right approach to online safety: education over heavy handed regulation. Rather than imposing restrictive mandates that often prove ineffective or constitutionally problematic, this bill empowers parents, educators, and children themselves with the knowledge they need to navigate the digital world safely.

Our members have taken issues of teen safety seriously and in recent years have rolled out numerous new features, settings, parental tools, and protections to better empower parents and assist in monitoring their children's use of social media. Digital literacy and parental engagement are the most effective tools for protecting children online. Research consistently shows that families benefit most from accessible, evidence-based information about online risks and protective strategies. By requiring the DOJ to develop and distribute educational materials, Wisconsin is investing in solutions that actually work.

AB 966 stands in stark contrast to other bills the legislature is considering such as AB 960, which would mandate warning labels on social media platforms. While well-intentioned, warning labels and other mandates raise serious First Amendment concerns by compelling private companies to display government messages and risk desensitizing users through generic, repetitive warnings. AB 966 achieves the same goal—informing families about online risks—through a constitutionally sound, evidence-based public awareness campaign that can be tailored, updated, and made genuinely useful to Wisconsin families without the legal vulnerabilities and unintended consequences of compelled speech requirements.

AB 966 trusts parents and educators to make informed decisions for the children in their care. Every family's circumstances, values, and needs are different. Educational campaigns provide tools without

dictating choices. This bill does not raise First Amendment concerns, impose costly technical mandates on private companies, or require problematic age verification systems that compromise user privacy. It is a straightforward, practical solution that Wisconsin can implement immediately.

By focusing on education rather than regulation, this bill fosters cooperation between government, families, schools, and online services. All stakeholders share the goal of child safety. This legislation advances that goal without creating unnecessary conflict or compliance burdens.

NetChoice urges the Committee to advance this bill and encourages continued focus on educational approaches to online safety. We appreciate the opportunity to submit testimony and remain available to answer questions.

Sincerely,

Amy Bos, Vice President Government Affairs, NetChoice[1]

NetChoice is a trade association that works to protect free expression and promote free enterprise online. .

[1] The views of NetChoice expressed here do not necessarily represent the views of all NetChoice members.