

Social media age restrictions

From 10 December 2025, many social media platforms won't be allowed to let Australians under 16 create or keep an account. The Social Media Minimum Age Restriction laws are aimed at protecting young Australians at a critical stage of their development.



Why the social media delay?

The changes aim to protect under-16s from pressures and risks they can be exposed to while logged in to social media accounts. These come from design features in the platforms that:

- encourage them to spend too much time on screens – for example, by prompting them with streams of notifications and alerts, and pressuring them to view disappearing content
- increase the likelihood of exposure to negative, upsetting or manipulative content served up in their feeds by algorithms.

These features have been linked to harms to health and wellbeing – including increased stress levels, and reduced sleep and concentration.

The delay provides under-16s with the time to:

- learn about social media's benefits and risks
- build digital, social and emotional skills
- understand the importance of reaching out for help if things go wrong.

While the responsibility rests with the platforms themselves to take reasonable steps to prevent under-16s from having accounts, we can all play a part.

Use this kit to share information and resources about the changes with your audiences and communities.

Find out more general information at [eSafety's social media age restrictions hub](https://www.esafety.gov.au/social-media-age-restrictions).

Quick facts:

- The age restrictions are likely to apply to [Facebook](#), [Instagram](#), [Kick](#), [Reddit](#), [Snapchat](#), [Threads](#), [TikTok](#), [X](#), [YouTube](#) as well as other platforms. See the [latest list](#).
- Under-16s will still be able to see publicly available social media content that doesn't require logging into an account.
- Most standalone gaming and messaging apps, as well as many services that support health and education, will not be affected by the new law.
- There are no penalties for under-16s who access an account on an age-restricted social media platform, or for their parents or carers. This is about making the platforms take greater responsibility for the safety of children – they face fines of up to \$49.5 million dollars if they don't take reasonable steps to implement the changes.

How can you help?

1. [Subscribe to eSafety News](#)

Receive updates from eSafety when new information and resources are available.

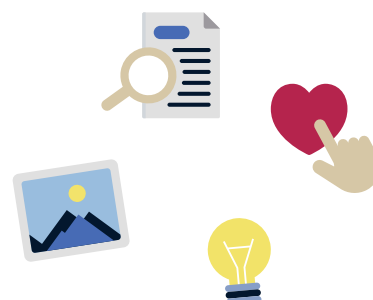
2. Get informed

Find out what's happening by reading the [frequently asked questions on the eSafety hub](#).

There is specific information and resources for [parents and carers](#), [young people](#), and [educators](#).

3. Spread the word

- Display the poster on your premises.
- Add the PowerPoint slides to your own presentations.
- Encourage your community to register for [eSafety's live webinars](#). We have sessions for parents and carers, as well as educators and youth-serving professionals.
- Include an article/s in your newsletters using the suggested copy and attach the flyer.
- Post on your social media channels using the tile and suggested copy.



Newsletter copy

From 10 December Australian young people under 16 will not be allowed to create or hold accounts on certain social media platforms. This is not a ban, it's a delay to having accounts.

Being logged into an account increases the exposure under-16s have to design features that encourage them to spend more time on screens, while serving up content that can harm their health and wellbeing. The delay is an opportunity for them to build their digital literacy skills and resilience.

The restrictions are likely to apply to Facebook, Instagram, Kick, Reddit, Snapchat, Threads, TikTok, X, YouTube among other platforms. See the [latest list](#).

Information and resources to support parents and carers, and young people to prepare for the change are available at eSafety's [Social media age restrictions hub](#).

Visit [eSafety.gov.au](https://www.esafety.gov.au).

The Social Media Minimum Age legislation will take effect on 10 December, preventing young people under-16 from having accounts on certain social media platforms.

The restrictions are likely to apply to Facebook, Instagram, Kick, Reddit, Snapchat, Threads, TikTok, X, YouTube among other platforms. See the [latest list](#).

There are no penalties for under-16s who access an age-restricted social media platform, or for their parents or carers. Penalties will be apply to age-restricted platforms that fail to take reasonable steps to prevent under-16s from having accounts on their platforms.

If you or your family is impacted by this change, information and support is available at the [eSafety Commissioner website](#), which includes frequently asked questions, tips and resources for dealing with the change.

Visit [eSafety.gov.au](https://www.esafety.gov.au).

Social copy

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@eSafetyOffice has information, tips and resources to answer your questions and prepare for the change.

Visit [eSafety.gov.au](https://www.esafety.gov.au) to find out more.

Do you want to know more about the Social Media Minimum Age restrictions?

The @eSafetyOffice website includes information, tips and resources for parents and carers, and young people to help prepare for the change.

Visit [eSafety.gov.au](https://www.esafety.gov.au).