



Uttar Pradesh New Social Media Policy | Uttar Pradesh | 29 Aug 2024

Why in News?

Recently, The **Uttar Pradesh Cabinet** approved a **new social media policy**, aimed at regulating content across platforms including [Facebook, X, Instagram, and YouTube](#).

Key Points

- According to the policy, **social media influencers can earn up to Rs 8 lakh per month by sharing the government's schemes and initiatives on their platforms.**
 - The residents of the state who are residing in different parts of the country and abroad will be ensured to get employment in large numbers.
- According to the sources, for listing, each of X, Facebook, Instagram and YouTube has been **divided into four categories based on subscribers and followers.**
 - The **category-wise maximum payout limit** for payments to account holders or operators or influencers of **X, Facebook, Instagram** has been **fixed at Rs 5 lakh, Rs 4 lakh, Rs 3 lakh and Rs 2 lakh per month** respectively.
 - The **category wise maximum** payout limit for videos, shorts, podcast payments **on YouTube** has been **fixed at Rs 8 lakh, Rs 7 lakh, Rs 6 lakh and Rs 4 lakh per month**, respectively.
- The government has listed a **digital agency, 'V-Form,'** to handle advertisements. It will be **responsible for showcasing videos, tweets, posts, and reels.**
- The policy also introduces **guidelines for addressing objectionable [social media content](#).**
 - Action will be taken for [anti-national](#), [anti-social](#), [fake news](#) or **inflammatory content posted on social media.**

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