



FOR IRS PARTNERS

Social Media: Equipping You



YouTube

A video sharing site that lets anyone upload and store videos. The videos can be made available for private or public viewing. In addition, viewers are able to comment and provide feedback on the posted content. The IRS has produced videos on their IRS channel that can be shared via the partner's website.

What you can do: Subscribe to [IRS YouTube](#) for a clear, professional outreach message to post to your websites and other communication vehicles.

IRSvideos: [English](#), [American Sign Language \(ASL\)](#) and [Multilingual](#)



Twitter

An online social networking service that enables its users to send and read text-based posts of up to 280 characters, referred to as "tweets," and images. Partners that have twitter accounts can share information with groups of "followers" with common interests.

What you can do: Follow IRS Twitter accounts for "tweets" to help you promote IRS tax information and add your own customized messages. Re-tweet IRS information from your Twitter account. This will push your customers directly to the latest IRS information on IRS.gov or one of our many other resources.

IRS Twitter accounts: [@IRSnews](#), [@IRStaxpros](#), [@IRStaxsecurity](#) and [@IRSenEspañol](#)



Instagram

A social networking service that allows users to share photos and videos, which can be organized by tags. The IRS Instagram account shares taxpayer-friendly information on a variety of topics to help people Get Ready for the tax season, navigate tax law changes and stay alert to tax scams.

What you can do: Follow [@irsnews](#) for images and videos that you can use to help promote IRS tax information.



Facebook

One of the most widely visited social networking sites that helps people communicate and exchange messages. IRS messages are posted as shareable tabs that link to IRS.gov.

What you can do: "Like" the IRS Facebook accounts and share IRS content on your own Facebook pages.

IRS Facebook pages: [English](#) and [Spanish](#)



LinkedIn

A platform for business professionals looking to share information that affects their industries. IRS LinkedIn posts important tax information, updates and announcements from the IRS.

What you can do: Connect with the [IRS LinkedIn](#) account to find IRS tax information and add your own customized messages.



Podcast

A digital audio file that can be saved for playback on a portable media device or computer. IRS provides podcasts to increase access to IRS messages and to deliver tax information. These are often listed on news releases and on Tax Tips. They are available in English and Spanish.

What you can do: Check out the [Podcast link](#). You can download IRS audio files, in English and Spanish, to use for podcasts that your customers can play on their portable music player. You can also subscribe to our podcasts made available through [iTunes](#).



IRS2GO

A Smartphone application that lets you interact with the IRS using your mobile device. Apple device users can download the free app by visiting their app store. With an Android device, visit the Google Play Store to download the free app. It includes features such as Get your refund status; Get tax updates; the VITA Locator and more. IRS continues to explore other services to add to this app.

What you can do: Download the [IRS2GO](#) app and have your customers who have smartphones do the same. Explain how they can have easy access to free IRS services.



IRS Social Media Resources on IRS.gov

[IRS Social Media site](#) – Get connected to IRS Social Media

[IRS Outreach Connection](#) – Subscribe to receive email alerts when this page is updated!

[YouTube Video](#) on IRS Social Media – Learn more about how to get news from IRS Social Media