

Date of Approval: 03/28/2025  
Questionnaire Number: 1975

## **Basic Information/Executive Summary**

What is the name of your project (system, database, pilot, product, survey, social media site, etc.)?

Instagram and Threads - @IRSnews

Acronym:

IG and Threads

Business Unit

Communications and Liaison

Preparer

# For Official Use Only

Subject Matter Expert

# For Official Use Only

Program Manager

# For Official Use Only

Designated Executive Representative

# For Official Use Only

Executive Sponsor

# For Official Use Only

**Executive Summary:** Provide a clear and concise description of your project and how it will allow the IRS to achieve its mission.

The office of Communications and Liaison Social Media Branch is the owner of the official IRS agency Instagram and Threads page. Instagram is a mobile photo based, and video sharing social network and is centered around sharing images and video through the account or via stories and reels in a feed. The use of Instagram allows IRS to improve taxpayer experience, promote compliance, inform the public about credits and deductions. Threads is a dependent platform of Instagram in that it does not exist without the Instagram profile. Threads provides another stream to communications on social via plain language. The IRS presence on this platform serves the dual purpose of informing the public, meeting them where they consume information and humanizing the agency. The records stored for Instagram and Threads are authenticated by IRS and stored by records retention service provider to meet records retention requirements for

Freedom of Information Act (FOIA); only Social Media Branch employees, Instagram administrators and records retention provider have access to records. This is a renewal PIA for the Instagram platform and adding Threads.

## Personally Identifiable Information (PII)

Will this project use, collect, receive, display, store, maintain, or disseminate any type of Sensitive but Unclassified (SBU), Personally Identifiable Information (PII), or Federal Tax Information (FTI)?

Yes

Please explain in detail how this project uses sensitive data from inception to destruction (data lifecycle).

Social media platforms use a few different personally identifiable information details to identify real persons and not robots or artificial intelligence created accounts. The IRS does not physically store any of this information; however, the IRS holds a contract with a records management company that specializes in capturing social media records. The vendor captures and retains IRS social media records and will retire content as per National Archives and Records Administration guidelines.

Please select all types of Sensitive but Unclassified data (SBU)/Personally Identifiable Information (PII)/Federal Tax Information (FTI) that this project uses.

- Biometric Information
- Comments (Social Media)
- Education Information
- Email Address
- Employment Information
- Family Members
- Geographical Indicators
- Language
- Name
- Online Identifiers
- Personal Characteristics
- Photograph
- QR Codes

Cite the authority for collecting SBU/PII/FTI (including SSN if relevant).

PII for federal tax administration - generally IRC Sections 6001 6011 or 6012

# Product Information (Questions)

1 Is this a new social media site?

No

1.1 Is there a PCLIA for this social media site?

Yes

1.11 What is the PCLIA number of the most recent approved PCLIA for this social media site?

5810

1.12 What are the changes and why?

Changes include renewing the PCLIA 5810, updating the naming convention of this PCLIA to conform to a built architecture for Instagram and adding Threads as affiliated platform through Instagram.

2 What is the URL to the social media site?

<https://www.instagram.com/irsnews/> and <https://www.threads.net/@irsnews>

3 What social media site is this hosted on?

Instagram and Threads

4 Will a person's email address likely become available through the use of this social media site?

Yes

5 If the site is operational, please specify the operational date. If the site is not operational, please specify the requested operational date.

Instagram is operational as of 11/30/2018. Threads is not operational, and we request the operational date by 2/1/2025.

6 If the public will be able to respond to or interact with comments or questions, how will the public be able to respond? Will the public need to identify their email address or other address if they request service?

All social media platforms allow for the public to comment, react (like, love, etc.), share and bookmark or save posts. For Instagram the comments feature is turned off and the public cannot comment on posts. The IRS does not accept any requests for service via social media and thus does not collect email addresses or other identifying information from the public. To follow, send direct messages or like posts on IRS social media pages, no personally identifiable information is collected from any social media platform for IRS business use.

7 Is there another IRS site (irs.gov, taxpayeradvocate.irs.gov) where the taxpayer can achieve the same results?

Yes

8 If the IRS intends or expects to use the PII, please explain the detailed business needs and uses for the PII, and how the PII is limited only to that which is relevant and necessary to meet the mission and goals of the IRS.

IRS does request nor store SBU/PII outside of the social media site, nor is the data shared. PII is declared due to the nature of social media; any SBU/PII received is normally thru comments posted to the IRS site after an announcement or update to the site.

9 If the site will be used to solicit feedback, please explain how and with whom will the PII be shared?

In general, IRS social media channels are not used to solicit feedback. However, there may be times when a post with agency trivia questions or polls may be posted. The intention of such trivia questions and/or polls is to create interest and maintain relevance with our followers. No PII is collected or shared from trivia questions and polls.

10 Are there plans to maintain the PII collected, used or stored? If not, please explain the mitigation plan to remove it.

IRS Social Media Branch does not collect, use or store PII from social media platforms. The public is limited to interact via heart/reaction and sharing. Social Media Branch contracts with a records retention provider for social media records retention. The records retention provider captures all posts and comments, even if deleted and captures the metadata in the event IRS needs to respond to a FOIA request.

11 RCS 17, Item 34 is for IRS Interactive Networking Site Use Records. Is this the authority that will be used to retain or dispose of the PII data?

No

12 GRS 3.1 Item 012 is for special purpose computer programs and applications. Is this the authority that will be used to retain or dispose of the PII data?

No

13 If there is another authority that will be used to retain or dispose of the PII data, please explain the other authority.

No

14 Describe where the PII data will be stored and who will have access to it.

The IRS does not physically store any of this information; however, the IRS holds a contract with a records management company that specializes in capturing

social media records. The vendor captures and retains IRS social media records and will retire content as per National Archives and Records Administration guidelines.

15 If this site uses any means to track visitors' activities (persistent cookies, session cookies, web beacons, etc.) on the internet, please explain the type of tracking and the reason for its use.

To view detailed Cookie information for Instagram, please see <https://www.facebook.com/privacy/policies/cookies>. From the Meta Privacy Center, the section on Cookies Policy details the cookies Instagram uses that change over time as Meta Products are improved and updated. Instagram typically uses cookies for the following purposes: authentication, security, site and product integrity, advertising, recommendations, insights and measurement, site features and services, performance, analytics and research and third-party websites and apps. The cookies used and how they are used are detailed at the following page: [https://www.facebook.com/privacy/policies/cookies/?annotations\[0\]=explanation%2F1\\_common\\_cookies\\_and\\_uses](https://www.facebook.com/privacy/policies/cookies/?annotations[0]=explanation%2F1_common_cookies_and_uses).

16 Has the IRS business owner examined the social media site's privacy policy and evaluated risks?

Yes

17 Will the IRS business owner monitor any changes to the third party's privacy policy and periodically assess the risks involved?

Yes

18 If the agency does not provide a pop-up alert to the visitor explaining that they are being directed to an external third-party website that may have different policies (not an official government domain), please explain why.

Yes

19 How will the IRS business owner take the necessary steps to disclose the third party's involvement and describe the IRS privacy requirements in its privacy policy notice (specified by OMB M-10-23) when the application of the third-party is embedded?

IRS does not have ownership or regulation of third-party privacy policies. IRS clearly displays the URL to IRS privacy policy <https://www.irs.gov/privacy-disclosure/irs-privacy-policy> on the profile page of each social media account. IRS also provides links to the different social media platform privacy policies at <https://www.irs.gov/privacy-disclosure/links-to-other-websites>.

20 Will the IRS business owner assure that the IRS seal or emblem will be added to its profile page on a social media site to indicate that it is an official IRS agency presence?

Yes

21 Will a link to irs.gov and the IRS Privacy Policy be placed on the front page of the website and does the business owner agree to maintain an IRS approved privacy notice that will "stand alone" and not be combined into other background information. If no, please explain why a Privacy Notice is not required.

Yes

22 If there are other social media sites owned or maintained by the business unit, please provide the full name(s) of the site(s) and date(s) of operation.

Platform: Facebook, Name: IRS, Operational date: 08/01/09.

Platform: Facebook, Name: IRSenEspanol, Operational date: 08/01/09.

Platform: Threads, Name: IRSnews, Activation date: 12/03/24.

Platform: X, Name: IRSnews, Operational date: 08/01/12.

Platform: X, Name: IRSsmallbiz, Operational date: 08/01/12.

Platform: X, Name: IRStaxpros, Operational date: 08/01/12.

Platform: X, Name: RecruitmentIRS, Operational date: 08/01/12.

Platform: X, Name: IRStaxsecurity, Operational date: 08/01/12.

Platform: X, Name: IRSenEspanol, Operational date: 08/01/12.

Platform: LinkedIn, Name: Internal Revenue Service, Operational date: 03/01/2014.

Platform: YouTube, Name: IRSvideos, Operational date: 08/01/09.

Platform: YouTube, Name: IRSvideosASL, Operational date: 08/01/09.

Platform: YouTube, Name: IRSmultilingual, Operational date: 08/01/09.

23 Does the social media site maintain records describing how an individual exercises rights guaranteed by the First Amendment?

No

## Interfaces

Interface Type

Other Federal Agencies

Agency Name

Treasury Inspector General for Tax Administration (TIGTA)

Incoming/Outgoing

Outgoing (Sending)

Transfer Method

Secure email/Zixmail

Interface Type

Other Organization

Agency Name

Instagram

Incoming/Outgoing

Incoming (Receiving)

Transfer Method

Other

Other Transfer Method

Direct input occurs by the user of the platform with implied consent.

Interface Type

IRS or Treasury Contractor

Agency Name

Privacy, Governmental Liaison and Disclosure (PGLD)

Incoming/Outgoing

Outgoing (Sending)

Transfer Method

Secure email/Zixmail

Interface Type

Other Organization

Agency Name

Contracted Records Retention provider

Incoming/Outgoing

Outgoing (Sending)

Agency Agreement

Yes

Agreement Name

XXXXX This is a contracted service.

Transfer Method

Other

Other Transfer Method

Web Software as a Service (SaaS) based Application Programming Interface (API)

Interface Type

Other Organization

Agency Name

Threads

Incoming/Outgoing

Incoming (Receiving)

Transfer Method

Other

Other Transfer Method

Direct input occurs by the user of the platform with implied consent.

# Systems of Records Notices (SORNs)

## SORN Number & Name

IRS 00.001 - Correspondence Files and Correspondence Control Files

## Describe the IRS use and relevance of this SORN.

To track correspondence including responses.

## Records Retention

### What is the Record Schedule System?

General Record Schedule (GRS)

### What is the retention series title?

Public correspondence and communications not requiring formal action.

### What is the GRS/RCS Item Number?

GRS 6.4 item 020

### What type of Records is this for?

Electronic

### Please provide a brief description of the chosen GRS or RCS item.

Records related to correspondence and communications, including comments, to and from the public that require no formal response or action. Includes: comments the agency receives but does not act upon or that do not require a response, agency postings on social media accounts and email blasts that consist of information released or captured elsewhere, provided the agency also captures the posting.

### What is the disposition schedule?

Temporary. Destroy when 90 days old, but longer retention is authorized if required for business use.

## Data Locations

### What type of site is this?

Environment

### What is the name of the Environment?

Contracted Records retention service provider

### What is the URL of the item, if applicable?

Contractor website XXXXX

### Please provide a brief description of the Environment.

This is identified to declare the IRS data stored in contractor records retention provider web service.

What are the incoming connections to this Environment?

The data is authenticated and becomes available to both the IRS and the contracted records retention service provider web tool through direct access of the administrator.

What are the outgoing connections from this Environment?

No interconnections are required for LinkedIn. Any information passed is worked through a formal request process, for example FOIA and Treasury Inspector General for Tax Administration (TIGTA).