

Date of Approval: February 23, 2021
Social Media PCLIA ID Number: 5810

SITE DESCRIPTION

The full name and acronym for the Social Media site, Third Party Website, or Application.

Instagram 2021, Instagram

Note: the remaining questions will be simplified to Social Media site (vs. Third Party Website or Application)

Is this a new Social Media site?

No

Is there a PCLIA for this Social Media site?

Yes

Enter the full name, acronym and PCLIA ID of the most recent Social Media PCLIA.

PIA #2797, Instagram, Instagram

Enter the approval date of the most recent Social Media PCLIA.

2/7/2018

Indicate what changes occurred to require this update.

Other Changes

Please explain:

PIA #2797, Instagram, will expire on 2/7/2021. A new Social Media PCLIA for this system is required before: 2/7/2021. To remain in compliance with the E-Government Act of 2002 and all applicable privacy laws and guidance, a new Social Media PCLIA for this system is required before: 2/7/2021.

What type of Social Media site will be used?

Other

Please specify:

Instagram

GENERAL BUSINESS PURPOSE

What is the specific business purpose of the IRS use of this Social Media site? Provide a clear, concise description of the Social Media site, the reason for the site, and the benefits to the IRS mission.

The specific business purpose of the IRS use of Instagram is to make the agency's resources more accessible, create awareness and humanize the agency by potentially reaching 700 million total monthly active users between the ages of 18-29 (60% of users). Showcase products and services Drive traffic to IRS.gov Increase taxpayer outreach Highlight programs and deadlines that change over time Incentivize taxpayer engagement Share news Connect with influencers Address unique challenges of younger citizens becoming first-time taxpayers Enhance and complement event experiences Showcase the agency and recruit new talent when resources support are available Instagram is a mobile photo-Mobile-based photo and video-sharing social network with more than 700 million total monthly active users. It is centered around sharing images and video through an account or via stories in a feed. The IRS Social Media Branch currently creates images using graphics purchased through a contract with Thinkstock (stock image provider) and editing them to highlight our priorities. We do this for Twitter, Facebook and Tumblr. The immediate plan is to plan for Instagram as well. Additionally, we plan to create short videos in coordination with Communication and Liaison (C&L).

Is the Social Media site operational?

Yes

What was the operational date?

11/30/2018

PII DETAILS

Will Personally Identifiable Information (PII) become available to the IRS through public use of this Social Media site?

Yes

What PII is likely to become available?

Name
Location
Picture
Employer

Will the public be able to respond or interact with comments or questions?

No

Will the public need to identify their email address or other address if they request service?

No

ABOUT THE SOCIAL MEDIA SITE

Does the IRS intend or expect to use the PII?

No

Will the IRS share the PII?

No

SYSTEM OF RECORDS NOTICE

Is there a System of Records Notice(s) or 'SORN(s)', that address(es) the PII records in this site?

Yes

List the SORN number(s) and the complete name(s) of the SORN

IRS 00.001 Correspondence Files and Correspondence Control Files

RESPONSIBLE PARTIES

Official Use Only

RECORDS SCHEDULE

Will your site interact with the public?

No

TRACKING

Does this Social Media site use any means to track visitors' activities on the Internet?

Yes

Indicate how:

Web Beacons

Statue authority & provide reason

Cookies and similar technologies: When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use Instagram and provide features to you. We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party. <https://help.instagram.com/155833707900388> (privacy policy)

Session Cookies

Statue authority & provide reason

Cookies and similar technologies: When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use Instagram and provide features to you. We may ask advertisers or other partners to serve ads or services to your devices, which may use cookies or similar technologies placed by us or the third party. <https://help.instagram.com/155833707900388> (privacy policy)

PRIVACY POLICY

Has the IRS Business Owner examined the Third Party's Privacy Policy and evaluated risks?

Yes

Is the Social Media site appropriate for IRS use?

Yes

Will the IRS Business Owner monitor any changes to the Third Party's Privacy Policy and periodically assess the risks involved?

Yes

Can the IRS Business Owner assure that if a link is posted that leads to an external Third Party website or any other external location that is not an official government domain, the agency will provide a pop-up alert to the visitor explaining that they are being directed to another website that may have different Privacy Policies?

Yes

If the IRS Business Owner incorporates or embeds a third-party application on its website or any other official government domain; 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, as specified by OMB M-10-23?

Yes

DATA SECURITY

How will the IRS secure the PII that is used, maintained, or provided? (Be specific to ensure the security controls meet Cyber Security and other federal security authorities.)

The IRS Social Media Branch will not solicit, accept or maintain any PII on the IRS Instagram page. The IRS Instagram account does not accept comments, limiting therefore the chances of users posting any PII.

Are there any privacy risks that may exist or be inherent in a social networking environment?

Yes

List the risks:

Instagram users may share PII on a public post and tag the IRS account.

What are the plans to mitigate the risks?

The Social Media branch often encourages the public to be cautious with their data on any public environment and warn that the IRS does not engage with taxpayers in this environment.

GENERAL REQUIREMENTS

Will the IRS Business Owner follow guidance that suggests when an agency uses a Social Media site that is not a part of an official government domain; the IRS will apply appropriate branding to distinguish the agency's activities from those of nongovernmental actors. For example, to the extent practicable, the IRS Business Owner will 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

If information is collected through the IRS use of a Social Media site, will the IRS Business Owner assure that they collect only the information "necessary for the proper performance of agency functions and which has practical utility"?

NA

If PII is collected, will the Business Owner assure that the agency collect only the minimum necessary to accomplish a purpose required by statute, regulations, or executive order?

NA

PRIVACY NOTICE

Does the Business Owner of this Social Media site agree to maintain an IRS approved Privacy Notice that will "stand alone" and not be combined into other background information? (Privacy Compliance & Assurance may request copies of the Terms of Service Agreements and/or the Privacy Notice.)

Yes

Can the Business Owner confirm that links to IRS.gov and the IRS.gov Privacy Policy will be placed on the front page of the website?

Yes

OTHER SITES

Are there any other Social Media sites owned or maintained by the Business Unit?

Yes

Provide full name(s) of the site and date(s) of operation.

Six Twitter accounts: the oldest since 2009 IRSnews, IRStaxpros, IRSenEspanol, IRStaxsecurity, IRSsmallbiz, RecruitmentIRS Two Facebook accounts: the oldest in operation since 2009 IRS and IRSenEspanol Three YouTube accounts IRSvideos, IRSvideosMultilingua and IRSvideosASL in operation since 2009 LinkedIn Internal Revenue Service since 2012

CIVIL LIBERTIES

Does the Social Media site maintain records describing how an individual exercises rights guaranteed by the First Amendment (including, but not limited to information regarding religious and political beliefs, freedom of speech and of the press, and freedom of assembly and petition)?

No

Will this Social Media site have the capability to identify, locate, and monitor individuals or groups of people?

Yes

Describe the type of information derived from these efforts and the technical (e.g., audit trails) or other processes used to limit unauthorized monitoring.

This data is systemically related to the use of Social Media and IRS has no plans to store or utilize it in any way without prior notice to participants and further review by Privacy.