

Date of Approval: 03/20/2026
Questionnaire Number: 2881

Basic Information/Executive Summary

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

Instagram

Acronym:

Instagram

Business Unit

Taxpayer Advocate Service

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 Taxpayer Advocate Service (TAS) will use its Instagram page to share updates with other users, including taxpayers, tax professionals, media and small businesses. Instagram allows TAS to share timely information, raise awareness of TAS services and mission, and encourage tax compliance.

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).

TAS does not plan/intend to use any sensitive data. Users are not able to comment on Instagram posts but will be able to send direct messages that will contain their name and photo. These messages will only be viewable to the TAS staff and the user.

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

Name

Photograph

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?

Yes

2 What is the URL to the social media site?

<https://www.instagram.com/yourvoiceatirs/>

3 What social media site is this hosted on?

Instagram

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

No

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

The profile has been created to reserve the TAS username, but it is not operational yet. We would like to have the site operational to start posting content 05/2026.

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?

The comment feature is disabled and followers will be unable to leave comments.

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

No

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.

No

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

No feedback will be solicited.

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

TAS does not intend to collect, use or store any PII.

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?

Yes

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?

Yes

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

No PII will be stored.

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.

The means used by Instagram to track its users are outside of TAS's ability to control. TAS does not have access to this data. TAS does not augment or manipulate tracking done by these outside sites.

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, when users click the link to our Instagram page from the TAS external website, they will be alerted that they are leaving the TAS website and entering a third-party website. The IRS privacy policy will be posted in the bio of the Instagram page.

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?

The IRS privacy statement will be posted directly on the front of the Instagram page and a link to the TAS homepage will be at the top of the profile.

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.

TAS maintains a presence on: Facebook, LinkedIn, YouTube and X

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

No

Interfaces

Interface Type

Other Organization

Agency Name

Instagram

Incoming/Outgoing
 Incoming (Receiving)
Transfer Method
 Other
Other Transfer Method
 Direct input from user.

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?

6.4: Public Affairs Records

What is the GRS/RCS Item Number?

Item 020

What type of Records is this for?

Electronic

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

Public correspondence and communications not requiring formal action. Records related to correspondence and communications, including comments, to and from the public that require no formal response or action. Includes: Comments posted by the public on an agency website that do not require response or that the agency does not collect for further use Communications from the public that the agency responds to but takes no formal action on 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.