

Social Media PCLIA Report

Date of Approval: June 29, 2018

Survey PCLIA ID Number: 3076

A. Site Description

1. The full name and acronym for the Social Media site, Third Party Website, or Application. Twitter - IRS Recruitment, None

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

2. Is this a new Social Media site? No

2.b. If no, is there a PCLIA for this Social Media site? No

3. What type of Social Media site will be used? (Facebook, YouTube, Twitter, LinkedIn, Other) Twitter

A.1 General Business Purpose

4. 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. To promote specific job announcements for the various hiring initiatives and post Public Service Announcements.

5. Is the Social Media site operational? Yes

5.a. If yes, what is the operational date? 03/01/2009

B. PII Details

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

6.a. If yes, check all the (PII) that is likely to become available

Yes: Name

Yes: Location

Yes: Picture

Yes: Contact Information

Yes: Employer

Yes: Education

Yes: Other

6.a.1. For other, List all other PII Account Identification handles

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

7.a. If yes, how? Twitter users can reply on and retweet IRS messages with their own additional comments as long as the entire tweet falls within the character limit. Twitter users can also ask questions or initiate comments and mention the @IRSNews and other handles listed in question #4. IRS social media policy does not permit Twitter channel managers to respond to replies or mentions.

8. Will the public need to identify their email address or other address if they request service? No

B.1 About the Social Media Site

9. Does the IRS intend or expect to use the PII? No

10. Will the IRS share the PII? No

C. Privacy Act & System of Records Notice

11. Is there a System of Records Notice(s) or SORN(s) that addresses the PII records in this site? No

11.b. If no, explain why the Social Media site does not have a SORN?

This account only allows outgoing tweets. No response from the public is captured except for generic totals of the number of followers, list and likes the source of which cannot be traced to the originator.

D. Responsible Parties

12. Identify the individuals for the following Social Media site roles: (System Owner = Social Media Website Owner or Executive) ##Official Use Only

I.1 Records Schedule

13. Will your site interact with the public? No

O. Tracking

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

14.a. If yes, indicate how.

Yes Session Cookies

14.a.3. If selected, state authority & provide reason. Twitter uses cookies, log data and widget data to track users' activity. Twitter supports the "Do Not Track" option available to users who set up that option in their individual browsers.

P. Privacy Policy

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

15.a If yes, is the Social Media site appropriate for IRS use? Yes

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

17. 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

18. 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? NA

P.1 Data Security

19. 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 does not plan to use or maintain PII, and if it is provided from Twitter users, we will not collect or maintain the PII.

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

20.a.1. If yes, list the risks. Users may inadvertently include PII in tweets they post.

20.a.2. If yes, what are the plans to mitigate the risks? IRS will direct message individuals who post and ask them to delete the tweet. IRS will also update the text on its profile page to alert Twitter followers that they should not post personal information.

Q. General Requirements

21. 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

22. 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"? Yes

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

R. Privacy Notice

24. 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

25. 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

K. Other Sites

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

26.a. If yes, provide full name(s) of the site and date(s) of operation. IRS Recruitment Facebook Page; March 2009 to present

M. Civil Liberties

27. 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

28. Will this Social Media site have the capability to identify, locate, and monitor individuals or groups of people? No

End of Report
