

Date of Approval: 06/11/2025
Questionnaire Number: 2343

Basic Information/Executive Summary

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

Social Media Management Tool [Hootsuite]

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 Social Media Branch is the owner of the official IRS agency Facebook, Instagram, X, LinkedIn and YouTube accounts. The Social Media Management tool [Hootsuite] is a social media dashboard that allows staff of the Social Media Branch to manage, schedule, post and measure activities on official, approved IRS social media platforms. The web-based application allows for multiple users and assignments, as well as detailed metrics, analytics, and social environmental listening. This tool allows IRS to communicate to the public by providing recommendations on the best times to post based on data science to reach IRS intended audience when they are most likely to be online on social media. The tool allows IRS to monitor performance of posts communicated across all social media platforms within one dashboard without having to piece together reports. IRS is able to more efficiently communicate on filing season, tax tools, and other initiatives while maintaining a high level of quality review due to the features of the tool. The records stored for social media management tool 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, social platform administrators and records retention provider have access to records. This is a renewal social media PCLIA for [Hootsuite] the social media management tool.

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 several 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
Family Members
Geographical Indicators
Language
Name
Online Identifiers
Personal Characteristics
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?

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?

5220

1.12 What are the changes and why?

This is a renewal of PCLIA 5220. Changes in this renewal include updating the platform name to Social Media Management Tool from [Hootsuite].

2 What is the URL to the social media site?

Vendor website [XXXX]

3 What social media site is this hosted on?

Vendor website [XXXX]

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.

Yes, this site is operational as of March 6, 2014.

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, share and bookmark or save posts. The IRS does not accept any requests for service via social media, does not respond directly to any comments from users in public and does not collect email addresses or other identifying information from the public. IRS does not collect any personally identifiable information of users who like, follow and comment on IRS social media pages.

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.

The IRS does not use PII from social media and does not intend or expect to use PII. The IRS has no business need to collect PII.

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, comments 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. If a user posts PII, we can hide the information by using the hide reply option per reply.

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.

Not applicable

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.

This site uses cookies and similar technologies for the following purposes:
Authentication, Security, Traffic management, and Compliance.

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.

The Social Media Management tool is a contracted third-party web-based subscription used solely by the IRS Communications team for scheduling and managing social media communications. This tool is not referenced to or used by the public to view any IRS social media content.

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 on the profile page of social media accounts it manages as a standalone URL. IRS provides links to the different social media platforms it manages privacy policies on IRS' Social Media topic web page. The Social Media Management tool is not a social media page accessed by the public and is solely for use by IRS employees. The public does not see any reference of the vendor's name on face of any social media communications.

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: X (formerly Twitter), Name: IRSnews, Operational date: 08/01/12.

Platform: X (formerly Twitter), Name: IRSsmallbiz, Operational date: 08/01/12.

Platform: X (formerly Twitter), Name: IRStaxpros, Operational date: 08/01/12.

Platform: X (formerly Twitter), Name: RecruitmentIRS, Operational date:

08/01/12. Platform: X (formerly Twitter), Name: IRStaxsecurity, Operational

date: 08/01/12. Platform: X (formerly Twitter), Name: IRSenEspanol, Operational date: 08/01/12. Platform: Facebook, Name: IRS, Operational date: 08/01/09. Platform: Facebook, Name: IRSenEspanol, Operational date: 08/01/09. Platform: Instagram, Name: IRSnews, Operational date: 11/30/18. Platform: Threads, Name: IRSnews, Activated: 12/03/24. Not operational at this time. 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 Organization

Agency Name

Social Media Management Tool [Hootsuite]

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 Federal Agencies

Agency Name

Treasury Inspector General for Tax Administration (TIGTA)

Incoming/Outgoing

Outgoing (Sending)

Transfer Method
Secure email/Zixmail

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?

[XXXX] Social Media Management tool

What is the URL of the item, if applicable?

Contractor website [XXXX]

Please provide a brief description of the Environment

This is identified to declare the IRS data stored in contractor social media management tool web service.

What are the incoming connections to this Environment

The data is authenticated and becomes available to both the IRS and the contracted social media management tool provider web tool through direct access of the administrator.

What are the outgoing connections from this Environment?

No interconnections are required for [Hootsuite] Social Media Management Tool. Any information passed is worked through a formal request process for example FOIA and Treasury Inspector General for Tax Administration (TIGTA).