

Date of Approval: 02/19/2025
Questionnaire Number: 1986

Basic Information/Executive Summary

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

YouTube - @IRSVideos, @IRSMultilingual, @IRSVideosASL

Acronym:
YT

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 YouTube channels @IRSVideos, @IRSMultilingual, and @IRSVideosASL. YouTube has 2.49 billion monthly active users and is the second most used social media platform. IRS enables all taxpayers to meet their tax obligations through secure and innovative services, tools, and support by providing information and education in video format to the public in multiple languages on filing season, webinars, tax tools and special initiatives. Videos are shared via all of IRS social media accounts on Facebook, Instagram, X, and LinkedIn, and are offered to key stakeholders and partner organizations for embedding into their websites. The records stored for YouTube are authenticated by IRS and stored by IRS SharePoint storage and records retention service provider to meet records retention requirements for Freedom of Information Act

(FOIA); only Social Media Branch employees, YouTube administrators and records retention provider have access to records.

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 store any of this information and thus does not use it.

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?

5863

1.12 What are the changes and why?

The changes include updating each channel's URL to the updated platform URL convention that now allows for the "@" symbol in the URL. Updated the PIA name for the platform to as built architecture (ABA). The multilingual channel, previously named "IRSVideosMultilingua" has been renamed to "IRSMultilingual". The multilingual channel was created back in 2009, and the character limit cut off the "I" at the end of multilingual, so it was just left as "IRSVideosMultilingua". That was a welcome change to ensure the account is a name that is recognizable and easily typed.

2 What is the URL to the social media site?

<https://www.youtube.com/@irsvideos> ,
<https://www.youtube.com/@irsmultilingual> , and
<https://www.youtube.com/@irsvideosASL>

3 What social media site is this hosted on?

YouTube

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.

08/01/2009

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 YouTube platform has the comments function turned off on all three channels. The public cannot leave comments on any videos or community posts.

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.

No PII is intended or expected to be used. No PII has been collected or used.

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. There may be times when a community post may have 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. The results from trivia questions or polls do not identify the user and only reflect results in percentage of responses. 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 YouTube. The public is limited to interact via thumbs up and thumbs down reaction and sharing. The analytics from the platform does not identify the users who thumbed up or thumbed down videos or shared them. Analytics are represented as a percentage or total number of users.

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.

Not applicable. No PII data 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.

To view detailed Cookie information for YouTube, please see <https://policies.google.com/technologies/cookies?hl=en> Cookies are used by YouTube to help improve functionality, security, analytics, advertising, and personalization.

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.

There is no pop-up alert explaining to the public they are being redirected from irs.gov. Per IRM 10.5.1.6.16.3 Privacy Departure Notice, IRS addresses this by using an external link label, described in the Links to other websites <https://www.irs.gov/privacy-disclosure/links-to-other-websites>, which meets requirements established by U.S. Web Design System (USWDS) (digital.gov) <https://designsystem.digital.gov/components/link/>.

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 YouTube channel. 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, a link to IRS.gov IRS Privacy Policy is placed on the front page of the YouTube channels description page and there is a section for URLs where the link stands alone, not combined with other background information.

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: 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: LinkedIn, Name: Internal Revenue Service, Operational date:

Platform: Instagram, Name: IRSnews, Operational date: 11/30/18.

Platform: Threads, Name: IRSnews, Activation date: 12/03/24. Threads is not operational as of January 27, 2025. We request the operational date by 2/1/2025.

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

No

23.6 Will this social media site have the capability to identify, locate and monitor individuals or groups of people?

No

Interfaces

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

YouTube

Incoming/Outgoing

Incoming (Receiving)

Transfer Method

Other

Other Transfer Method

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

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
Contracted Records Retention provider
Incoming/Outgoing
Outgoing (Sending)
Agency Agreement
Yes
Agreement Name
XXXXXX This is a contracted service.
Transfer Method
Other
Other Transfer Method
Web Software as a Service (SaaS) based Application Programming
Interface (API)

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 YouTube. Any information passed is worked through a formal request process for example FOIA and Treasury Inspector General for Tax Administration (TIGTA).