



UNITED STATES
**FEDERAL COMMUNICATIONS
COMMISSION**

**FACEBOOK, X (TWITTER),
INSTAGRAM, LINKEDIN AND
YOUTUBE
PRIVACY IMPACT ASSESSMENT (PIA)**

VERSION 1.2
NOVEMBER 2024

OFFICE OF GENERAL COUNSEL

45 L Street NE, Washington, DC 20554

Record of Approval

| Description | Name | Signature |
|---|----------------|------------------------|
| Validation of Information – System Owner | Laura Nichols | X <i>Laura Nichols</i> |
| Validation of Completeness – Office of Chief Information Officer, Deputy Chief Information Security Officer (DCISO) | Shelton Rainey | X |
| Document Approval – Senior Agency Official for Privacy (SAOP) | Elliot Tarloff | X |

Revision Log

| Version | Date | Description | Author |
|---------|------------|--|---|
| 1.0 | 06/18/2024 | Original Document Created | Privacy Attorney Advisor – Katherine Morehead |
| 1.1 | 07/10/2024 | Feedback provided by Office of Media Relations | Jeffrey Riordan |
| 1.2 | 08/21/2024 | Revisions for clarity; reorganization for efficiency; removal of appendices. | Senior Agency Official for Privacy (SAOP) – Elliot S. Tarloff |
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Next Review Cycle: November 2025

Facebook, X (Twitter), Instagram, LinkedIn, and YouTube PIA

1. Introduction

The Federal Communications Commission (FCC or Commission) uses various social media websites, tools, and applications to amplify key messages to the public. While non-governmental third-parties control and operate many of these sites, the FCC is sometimes the recipient of personally identifiable information (PII) from these sites.

The term “social media,” also referred to as social networking, Web 2.0, or Gov 2.0, describes media designed for dissemination over websites through social interaction, and created using highly accessible and scalable publishing techniques. Social media focuses on the ability of people to collaborate and share information online. It is an enabling platform for Web-based communities of interest, collaboration, and interactive services.

This **Privacy Impact Assessment (PIA)** covers all of the FCC’s current, authorized social media websites and applications that are functionally comparable with substantially similar practices across each website and application.

In the event the use of a social media site, tool, or application deviates from this PIA, the FCC will prepare a separate PIA for any social media use that raises distinct privacy risks from those covered by this PIA. The social media websites and applications covered by this PIA do not solicit, collect, maintain, or disseminate sensitive PII from individuals who interact with these authorized social media websites and applications.

The FCC is using third-party social media sites to provide FCC content in formats that may be useful or interesting. However, www.fcc.gov is the official source of information from the FCC. Using these third-party sites does not constitute an endorsement by the FCC or any of its employees of the sponsors of the sites or the information or products presented on the sites. Additionally, please be aware that the privacy protections provided at www.fcc.gov may not be available on third-party sites and applications.

If you have any questions, please contact the Privacy Team at privacy@fcc.gov.

2. Specific Purpose of the FCC's Use of a Third-Party Website or Application

A. What is the specific purpose of the FCC's use of the third-party website or application and how does that fit with the FCC's broader mission?

The FCC uses Facebook, X (Twitter), Instagram, LinkedIn, and YouTube (FCC Social Media Sites) to disseminate information to the public. The FCC Social Media Sites offer independent official channels for people to discover consumer alerts, Commission actions, Commission videos, and upcoming Commission events. The FCC Social Media Sites allow for outreach to a larger audience, including those who may not regularly check the FCC's main website.

The FCC's Facebook page can be found at <https://www.facebook.com/FCC>.

The FCC's X (Twitter) page can be found at <https://x.com/FCC>.

The FCC's Instagram page can be found at <https://www.instagram.com/fcc>.

The FCC's LinkedIn page can be found at <https://www.linkedin.com/company/federal-communications-commission>.

The FCC's YouTube page can be found at <https://www.youtube.com/c/FCC>.

B. Is the agency's use of the third-party website or application consistent with all applicable laws, regulations, and policies?

The FCC's use of third-party social media websites and applications is consistent with all applicable laws, regulations, and policies. The President's Memorandum on Transparency and Open Government (January 21, 2009) and the Office of Management and Budget (OMB) Open Government Directive Memorandum (December 8, 2009) direct federal departments and agencies to harness new technologies to engage the public. These directives support the Commission's efforts to utilize social networking websites and applications.

3. Any PII that is Likely to Become Available to the FCC Through the Use of the Third-Party Website Or Application

A. What PII will be made available to the agency?

The FCC does not itself collect, maintain, or disseminate PII from individuals who interact with the FCC Social Media Sites. Even if a user submits PII in a comment, "like," post, or request or inquiry directed at the Commission through an FCC Social Media Site, the Commission does not track such engagements or respond to or interact with users on Social Media. Although the PII of such users may be maintained by the third-party website or application, it is not collected or maintained by the Commission.

B. What are the sources of the PII?

Individual users may make their PII available to third-party websites and applications, as well as other users of those websites and applications, but the FCC itself does not collect PII from FCC Social Media Sites.

C. Do the agency’s activities trigger the Paperwork Reduction Act (PRA) and, if so, how will the agency comply with the statute?

Per OMB’s Open Government Directive Memorandum (December 8, 2009), the FCC’s use of the FCC Social Media Sites does not trigger the PRA, as the FCC’s use is not considered an information collection activity.

D. Will the agency’s activities create or modify a “system of records” under the Privacy Act of 1974?

Since the FCC does not collect, maintain, or disseminate PII from individuals who interact with any of the FCC Social Media Sites and information cannot be retrieved by a personal identifier, there is no requirement for a Privacy Act System of Records Notice.

4. The FCC’s Intended or Expected Use of the PII**A. Generally, how will the FCC use the PII described in Section 3?**

The FCC does not collect PII from FCC Social Media Sites.

B. Provide specific examples of the types of uses to which PII may be subject.

The FCC does not collect PII from FCC Social Media Sites.

5. Sharing or Disclosure of PII**A. With what entities or persons inside or outside the agency will the PII be shared, and for what purpose will the PII be disclosed?**

The FCC does not collect PII from FCC Social Media Sites.

B. What safeguards will be in place to prevent uses beyond those authorized under law and described in this PIA?

Only authorized employees and contractors are able to access the internal facing elements of the FCC Social Media Sites.

6. Maintenance and Retention of PII

A. How will the agency maintain the PII, and for how long?

The FCC does not collect PII from FCC Social Media Sites.

B. Was the retention period established to minimize privacy risk?

The FCC does not collect PII from FCC Social Media Sites.

7. Security and Privacy Risks

A. Will the agency’s privacy and security officials coordinate to develop methods of securing PII?

The FCC does not collect PII from FCC Social Media Sites.

B. What other privacy risks exist, and how will the agency mitigate those risks?

The FCC does not collect PII from FCC Social Media Sites.