

Department of Homeland Security

DHS Directives System

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**PRIVACY POLICY FOR
OPERATIONAL USE OF SOCIAL
MEDIA**

I. Purpose

This Directive establishes privacy policy for operational use of social media by the Department of Homeland Security (DHS or Department).

II. Scope

This Directive applies throughout DHS regarding the access to and collection, use, maintenance, retention, disclosure, deletion, and destruction of Personally Identifiable Information (PII) in relation to operational use of social media, with the exception of operational use of social media for: (a) communications and outreach with the public authorized by the Office of Public Affairs; (b) situational awareness by the National Operations Center; (c) situational awareness by Components other than the National Operations Center, upon approval by the Chief Privacy Officer following completion of a Social Media Operational Use Template; and (d) the conduct of authorized intelligence activities carried out by the Office of Intelligence and Analysis, the intelligence and counterintelligence elements of the United States Coast Guard, or any other Component performing authorized foreign intelligence or counterintelligence functions, in accordance with the provisions of Executive Order 12333, as amended. This Directive does not apply to the Office of the Inspector General; however, the OIG will comply with the spirit of the Directive.

III. Authorities

A. Public Law 107-347, "E-Government Act of 2002," as amended, Section 208 [44 U.S.C. § 3501 note]

B. Title 5, United States Code (U.S.C.), Section 552a, "Records Maintained on Individuals" [The Privacy Act of 1974, as amended]

C. Title 6 U.S.C. Section 142, "Privacy officer"

D. Title 44, U.S.C., Chapter 35, Subchapter III, "Information Security" [The Federal Information Security Management Act of 2002, as amended (FISMA)]

E. Delegation 13001, "Delegation to the Chief Privacy Officer"

IV. Responsibilities

A. The **Chief Privacy Officer** is responsible for establishing, overseeing the implementation of, and issuing guidance and providing training on DHS privacy policy for operational use of social media; and ensuring, in coordination with Component heads, Component Privacy Officers, and Privacy Points of Contact (PPOCs), that the Department follows DHS privacy policy, privacy laws applicable to DHS, and federal government-wide privacy policies on operational use of social media.

B. **Component Heads** are responsible for: determining that their respective Components' intended operational use of social media is legally authorized prior to use; establishing guidelines for determining which employees are permitted to utilize social media for operational purposes during the performance of their duties; implementing DHS privacy policy and procedures for operational use of social media as established by the Chief Privacy Officer; ensuring adherence to DHS privacy policy by employees who use social media for operational purposes; ensuring adherence to applicable records retention schedules; and coordinating with the Office of the Chief Procurement Officer to ensure that Component contracts for activities that involve the operational use of social media include appropriate language requiring that Department contractors follow DHS privacy policy and this Directive.

V. Policy and Requirements

A. The Department engages in operational use of social media only as authorized by DHS privacy policy, privacy laws applicable to DHS, applicable federal government-wide policies, and other applicable statutory authorities.

B. The Chief Privacy Officer determines privacy policy and standards for the Department's operational use of social media consistent with Directive 047-01, Privacy Policy and Compliance; oversees compliance with DHS privacy policy, privacy laws applicable to DHS, and federal government-wide policies as they relate to the operational use of social media; and provides privacy guidance and training to DHS personnel regarding operational use of social media. Component heads work with the Chief Privacy Officer to ensure that Department operational activities using social media follow DHS privacy policy and procedures, thereby enhancing the overall consistency of privacy protections across DHS.

VI. Questions

Address any questions or concerns regarding this Directive to the DHS Privacy Office.



Rafael Borrás
Under Secretary for Management

6/8/12
Date