

HHS Social Media Policies Checklist

Use of social media technologies must follow the current laws and standards that govern information and information technology. Below is a list of the most common standards and policies that apply to the use of social media. Visit <http://www.hhs.gov/web> for more information and contact digital@hhs.gov if you have questions.

1. Approvals

- Consult the communication director for your office or program for approval and to determine the appropriate strategy and tools for your audience and mission.
- Notify the ASPA Digital Communications Division to have your account added to the HHS Social Media Directory.

2. Access and IT Security

- Read the [Policy for Managing the Use of Third-Party Websites and Applications](#) and the [Best Practices for Protecting Third-Party Websites and Applications](#).

3. Licensing

- Check the list of [HHS Terms of Service Agreements](#).
- If you are interested in a tool not on the list, contact digital@hhs.gov for additional info.

4. Copyrighted Content

- Make sure you have received permission to use any trademarked images and logos.

5. Official Agency Sources of Information & Branding

- Link to your agency's official website.
- Use branding that clearly identifies your program's ownership or sponsorship as a government entity.

6. Accessibility

- Ensure content posted or produced through the use of new technologies is accessible to people with disabilities and in compliance with Section 508 of the Rehabilitation Act of 1973.

7. Information Collection from the Public

- Read the OMB guidance on [Information Collection under the Paperwork Reduction Act](#) to determine if you need to seek approval from the Office of Information Collection.

8. Soliciting Official Public Comment

- Do not solicit consensus advice from the public using web2.0 technologies.

9. Protecting the Public's Privacy

- Complete an adapted Privacy Impact Assessment (PIA) by contacting HHS.Cybersecurity@hhs.gov to notify the HHS Privacy team that you are starting an account with a third-party website and that you may need to complete a PIA.
- Use an external link notice when linking from your .gov website to a nongovernment website that may have different privacy policies.
- Prominently post a Privacy Notice on the third-party website or application itself, to the extent feasible.

10. Use of Cookies with Third-Party Sites and Applications

- If using persistent cookies that collect Personally Identifiable Information (PII), contact HHS Cybersecurity. Refer to [OMB Memo 10-22](#) for additional information on web measurement and customization technologies.

11. Record Keeping

- Contact your [Records Official](#) to determine appropriate records schedule and records management practices.

12. Comment Moderation

- Determine process to moderate (review and clear) comments.
- Clearly link to a comment policy if you will allow comments.

13. Linking, Liking, Following and Endorsement

- Include an exit disclaimer when linking to non-government links on .gov sites, including those to third-party websites on which HHS content is held.
- Determine what entities are appropriate to follow/ like from your account.