

## 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](mailto:digital@hhs.gov) if you have questions.

### 1. Approvals

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- 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

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- 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

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

### 4. Copyrighted Content

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

### 5. Official Agency Sources of Information & Branding

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

### 6. Accessibility

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- 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

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- 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

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

## 9. Protecting the Public's Privacy

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- Complete an adapted Privacy Impact Assessment (PIA) by contacting [HHS.Cybersecurity@hhs.gov](mailto: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

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- 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

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

## 12. Comment Moderation

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- 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

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- 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.