
U.S. Nuclear Regulatory Commission



**Privacy Impact Assessment
NRC's Official Presence Social Media Initiative
Office of Public Affairs**

**Version 1.2
02/24/2025**

Template Version 2.4 (10/2024)

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Privacy Impact Assessment	02/24/2025

Document Revision History

Date	Version	PIA Name/Description	Author
02/24/2025	1.2	Annual Update	OCIO/Alexa Sieracki
02/05/2024	1.0	NRC Official Presence Social Media Initiative - Initial Release	Alexa Sieracki

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The agency is subject to the requirements of the E-Government Act and is committed to identifying and addressing privacy risks whenever it develops or makes changes to its information systems. The questions below help determine any privacy risks related to the E-Government Act or later guidance by the Office of Management and Budget (OMB) and the National Institute of Standards and Technology (NIST).

Name/System/Subsystem/Service Name: NRC Official Presence Social Media Initiative

Data Storage Location (i.e., Database Server, SharePoint, Cloud, Other Government Agency, Power Platform) Posts are saved to SharePoint before they are placed on social media.

Date Submitted for review/approval: 3/10/2025

Note: When completing this PIA do not include any information that would raise security concerns or prevent this document from being made publicly available.

1 Description

1.1 Provide the description of the system/subsystem, technology (i.e., Microsoft Products), program, or other data collections (hereinafter referred to as “project”). Explain the reason the project is being created.

The Nuclear Regulatory Commission's (NRC's) Official Presence Social Media initiative is designed to increase the NRC's use of third-party social media services, enabling the NRC to conduct its Open Government activities in new and innovative ways, while complying with applicable laws, policies, and regulations. As an effort under the NRC's Open Government Flagship initiative¹, the implementation of an agency-wide official presence using third-party social media services/sites supports transparency, collaboration, participation with the public, and other key stakeholders. These social media activities are consistent with the NRC's current policies and procedures for the deployment of the tools and services envisioned under this effort.

The use of social media platforms/tools represents a strategic communication mechanism to expand NRC outreach to engage new audiences. These tools help individuals and organizations better understand the NRC's mission, roles, responsibilities, actions, and policies as well as provide them with more easily accessible information on specific topics of interest. Social media interactions and applications include a sphere of non-government websites and web-based tools that focus on connecting users, inside and outside of NRC, to share information and communicate about NRC activities. Third parties' control and operate these non-governmental websites; however, the NRC may use them as alternative channels to provide information and engage with the public. The NRC may also use these platforms to make information and services widely available, while promoting transparency and accountability, as a service for those seeking information about or services from the NRC. This privacy impact assessment (PIA) analyzes the NRC's use of social media and how these interactions and applications could result in the NRC receiving personally identifiable information (PII). This PIA describes the information the NRC may have access to, how it will use the information, and

¹ 1 NRC's Open Government Flagship Initiative, <http://www.nrc.gov/public-involve/open/philosophy/nrcopengov-plan.pdf#page=35>

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what information is retained and shared.

Please mark appropriate response below if your project/system will involve the following:

<input type="checkbox"/> PowerApps	<input type="checkbox"/> Server/Database Design
<input type="checkbox"/> Dashboard	<input type="checkbox"/> Public Website
<input checked="" type="checkbox"/> SharePoint	<input type="checkbox"/> Internal Website
<input type="checkbox"/> Cloud Service Provider	<input checked="" type="checkbox"/> Other external social media platforms

1.2 Does this privacy impact assessment (PIA) support a proposed new project, proposed modification to an existing project, or other situation? Select options that best apply in table below.

Mark appropriate response.

Status Options	
<input type="checkbox"/>	New system/project
<input checked="" type="checkbox"/>	Modification to an existing system/project. <i>If modifying or making other updates to an existing system/project, provide the ADAMS ML of the existing PIA and describe the modification. ML24043A056</i>
<input checked="" type="checkbox"/>	Annual Review <i>If making minor edits to an existing system/project, briefly describe the changes below.</i> Change Twitter to "X"
<input type="checkbox"/>	Other (explain)

1.3 Points of Contact: (Do not adjust or change table fields. Annotate N/A if unknown. If multiple individuals need to be added in a certain field, please add lines where necessary.)

	Project Manager	System Owner/Data Owner/Steward	ISSM	Business Project Manager	Technical Project Manager	Executive Sponsor
Name	Holly Harrington (Acting)	Jonathan Feibus (Acting)	Consuella Debnam		Alexa Sieracki	
Office/Division /Branch	Director, OPA	Office of the Chief Information Officer (OCIO)	OCIO/CISD/IOAB		OPA	
Telephone	(301) 415-8203	(301) 415-0717	301-287-0834		301) 415-7509	

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2 Authorities and Other Requirements

2.1 What specific legal authorities and/or agreements permit the collection of information for the project?

Provide all statutory and regulatory authorities for operating the project, including the authority to collect the information; NRC internal policy is not a legal authority. Please mark appropriate response in table below.

Mark with an "X" on all that apply.	Authority	Citation/Reference
<input type="checkbox"/>	Statute	
<input type="checkbox"/>	Executive Order	
<input type="checkbox"/>	Federal Regulation	
<input type="checkbox"/>	Memorandum of Understanding/Agreement	
<input checked="" type="checkbox"/>	Other (summarize and provide a copy of relevant portion)	No information is collected from our followers.

2.2 Explain how the information will be used under the authority listed above (i.e., enroll employees in a subsidies program to provide subsidy payment).

N/A we do not collect information from our followers.

If the project collects Social Security numbers, state why this is necessary and how it will be used.

N/A

3 Characterization of the Information

In the table below, mark the categories of individuals for whom information is collected.

Category of individual	
<input type="checkbox"/>	Federal employees
<input type="checkbox"/>	Contractors
<input type="checkbox"/>	Members of the Public (any individual other than a federal employee, consultant, or contractor)
<input type="checkbox"/>	Licensees
<input checked="" type="checkbox"/>	Other N/A we do not collect information from individuals.

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In the table below, is a list of the most common types of PII collected. Mark all PII that is collected and stored by the project/system. If there is additional PII not defined in the table below, a comprehensive listing of PII is provided for further reference in ADAMS at the following link: [PII Reference Table 2023](#).

Categories of Information			
<input type="checkbox"/> Name	<input type="checkbox"/>	Resume or curriculum vitae	
<input type="checkbox"/> Date of Birth	<input type="checkbox"/>	Driver's License Number	
<input type="checkbox"/> Country of Birth	<input type="checkbox"/>	License Plate Number	
<input type="checkbox"/> Citizenship	<input type="checkbox"/>	Passport number	
<input type="checkbox"/> Nationality	<input type="checkbox"/>	Relatives Information	
<input type="checkbox"/> Race	<input type="checkbox"/>	Taxpayer Identification Number	
<input type="checkbox"/> Home Address	<input type="checkbox"/>	Credit/Debit Card Number	
<input type="checkbox"/> Social Security number (Truncated or Partial)	<input type="checkbox"/>	Medical/health information	
<input type="checkbox"/> Gender	<input type="checkbox"/>	Alien Registration Number	
<input type="checkbox"/> Ethnicity	<input type="checkbox"/>	Professional/personal references	
<input type="checkbox"/> Spouse Information	<input type="checkbox"/>	Criminal History	
<input type="checkbox"/> Personal e-mail address	<input type="checkbox"/>	Biometric identifiers (facial images, fingerprints, iris scans)	
<input type="checkbox"/> Personal Bank Account Number	<input type="checkbox"/>	Emergency contact e.g., a third party to contact in case of an emergency	
<input type="checkbox"/> Personal Mobile Number/Home Number	<input type="checkbox"/>	Accommodation/disabilities information	
<input type="checkbox"/> Marital Status	<input checked="" type="checkbox"/>	Other N/A we do not collect information from our followers.	
<input type="checkbox"/> Children Information			
<input type="checkbox"/> Mother's Maiden Name			

3.1 Describe how the data is collected for the project. (i.e., NRC Form, survey, questionnaire, existing NRC files/ databases, response to a background check).

Data is collected via third party social media platforms.

3.2 If using a form (paper or web) to collect the information, provide the form number, title and/or a link to the form.

N/A

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3.3 Who provides the information? Is it provided directly from the individual or a third party.

Social media users provide information to a third-party social media service/site, we do not collect or access this information.

3.4 Explain how the accuracy of the data collection is validated. If the project does not check for accuracy, please explain why.

N/A

3.5 Will PII data be used in a test environment? If so, explain the rationale for this and how the PII information is protected.

N/A

3.6 What procedures are in place to allow the subject individual to correct inaccurate or erroneous privacy information?

N/A

4 Data Security

4.1 Describe who has access to the data in the project (i.e., internal NRC, system administrators, external agencies, contractors, public).

Third party social media services/sites.

4.2 If the project/system shares information with any other NRC systems, identify the system, what information is being shared and the method of sharing.

N/A

4.3 If the project/system connects, receives, or shares information with any external non-NRC partners or systems, identify what is being shared.

If so, identify what agreements are in place with the external non-NRC partner or system in the table below.

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Agreement Type	
<input type="checkbox"/>	Contract Provide Contract Number:
<input type="checkbox"/>	License Provide License Information:
<input type="checkbox"/>	Memorandum of Understanding Provide ADAMS ML number for MOU:
<input type="checkbox"/>	Other
<input checked="" type="checkbox"/>	None

4.4 Describe how the data is accessed and describe the access control mechanisms that prevent misuse.

Designated OPA representatives (which may include authorized contractors) may contribute to and post information. Information will be managed using the capabilities provided by the third-party social media service/site. OPA moderators and designated NRC staff have access to all public comments that are posted to the NRC official presence social media sites.

This access is strictly controlled to only those persons designated with the task of posting information viewing third party analytics.

4.5 Explain how the data is transmitted and how confidentiality is protected (i.e., encrypting the communication or by encrypting the information before it is transmitted).

When the OPA Administrator or Moderator is logged in, their information is transmitted to the browsers securely and encrypted over a Hypertext Transfer Protocol Secure (HTTPS) protocol.

4.6 Describe where the data is being stored (i.e., NRC, Cloud, Contractor Site).

There are two places where the information is maintained:

Third party social media services/sites.

These are not controlled by the NRC. Security controls are implemented by these providers, and some have third-party certifications. Whenever possible, to meet business requirements, the NRC will leverage third-party social media services that are sponsored by the General Services Administration (GSA). GSA is also in the process of standing up a secure cloud service for selected third-party social media services. NRC will leverage available services through GSA to take advantage of GSA-provided terms of service and enhanced security features.

ADAMS.

This system is operated in accordance with FISMA requirements.

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4.7 Explain if the project can be accessed or operated at more than one location.

Yes, The social media site/application is designed to be accessed by anyone from anywhere. Information content managed by the third-party social media service consists of non-sensitive public information.

4.8 Can the project be accessed by a contractor? Have the contractors completed an IT-II investigation? Do they possess an NRC badge?

Yes, but we do not collect information about individuals, therefore; contract clauses are not applicable.

4.9 Explain the auditing measures and technical safeguards in place to prevent misuse of data.

The content and dialogue posted on the social media service will be in the public domain. Information that is misstated or misused should be reported to OPA, who will follow up with the NRC program offices, as appropriate. Most third-party social media services/sites provide auditing capabilities for content that is published and comments that are posted by visitors.

4.10 Describe if the project has the capability to identify, locate, and monitor (i.e., trace/track/observe) individuals.

No.

4.11 Define which FISMA boundary this project is part of.

Authority to Use was recertified via email from then-NRC CIO David Nelson on September 29, 2017 (ML17286A073). Intent to post public information to Instagram was acknowledged via email by CISO copying OCIO on August 23, 2022 (ML22237A248).

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4.12 Is there an Authority to Operate (ATO) associated with this project/system?

Authorization Status	
<input type="checkbox"/>	Unknown
<input type="checkbox"/>	No <i>If no, please note that the authorization status must be reported to the Chief Information Security Officer (CISO) and Computer Security Organization (CSO's) Point of Contact (POC) via e-mail quarterly to ensure the authorization remains on track.</i>
<input type="checkbox"/>	In Progress provide the estimated date to receive an ATO. Estimated date: <insert appropriate response>
<input checked="" type="checkbox"/>	Yes Indicate the data impact levels (Low, Moderate, High, Undefined) approved by the Chief Information Security Officer (CISO) Confidentiality- Moderate Integrity- Moderate Availability- Moderate

4.13 Provide the NRC system Enterprise Architecture (EA)/Inventory number. If unknown, contact [EA Service Desk](#) to get the EA/Inventory number.

Official Presence Social Media EA-20100012.

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5 Privacy Act Determination

5.1 Is the data collected retrieved by a personal identifier?

Mark the appropriate response.

Response	
<input type="checkbox"/>	<p>Yes, the PII is retrieved by a personal identifier (i.e., individual's name, address, SSN, or other unique number, etc.)</p> <p>List the identifiers that will be used to retrieve the information on the individual.</p> <p><i><Insert response here></i></p>
<input checked="" type="checkbox"/>	<p>No, the PII is not retrieved by a personal identifier.</p> <p>If no, explain how the data is retrieved from the project.</p> <p>N/A we do not collect PII</p>

5.2 For all collections where the information is retrieved by a personal identifier, the Privacy Act requires that the agency publish a System of Record Notice (SORN) in the Federal Register. As per the Privacy Act of 1974, "the term 'system of records' means a group of any records under the control of any agency from which information is retrieved by the name of the individual or by some other personal identifier assigned to the individual.

Mark the appropriate response in the table below.

Response	
<input type="checkbox"/>	<p>Yes, this system is covered by an existing SORN. (See existing SORNs: https://www.nrc.gov/reading-rm/foia/privacy-systems.html)</p> <p>Provide the SORN name, number, (List all SORNs that apply):</p> <p><i><Insert response here></i></p>
<input type="checkbox"/>	SORN is in progress
<input type="checkbox"/>	SORN needs to be created
<input type="checkbox"/>	Unaware of an existing SORN
<input checked="" type="checkbox"/>	No, this system is not a system of records and a SORN is not applicable.

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5.3 When an individual is asked to provide personal data (i.e., form, webpage, survey), is a Privacy Act Statement (PAS) provided?

A Privacy Act Statement is a disclosure statement required to appear on documents used by agencies when an individual is asked to provide personal data. It is required for any forms, surveys, or other documents, including electronic forms, used to solicit personal information from individuals that will be maintained in a system of records.

Mark the appropriate response.

Options	
<input type="checkbox"/>	Privacy Act Statement (Insert link to Privacy Act Statement (PAS) for each form, webpage or survey etc.)
<input checked="" type="checkbox"/>	Not Applicable
<input type="checkbox"/>	Unknown

5.4 Is providing the PII mandatory or voluntary? What is the effect on the individual by not providing the information?

N/A

6 Records and Information Management-Retention and Disposal

The National Archives and Records Administration (NARA), in collaboration with federal agencies, approves whether records are **Temporary** (eligible at some point for destruction/deletion because they no longer have business value) or **Permanent** (eligible at some point to be transferred to the National Archives because of historical or evidential significance). Records/data and information with historical value, identified as having a “permanent” disposition, are transferred to the National Archives of the United States at the end of their retention period. All other records identified as having a “temporary” disposition are destroyed at the end of their retention period in accordance with the NARA Records Schedule or the General Records Schedule.

These determinations are made through records retention schedules and NARA statutes (44 United States Code (U.S.C.), 36 Code of Federation Regulations (CFR)). Under 36 CFR, agencies are required to establish procedures for addressing Records and Information Management (RIM) requirements. This includes strategies for establishing and managing recordkeeping requirements and disposition instructions before approving new electronic information systems or enhancements to existing systems.

The following questions are intended to determine whether the records/data and information in the system have approved records retention schedules and disposition instructions, whether the system incorporates RIM strategies including support for [NARA's Universal Electronic Records Management \(ERM\) requirements](#), and if a mitigation strategy is needed to ensure compliance.

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If the project/system:

- Does not have an approved records retention schedule and/or
- Does not have an *automated* RIM functionality,
- Involves a cloud solution,
- And/or if there are additional questions regarding Records and Information Management - Retention and Disposal, please contact the NRC Records staff at ITIMPolicy.Resource@nrc.gov for further guidance.

If the project/system has a record retention schedule or an automated RIM functionality, please complete the questions below.

6.1 Does this project map to an applicable retention schedule in NRC's Comprehensive Records Disposition Schedule (NUREG-0910), or NARA's General Records Schedules?

<input checked="" type="checkbox"/>	NUREG-0910, "NRC Comprehensive Records Disposition Schedule
<input checked="" type="checkbox"/>	NARA's General Records Schedules
<input checked="" type="checkbox"/>	Unscheduled

6.2 If so, cite the schedule number, approved disposition, and describe how this is accomplished.

System Name (include sub-systems, platforms, or other locations where the same data resides)	NRC Official Presence Social Media Initiative
Records Retention Schedule Number(s)	<p>RECORDS RETENTION SCHEDULE NUMBERS AND APPROVED DISPOSITION INSTRUCTIONS</p> <p>Additional guidance:</p> <p>NRC Announcement: Reminder of Records Preservation Obligations and Use of SharePoint (ML24009A264)</p> <p>IRMG 2019-01 - Creating and Managing Social Media Records on NRC-sponsored Social Media Websites (ML20008D327)</p> <p>NARA Bulletin 2014-02, Guidance on managing social media records, provides high-level requirements to consider when scheduling these records</p>

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	(https://www.archives.gov/records_mgmt/bulletins/2014/2014-02.html)
Approved Disposition Instructions	SEE TABLE BELOW FOR APPROVED DISPOSITION INSTRUCTIONS
Is there a current automated functionality or a manual process to support RIM requirements? This includes the ability to apply records retention and disposition policies in the system(s) to support records accessibility, reliability, integrity, and disposition.	NRC's Official Presence Social Media Initiative will be assessed using the Records and Information (RIM) Certification process. The structured process will provide criteria aligned with the Suggested Rating to accurately reflect the system's ability to support records management requirements.
Disposition of Temporary Records Will the records/data or a composite be automatically or manually deleted once they reach their approved retention?	NRC's Official Presence Social Media Initiative will be assessed using the Records and Information (RIM) Certification process. The structured process will provide criteria aligned with the Suggested Rating to accurately reflect the system's ability to support records management requirements.
Disposition of Permanent Records Will the records be exported to an approved format and transferred to the National Archives based on approved retention and disposition instructions? If so, what formats will be used? <u>NRC Transfer Guidance</u> <u>(Information and Records Management Guideline - IRMG)</u>	N/A

SCHEDULE NUMBER	SCHEDULE TITLE	APPROVED DISPOSITION INSTRUCTION
<u>GRS 6.4 item 010</u>	Public affairs-related routine operational records	Temporary. Destroy when 3 years old, or no longer needed, whichever is later.
<u>GRS 6.4 item 020</u>	Public correspondence and communications not requiring formal action	Temporary. Destroy when 90 days old, but longer retention is authorized if required for business use.

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<u>GRS 5.2 item 010 –</u>	Transitory records (supersedes GRS 4.2 item 010 covering general information requests and responses)	Temporary. Destroy when no longer needed for business use, or according to an agency predetermined time period or business rule.
<u>NUREG 0910 version 4</u>	NRC Comprehensive Records Disposition Schedule (schedules will be assigned based on the content of social media posts put into ADAMS)	Disposition includes both Temporary and Permanent due to the content of data/records posted in ADAMS.
Unscheduled records: Additional information/data/records from Social Media platforms kept in ADAMS will need to be scheduled; therefore, NRC records personnel will need to work with staff to develop a records retention and disposition schedule for records created or maintained. Until the approval of such schedule, these records and information are Permanent. Their willful disposal or concealment (and related offenses) is punishable by fine or imprisonment, according to 18 U.S.C., Chapter 101, and Section 2071. Implementation of retention schedules is mandatory under 44 U.S. 3303a (d), and although this does not prevent further development of the project, retention functionality or a manual process must be incorporated to meet this requirement.		Permanent (until an approved records schedule is assigned)

Note: Information in *Section 6, Records and Information Management-Retention and Disposal* does not need to be fully resolved for final approval of the privacy impact assessment.

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7 Paperwork Reduction Act

The Paperwork Reduction Act (PRA) of 1995 requires that agencies obtain an Office of Management and Budget (OMB) approval in the form of a "control number"—before promulgating a paper form, website, surveys, questionnaires, or electronic submission from 10 or more members of the public. If the data collection is from federal employees regarding work-related duties, then a PRA clearance is not necessary.

7.1 Will the project be collecting any information from 10 or more persons who are not Federal employees?

No. Guidance in OMB's memorandum on Social media, *Web-Based Interactive Technologies, and the Paperwork Reduction Act*, (April 7, 2010) states that "items collected by third party websites or platforms that are not collecting information on behalf of the Federal Government are not subject to the PRA."

7.2 Is there any collection of information addressed to all or a substantial majority of an industry (i.e., Fuel Fabrication Facilities or Fuel Cycle Facilities)?

N/A

7.3 Is the collection of information required by a rule of general applicability?

N/A

Note: For information collection (OMB clearances) questions: contact the NRC's Clearance Officer. Additional guidance can be found on the NRC's internal Information Collections Web page at: <https://intranet.nrc.gov/ocio/33456>.

STOP HERE - The remaining pages will be completed by the Privacy Officer, Records Management, and Information Collections Team.

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8 Privacy Act Determination

Project/System Name: NRC Official Presence Social Media Initiative

Submitting Office: OCIO

Privacy Officer Review

Review Results		Action Items
<input checked="" type="checkbox"/>	This project/system does not contain PII .	No further action is necessary for Privacy.
<input type="checkbox"/>	This project/system does contain PII ; the Privacy Act does NOT apply, since information is NOT retrieved by a personal identifier.	Must be protected with restricted access to those with a valid need-to-know.
<input type="checkbox"/>	This project/system does contain PII ; the Privacy Act does apply .	SORN is required- Information is retrieved by a personal identifier.

Comments:

Reviewer's Name	Title
<i>Sally A. Hardy</i> Signed by Hardy, Sally on 05/05/25	Privacy Officer

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9 OMB Clearance Determination

NRC Clearance Officer Review

Review Results	
<input checked="" type="checkbox"/>	No OMB clearance is needed.
<input type="checkbox"/>	OMB clearance is needed.
<input type="checkbox"/>	Currently has OMB Clearance. Clearance No. _____

Comments:

The collection of general comments from the public that are posted to the NRC official presence social media sites are exempt from the requirements of the Paperwork Reduction Act.

Reviewer's Name	Title
 Signed by Benney, Kristen on 03/19/25	Agency Clearance Officer

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10 Records Retention and Disposal Schedule Determination

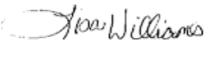
Records Information Management Review

Review Results	
<input type="checkbox"/>	No record schedule required.
<input type="checkbox"/>	Additional information is needed to complete assessment.
<input checked="" type="checkbox"/>	Needs to be scheduled.
<input checked="" type="checkbox"/>	Existing records retention and disposition schedule covers the system - no modifications needed.

Comments:

Unscheduled records:

Additional information/data/records from Social Media platforms kept in ADAMS will need to be scheduled; therefore, NRC records personnel will need to work with staff to develop a records retention and disposition schedule for records created or maintained. Until the approval of such schedule, these records and information are Permanent. Their willful disposal or concealment (and related offenses) is punishable by fine or imprisonment, according to 18 U.S.C., Chapter 101, and Section 2071. Implementation of retention schedules is mandatory under 44 U.S. 3303a (d), and although this does not prevent further development of the project, retention functionality or a manual process must be incorporated to meet this requirement.

Reviewer's Name	Title
 Signed by Dove, Marna on 05/01/25	Sr. Program Analyst, Electronic Records Manager
 Signed by Williams, Lisa on 04/07/25	Records and Information Management Specialist

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11 Review and Concurrence

Review Results	
<input checked="" type="checkbox"/>	This project/system does not collect, maintain, or disseminate information in identifiable form.
<input type="checkbox"/>	This project/system does collect, maintain, or disseminate information in identifiable form.

Comments:

I concur with the Privacy Act, Information Collections, and Records Management reviews. Consistent with established processes, any additions for social media interactions and applications covered by this Privacy Impact Assessment must adhere to the following: Accounts must be administered in accordance with the Agency-wide Rules of Behavior for Authorized Computer Use and utilize secure practices for protecting the account including use of strong passwords per agency policy and applying the available multi-factor authentication features within the platform. Any posted data or content must be public/non-sensitive only. OPA must notify CSIRT immediately in the event of an information spill.



Signed by Nalbandian, Garo
on 05/07/25

Director
Chief Information Security Officer
Cyber Information Security Division
Office of the Chief Information Officer

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ADDITIONAL ACTION ITEMS/CONCERNS

Name of Project/System:	
NRC Official Presence Social Media Initiative	
Date CISD received PIA for review:	Date CISD completed PIA review:
February 24, 2025	May 5, 2025
Action Items/Concerns:	
See Appendix A for Social media interactions and applications covered by this privacy impact assessment.	

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12 Appendix A

Social media interactions and applications covered by this privacy impact assessment include:

- Video Channel, such as YouTube.com (via GSA)
- Micro-blogging Tool, such as X.com (formally Twitter.com) (via GSA)
- Photo Gallery, such as Flickr.com (via GSA)
- Social Networking, such as Facebook (via GSA)
- Social Networking, such as Instagram (via GSA)

Future areas will be added as the need for additional NRC official presence sites are further established. To support the expansion of the Open Governance capabilities, to increase collaboration, transparency, and participation in the NRC regulatory activities, it is expected that multiple solutions will be leveraged by the NRC. This envisioned approach is consistent with the desire to increase NRC's communication channels in support of various business and Open Government needs.

Site	YouTube.com (via GSA)
Privacy Policy	https://policies.google.com/privacy?hl=en
Registration Requirements (required for NRC administrator and moderator managing the NRC Video Channel)	<ul style="list-style-type: none"> • E-mail Address – NRC email address of the NRC representative • Username - Publicly-displayed username for the account. • Password – for account • Location (Country) - for account • Postal Code - for account
Other Information	YouTube will be used by OPA or a designated office representative to publish videos that are publicly available on topics for the purpose of informing and educating the public. Visitors will NOT have the option to post comments about the videos. YouTube registration requires an email address and password. This information will not be collected by NRC.
Visitors	For some activities on YouTube, like posting comments, flagging videos, or watching restricted videos, visitors will need to establish a YouTube or Google Account. Some personal information is required to create an account, including an email address and a password. This information is used to protect the visitors' account from unauthorized access. No account information is needed for viewing videos. No account information is collected by the NRC.

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Purpose	Micro-blogging Tool
Site	X.com (formally Twitter.com)
Privacy Policy	https://x.com/en/privacy
Registration Requirements (required for NRC administrator and moderator managing the NRC X (formally Twitter)feed)	<ul style="list-style-type: none"> • Account profile information (name, title, and other information adequate to represent the NRC authorized representatives to the public) • Username – for account • Password – for account • E-mail Address – NRC email address of the NRC representative
Other Information	X (formally Twitter) will be used by OPA or a designated office representative to publish snippets of content for the purpose of providing information to the public. Visitors will have the option to flag as favorite, retweet, or reply in response to the agency's X (formally Twitter) posts. In order to retweet or reply, visitors will be asked to register on the Twitter site. Registration requires the user to enter their name, email address, username, and password. This information will not be collected by NRC. A policy will be posted and made available to visitors to establish expectations on replies submitted and their use by the NRC.
Visitors	In order to retweet or reply to the tweets posted by OPA or NRC authorized representatives, visitors must sign up for a X (formally Twitter) account. Along with any comments/tweets posted on the site, X (formally Twitter) publishes the individual's name and username.

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Purpose	Photo Gallery
Site	Flickr.com (via GSA)
Privacy Policy	https://www.flickr.com/help/privacy
Registration Requirements (required for NRC administrator and moderator managing the NRC Photo Gallery)	<ul style="list-style-type: none"> • Account profile information (name (first and last), gender, birthday, country, postal code) • Username – for account • Password – for account • E-mail Address – NRC email address of the NRC representative
Other Information	Flickr will be used by OPA or a designated office representative to publish photos in order to raise awareness of the agency's current activities, enhance information about existing collections of visual content such as historic photos, and allow the public to easily browse, view, and download content. Visitors will NOT have the option to post comments. Other content may be viewable to the public at large. Flickr registration requires an email address and password. This information will not be collected by NRC.
Visitors	Visitors may view photos or content on Flickr without having an account. However, in order to add a photo to a user's "Favorites", they must have a Flickr account. Some personal information is required to create an account, including an email address and a password. This information is used to protect the visitors' account from unauthorized access. No account information will be collected by NRC.

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Purpose	Social Networking Tool
Site	Facebook.com (via GSA)
Privacy Policy	https://www.facebook.com/privacy/policy/
Registration Requirements (required for NRC administrator and moderator managing the NRC public blogs)	<ul style="list-style-type: none"> • Account profile information (name, title, and other information adequate to represent the NRC authorized representatives to the public) • Username – for account • Password – for account • E-mail Address – NRC email address of the NRC representative
Other Information	<p>Facebook will be used by OPA to publish content that is publicly available on topics of interest for the purpose of informing the public. Visitors will have the option to post comments on published content. This information will not be solicited by the NRC. A comment policy will be posted and available to visitors to establish expectations and guidelines on comments submitted and their use by the NRC.</p> <p>Facebook uses cookies to enable features, provide personalized experience, protect security of accounts, improve, deliver, and understand advertisements on Facebook, and to research the use of products and services. Facebook visitors have the option to refuse cookies before using Facebook, with the drawback that certain features of Facebook may not function properly. Facebook will not share cookie information with the NRC and NRC will not solicit this information.</p>
Visitors	Visitors, by virtue of creating an account with Facebook, have provided information including names, email addresses, birthdays and gender, some of which is always publicly available according to Facebook policy. However, the NRC will not solicit personally identifiable information from visitors.

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Purpose	Social Networking Tool
Site	Instagram.com (via GSA)
Privacy Policy	https://privacycenter.instagram.com/policy/
Registration Requirements (required for NRC administrator and moderator managing the NRC public blogs)	<ul style="list-style-type: none"> • Account profile information (name, title, and other information adequate to represent the NRC authorized representatives to the public) • Username – for account • Password – for account • E-mail Address – NRC email address of the NRC representative
Other Information	<p>Instagram will be used by OPA to publish content that is publicly available on topics of interest for the purpose of informing the public. Visitors will have the option to post comments on published content. This information will not be solicited by the NRC. A comment policy will be posted and available to visitors to establish expectations and guidelines on comments submitted and their use by the NRC.</p> <p>Instagram uses cookies to enable features, provide personalized experience, protect security of accounts, improve, deliver, and understand advertisements on Instagram, and to research the use of products and services. Instagram visitors have the option to refuse cookies before using Instagram, with the drawback that certain features of Instagram may not function properly. Instagram will not share cookie information with the NRC and NRC will not solicit this information.</p>
Visitors	Visitors, by virtue of creating an account with Instagram, have provided information including names, email addresses, birthdays and gender some of which is always publicly available according to Instagram policy. However, the NRC will not solicit personally identifiable information from visitors.