

DHS Social Media Update

DHS Privacy Office
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Homeland
Security

Social Media Use at DHS

- DHS uses social media for four purposes:
 - Public Affairs – push out information; no PII collected
 - Situational awareness – passive observation; minimal PII collected
 - Operational Use – varies based on authorities
 - Intelligence – EO 12333
- Majority of DHS social media collections are for **operational use**
 - Authorities to collect do not change based on the media/platform/method of collection



Examples of Operational Uses

- Multiple components, programs and HQ elements leverage social media for operational use:
 - Screening/Vetting: an agency or office screens individuals in advance of an action (border crossing, flight, etc.) against social media to determine a risk score/threshold of their post or to augment the benefit adjudication process (CBP, TSA, USCG, USCIS)
 - Investigations: an agency or office leverages social media during an investigation on a case by case basis (CBP, USCG, ICE)
 - Personnel Security: an agency or office monitors it's workforce for professional responsibility, insider threat or security violations (TSA, OCSO, USCG, CBP, USSS, ICE, CIS, NPPD)

Legal Authorities

- No explicitly worded authorities regarding social media.
- Use of social media by components is natural follow-on to components authorities to carry out specific missions.
- Authorized Purpose: Specific use of social media has to be tied to the component's mission and its authority to carry out that mission.
- Statutes such as the E-Government Act of 2002 and Privacy Act of 1974 create privacy protection for individuals whose information is being used and stored by the government.



DHS Privacy Policy Framework

- DHS Management Directive 110-01-001, “Privacy Policy for Operational Use of Social Media” provides DHS-wide guidance regarding...operational use of social media (2012). Certain SM uses are exempt:
 - Comms/outreach
 - Situational awareness
 - Intelligence activities in accordance with EO12333
- Oversight process for using social media is centralized to ensure adherence to privacy and legal authorities but federated across components.
- To date, over 30 social media usage policies are active, spanning all components and many HQ elements with operational missions.