

### 11.1.3.2 (11-24-2009)

#### Definition of Media

1. For the purpose of this IRM, media includes:
  - **Traditional Media** — television, radio, newspapers, magazines, newsletters, tax press and other print publications.
  - **Social Media** — terms used to describe the new generation of digital, computerized, or networked information and communication technologies. These can take many different forms, including Internet forums, blogs, wikis, podcasts, and picture-, music- and video-sharing. Examples of social media applications are Google Groups, Wikipedia, MySpace, Facebook, YouTube, Second Life, Flickr and Twitter.

### **11.1.3.3(3) & (4) (11-24-2009)**

#### **Media Responsibilities**

3. When using social media tools off-hours or for personal reasons, employees should use discretion when using their IRS job title or the name of an IRS office to reduce the impression that employees are speaking on behalf of the Internal Revenue Service. Follow the IRS Code of Conduct and Plain Talk About Ethics and Conduct and uphold IRS's reputation for integrity. Ensure your comments and postings are truthful, accurate, fair and can be substantiated. Do not post disparaging comments about individuals or groups.
4. IRS employees are personally responsible for all their personal media activity whether that be in person, in writing, on the telephone or online. This includes any interaction conducted with an IRS e-mail address, and/or which can be traced back to an IRS domain. Follow the IRS Code of Conduct and *Plain Talk About Ethics and Conduct*, Document 12011, and uphold IRS's reputation for integrity. Ensure your comments and postings are truthful, accurate, fair and can be substantiated. Do not post disparaging comments about individuals or groups.