

# Social Media Public Terms of Use

**Updated August 2024**

The Environment Protection Authority (EPA) uses social media channels to distribute information to the community, including news, events, updates, announcements, programs and days of significance. The EPA currently operates six social media channels – Facebook, Instagram, LinkedIn, X, YouTube and Vimeo.

The use of social media is just one way to share this information and provide customer service to the community.

## Management

The EPA’s social media channels are managed and operated by the Strategic Communications and Community Engagement team who manages the following platforms.

Platform	Page Name	Handle	Link
Facebook	Environment Protection Authority South Australia	SAEnvironmentProtectionAuthority	<a href="https://www.facebook.com/SAEnvironmentProtectionAuthority">https://www.facebook.com/SAEnvironmentProtectionAuthority</a>
Instagram	Environment Protection Authority South Australia	@sa_epa	<a href="https://www.instagram.com/sa_epa">https://www.instagram.com/sa_epa</a>
LinkedIn	Environment Protection Authority South Australia	southaust-epa	<a href="https://www.linkedin.com/company/south-aust-epa">https://www.linkedin.com/company/south-aust-epa</a>
X	Environment Protection Authority South Australia	SA_EPA	<a href="https://x.com/sa_epa">https://x.com/sa_epa</a>
YouTube	Environment Protection Authority South Australia	@epa_sa	<a href="https://www.youtube.com/@epa_sa">https://www.youtube.com/@epa_sa</a>
Vimeo	Environment Protection Authority	saepa	<a href="https://vimeo.com/saepa">https://vimeo.com/saepa</a>

The EPA uses Hootsuite to schedule and post content across its social media channels. For information related to Hootsuite’s Privacy Policy, [click here](#).

## Responding to enquiries and moderation

The EPA's social media accounts are monitored during business hours Monday–Friday, 9 am–5 pm excluding public holidays. Accounts may also be intermittently monitored outside of business hours subject to staff availability and business needs (for example, emergency management).

Comments may be disabled on posts during out of hours or when resources are unavailable.

The EPA will respond to enquiries and direct messages sent to our social media accounts in the same manner as it responds to emails and other customer service messages. Social media responses may be relatively informal and links to specific/expanded information will be provided.

The EPA adheres to strict anti-discrimination laws and takes a strong stance on deleting content which is discriminatory, hateful or threatening and actions which may offend, mislead, insult, humiliate or intimidate. The EPA does not edit comments but will hide or delete any content that does not adhere to our terms of use.

## Terms of use

While the EPA welcomes questions and commentary on our social media pages, we expect users to be relevant and respectful.

When engaging online, we expect that any content either posted, shared or engaged with on our channels does not:

- contain any personal website addresses, email addresses, telephone numbers or any other personally identifiable information of yourself or others
- collect or store personal information of any other person or group
- abuse, harass, stalk, threaten or otherwise violate the legal rights of others
- impersonate any person or entity, or falsely state or misrepresent your affiliation with a person or entity. Making false representations may amount to a criminal offence
- post any misleading, deceptive, false, defamatory or libellous content
- post content that is insulting, threatening or hateful towards a certain group of people
- post content to incite hatred on the basis of race, religion, gender, nationality, sexuality or any other personal characteristics
- contribute any text or other material that infringes the intellectual property rights of others
- post off-topic or irrelevant contributions not in keeping with prescribed topics or themes
- advertise or offer to sell any goods or services for any commercial purpose unless you have our written consent to do so.

## Following and sharing

Given the nature of social media, the EPA may choose to republish and re-share social media content that contains information not related to the EPA's portfolio. A re-share does not constitute endorsement of content.

Similarly, the EPA may choose to follow or like organisations or individuals involved with, or actively discussing, relevant issues. Individuals and organisations choosing to follow the department may be followed in return. Any 'likes' or 'follows' do not constitute endorsement of an organisation, individual or their social media content.

## Link shortening

When posting on social media, the EPA may shorten links to adhere to certain channels character limits. The EPA will shorten URLs with commonly used link compressing services such as Bitly or Hootsuite's ow.ly.

## Privacy

In accordance with South Australian Government *State Records Act 1997* and *The Archives Act 1983* all EPA social media content will be recorded and archived, as part of legislative requirements for Government record keeping.

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## Disclaimer

The information provided through the EPA's social media accounts is presented by the Authority for the purpose of disseminating information for the benefit of the public.

While all efforts are made to ensure the accuracy of the information presented, the department does not make any representation or warranty about the accuracy, reliability, currency or completeness of any material provided via our social media accounts.

## Acceptance of terms of use

By following or posting to the EPA's social media accounts, including comments or messages, you are adhering to our social media terms of use.

Any repeated violations to our Social Media Policy Terms of Use will result in the user being blocked or banned from accessing EPA managed social media accounts.