

# ENVIRONMENT PROTECTION AUTHORITY

## Interim Policy



**Version: 1.0**

**Title: Social Media Disclaimer**

### Background

The opinions and/or views expressed on EPA's social media platforms represent the thoughts of individuals and online communities, and not necessarily those of the EPA.

While the EPA monitors and/or moderates content posted on its social media platforms, we will respond to comments during standard business hours 9 am–5 pm Monday to Friday. Our social media sites are monitored during standard business hours and responses to online requests for information may take more than one business day.

The EPA makes no claims, promises or guarantees about the accuracy, completeness, or adequacy of the online or social media content, and expressly disclaims liability for errors and omissions in it. No warranty of any kind, implied, expressed or statutory, including but not limited to, the warranties of non-infringement of third party rights, is given with respect to the content of social media or its links to other online resources.

EPA reserves the sole right to review, edit and/or delete any comments it deems are offensive, defamatory, inappropriate or are clearly spam.

Comments including, but not limited to, the following may be deleted or edited by the moderators:

- abusive or hurtful comments about another participant or the EPA, which may include:
  - inappropriate language (eg profanity, racial, ethnic or gender-based language)
  - personal attacks or defamatory statements or comments (eg negative personal or untrue comments about a participant), instead of just criticising his/her posting, opinion or comments.
- irrelevant and redundant comments (eg promotion of events, groups, pages, websites, organisations and programs not related to or affiliated with EPA)
- comments that violate the privacy of EPA's staff, customers or stakeholders.

Links to other websites from EPA's social media sites are provided as a guide only and do not constitute endorsement and as such we are not responsible for the content of external websites.

By submitting content to EPA's social media sites, you understand and acknowledge that this information is available to the public and as such, is considered a public record.

The EPA reserves the right to change, amend, remove or add to these terms of use as appropriate and without notice. If you have any questions about this disclaimer, including its application, please contact us at [epainfo@epa.sa.gov.au](mailto:epainfo@epa.sa.gov.au).

## Environment Protection Authority (@SA\_EPA) Twitter Policy

### What is Twitter?

Twitter is a 'microblogging' platform which allows users to post and exchange short messages of up to 140 characters in length. Twitter users engage publicly with other users over the internet, accessed by the Twitter website or Twitter applications on internet-enabled mobile devices. Twitter allows users to share links to online information, publish photographs and share other media such as video. With the exception of direct messages exchanged between users, all messages (or 'tweets') are public and visible to all for review, comment and share.

To be notified of tweets from an account you follow, you will need to create your own account at [www.twitter.com](http://www.twitter.com). Twitter accounts are free of charge and support is at <https://support.twitter.com/>.

### Purpose

The @SA\_EPA Twitter account is used to inform the general public and stakeholders of information relating to the Environment Protection Authority in South Australia and its role in environmental impact assessment, policy development and advice on environmental matters. This information may include:

- release of new reports, guidelines, newsletters and policies
- opportunities for public comment/submissions
- Stakeholder meetings and regional visits
- media releases, sponsored events and other announcements.

The EPA website is the main source of public information for the agency and can be found at [www.epa.sa.gov.au](http://www.epa.sa.gov.au).

### Media

Media outlets and journalists are directed to contact us via our media enquiry phone number 0434 609 394. We are not able to respond to media requests through the @SA\_EPA Twitter account.

### Our Twitter account

The EPA operates its Twitter account as @SA\_EPA. The EPA's Engagement team and Chief of Staff manage the @SA\_EPA Twitter account. The frequency of tweets from this Twitter account will vary but is generally expected to be no more than three to five weekly tweets during standard office hours 9 am–5 pm Monday to Friday. The EPA accepts no responsibility for Twitter downtime.

### Following

The EPA does not automatically follow organisations or individuals who follow it. We may follow relevant organisations and other parties where there is a clear link in communicating and receiving environmental information relating to the EPA. Individual Twitter users will not be followed unless they are known in a professional capacity. Being followed by the EPA does not imply endorsement of any kind.

## **Re-tweet (RT)**

The EPA may occasionally be asked to re-tweet (RT) content from other Twitter users. These requests will be considered on a case-by-case basis. We will proactively re-tweet content that contributes useful information relating to the EPA and its core business. This may include but is not limited to:

- State government announcements
- Ministerial media statements
- Federal environmental issues affecting South Australia.

## **Monitoring, @replies and direct messages**

The EPA's Twitter account is primarily to facilitate notifications as outlined above. However, the EPA Engagement team read all comments, @replies and direct messages and ensures that any emerging themes or helpful suggestions are forwarded to the relevant people in the organisation.

The EPA will monitor the @SA\_EPA Twitter account from 9 am–5 pm Monday to Friday.

We are not able to reply individually to all messages received and where common topics and requests exist, the EPA may issue a general notification via Twitter. Questions or comments regarding specific issues should be sent to us by email [epainfo@epa.sa.gov.au](mailto:epainfo@epa.sa.gov.au) or post or using one of the methods on our contact page at [www.epa.sa.gov.au/contact](http://www.epa.sa.gov.au/contact)

## **Hashtags (#SAEPA and #SASOE2013)**

The # symbol, called a hashtag, is used to mark keywords or topics in a tweet. It allows Twitter users to categorise messages which enables users to search and filter information based on keywords and share information more meaningfully. Hashtags also allow users to quickly identify 'trending' topics (as displayed on the Twitter homepage). The EPA will use hashtags when:

- providing information relating to environmental impact assessment of significant development proposals
- announcing new or revised policies, guidance and newsletters.
- News announcements and media releases
- EPA sponsored events.

## **Election periods and caretaker conventions**

In the period before a State Election, the EPA's Twitter account will be managed in accordance with caretaker conventions published by the Department of Premier and Cabinet. The EPA will notify its followers about the reason for any changes to the frequency or volume of tweets.