



eFlow You First is a registered business name of Transport Infrastructure Ireland

eFlow Social Media Policy

Overview:

eFlow social media channels are managed by eFlow staff. This policy details the type of content we publish as well as how we interact with others on the platform.

Our social media accounts are used to communicate news, updates, and for customer service-related operations. Information on how to contact us can be found [here](#).

eFlow Social Media Channels

LinkedIn

eFlow is active on LinkedIn.

Link: <https://www.linkedin.com/company/eflow-m50/posts/>

Facebook

eFlow is active on Facebook via the handle “eflow.ie”.

Link: <https://www.facebook.com/eflowrewardcard/>

Instagram

eFlow is active on Instagram via the handle “eflow_m50tolls”.

Link: https://www.instagram.com/eflow_m50tolls

TikTok*

eFlow is active on TikTok via the handle “eflow_m50tolls”.

Link: https://www.tiktok.com/@eflow_m50tolls

**TikTok is used for advertising purposes and is not used as a customer communication channel.*

YouTube

eFlow is active on YouTube via the handle “@eflow”.

Link: <https://www.youtube.com/c/eflow>

Content:

Our social media content will usually relate to the following:

- Customer Service;
- Public Information (events, changes to eFlow operations, and marketing);
- eFlow sponsorship;
- “How to Guides” for eFlow services.

Irish Language:

eFlow is committed to upholding the legislation outlined in the Official Languages Act 2003. As such, eFlow posts in the Irish language as part of our social media output.

Who we Follow:

We follow relevant organisations on LinkedIn and Instagram. These include but are not limited to, government departments, agencies, other toll operators, national media, local authorities, and Transport Infrastructure Ireland related accounts.

Resharing of Third-Party Content:

eFlow will occasionally share content from third parties. eFlow does not endorse any previous or future activity by the individual or firm relating to the original resharing.

Abusive & Spam Language:

Abusive or spam posts and comments will be deleted. Abusive or spam messages may result in followers being blocked and reported directly through the dedicated channels of the social media platform where the abuse took place.

Future Social Media Accounts:

eFlow will stay relevant and up to date with consumers seeking out new social media channels with growing audiences. eFlow may open accounts on new social media channels as required.

Accessibility:

At eFlow, we are committed to making all our social media content accessible by ensuring best practices and guidelines are adopted and implemented. We do this by:

- Providing clear and concise information.
- Including closed captions on all videos.
- Adding alternative text for images and visuals.
- Using CamelCase in hashtags for better readability.

We are committed to continually learning, adapting and advocating for accessibility by evolving our approach as guidelines and social platforms develop. If you need to raise anything regarding the accessibility of eFlow's content, please contact our customer service team via our website webchat for a quick and easy response at <https://www.eflow.ie/contact-us#chat-with-us> or find further contact options at <https://www.eflow.ie/contact-us>.

Disclaimer

eFlow believes all material produced for this publication is correctly and accurately researched.