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.

Is ainm gnó cláraithe de chuid Bonneagar Iompair Éireann é eFlow You First

Beartas Meán Sóisialta eFlow

Forléargas:

Bainistíonn foireann eFlow bealaí meán sóisialta eFlow. Sonraíonn an beartas seo an cineál ábhair a fhoilsímid chomh maith leis an gcaoi a ndéanaimid caidreamh le daoine eile ar an ardán.

Baintear úsáid as ár gcuntas meán sóisialta chun nuacht agus nuashonruithe a chur in iúl agus le haghaidh oibríochtaí a bhaineann le seirbhís do chustaiméirí. Tá faisnéis ar conas dul i dteagmháil linn ar fáil anseo.

Bealaí Meán Sóisialta eFlow

LinkedIn

Tá eFlow gníomhach ar LinkedIn tríd an lorgán “eFlow”.

Nasc: https://www.linkedin.com/company/eflow-m50/posts/

Facebook

Tá eFlow gníomhach ar Facebook tríd an lorgán “eflow.ie”.

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TikTok*

Tá eFlow gníomhach ar TikTok tríd an lorgán “eflow_m50tolls”.

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

*Úsáidtear TikTok chun críche fógraíochta agus ní úsáidtear é mar chainéal cumarsáide custaiméirí.

YouTube

Tá eFlow gníomhach ar YouTube tríd an lorgán “@eflow”.

Nasc: https://www.youtube.com/c/eflow

Ábhar:

Is gnách go mbainfidh ár n-ábhar meán sóisialta leis na nithe seo a leanas:

- Seirbhís do Chustaiméirí;
- Faisnéis Phoiblí (fógraíocht, imeachtaí, athruithe ar oibríochtaí eFlow, agus margaíocht).

- Urraíocht eFlow;
- Treoracha le haghaidh seirbhísí eFlow.

An Ghaeilge:

Tá eFlow tiomanta do sheasamh leis an reachtaíocht atá leagtha amach in Acht na dTeangacha Oifigiúla 2003. Dá bhrí sin, póstálann eFlow i nGaeilge mar chuid dár n-aschur meán sóisialta.

Cé a Leanaimid:

Leanaimid eagraíochtaí ábhartha ar LinkedIn. Áirítear orthu seo, ach níl siad teoranta do, ranna rialtais, gníomhaireachtaí, oibreoirí dola eile, na meáin náisiúnta, údaráis áitiúla, agus cuntais a bhaineann le Bonneagar Iompair Éireann.

Ábhar Tríú Páirtí a Athroinnt:

Ó am go chéile, roinnfidh eFlow ábhar ó thríú páirtithe. Ní thacaíonn Flow le haon gníomhaíocht a rinne an duine aonair nó an gnólacht roimhe seo nó a bheidh ann amach anseo maidir leis an athroinnt bhunaidh.

Teanga Mhaslach agus Turscair:

Scriosfar póstálacha agus tráchtanna maslacha nó turscair. Mar thoradh ar theachtaireachtaí maslacha nó turscair, d'fhéadadh go gcuirfí bac ar leantóirí agus go dtuairisceofar go díreach iad trí bhealaí tiomnaithe an ardán meáin shóisialta inar tharla an maslú.

Cuntais Meán Sóisialta Sa Todhchaí:

Fanfaidh eFlow ábhartha agus cothrom le dáta le tomhaltóirí atá ag lorg bealaí nua meán sóisialta le lucht féachana atá ag méadú. Féadfaidh eFlow cuntais a oscailt ar bhealaí meán sóisialta nua de réir mar is gá.

Inrochtaineacht:

Ag eFlow, táimid tiomanta dár n-ábhar meán sóisialta go léir a dhéanamh chomh inrochtana agus is féidir. Déanaimid é seo trí:

- Faisnéis shoiléir agus bheacht a sholáthar.
- Teidil dhúnta a chur san áireamh ar gach físeán.
- Téacs malartach a chur le híomhánna agus amharcíomhánna.
- CamelCase a úsáid i haischlibeanna ar mhaithe le hinléiteacht níos fearr.

Más gá duit aird a thabhairt ar aon rud maidir le hinrochtaineacht ábhar eFlow, déan teagmháil le do thoil lenár bhfoireann seirbhíse do chustaiméirí trí Facebook, ar an bhfón, nó ar ríomhphost.

Séanadh

Creideann eFlow go bhfuil taighde ceart agus cruinn déanta ar gach ábhar a tháirgtear don fhoilseachán seo.