

Social Media

Environment Agency social media guidance

June 2013

This social media guidance outlines how we manage our social media accounts, and the service that you can expect to receive from us via these channels.

Our official social media accounts can be found at:

www.twitter.com/envagency
www.twitter.com/EnvAgency/ea-twitter
www.facebook.com/environmentagency
www.flickr.com/environment-agency
www.youtube.com/environmentagencyTV
www.linkedin.com/company/environment-agency
www.environmentagency.blog.gov.uk

How the sites work

If you are new to social media you may find it useful to look at the following Help pages:

- [Twitter](#)
- [Facebook](#)
- [Flickr](#)
- [Youtube](#)
- [LinkedIn](#)

Availability

We monitor these accounts during office hours.

- In the event of incidents, we will attempt to provide additional monitoring.
- To report an incident (such as pollution) please telephone 0800 807060.
- To get the latest flooding information please telephone 0845 988 1188, [visit our website](#), sign up for to [Flood Alerts on Facebook](#) or download the FloodAlerts app onto your [iPad/iPhone](#) or [Blackberry](#).
- These services are available 24 hours a day.

We can take no responsibility for any point at which social media services are unavailable, whether this is due to our actions, due to general issues with the social media sites themselves, due to internet access in your area or due to any other factors.

Other ways you can contact us

- You can find useful information on our website www.environment-agency.gov.uk
- You can email us on enquiries@environment-agency.gov.uk
- You can talk to our National Customer Contact Centre team on 03708 506506 (open 8am-6pm Mon-Fri)

What we post about

If you follow one of our accounts, you can expect updates relating to our work protecting and improving the environment and promoting sustainable development. We will also post information to help inform our customers about the requirements of the regulations that we oversee.

During incidents, such as flooding, that may affect the populations of England, you can expect a higher volume of posts as we try to ensure that everyone is fully informed of events.

How we will respond

We are always happy for people to direct questions, queries and comments to us via our social media accounts. We aim to respond to all queries as quickly as possible.

When you send us an enquiry this is likely to be publicly viewable on your social media account unless you send it as a private or direct message. Remember, that if you have set up a protected Twitter account the public not be able to see your tweet, and neither will we. If you want to ensure that your communication with us is private we suggest you email enquiries@environment-agency.gov.uk.

If you follow or like one of our social media accounts, we will not automatically follow you back. If we do follow you, being followed by us is not an endorsement of any kind.

In some cases, we may have to consult a technical expert to ensure that we give you the right information or answer. In these cases, the extra detail means that we may take longer to answer. Where this is the case we will keep you informed of this. On occasion we may have to ask you to contact us by phone or email to enable us to properly handle your enquiry.

Special circumstances when we may not be able to take your post into consideration include:

- For Official Consultations, we are only able to accept responses in our online consultation tool, by email or by post. This includes surveys or consultations embedded in the '[Have your say](#)' app on our Facebook page. More details on [consultations about Environmental Permits](#) and [open online consultations](#) are available on our website.
- When we are responding to incidents (such as flooding or major pollution incidents). You should report incidents using the phone number above if possible. During incidents, we prioritise responding to posts relating to the incident. We are grateful to people who are able to send us or make us aware of pictures and videos relating to incidents but please don't be tempted to take any risks in order to create these.
- If your query is not submitted in good faith. We may decide not to respond to enquiries that contain:
 - party political material
 - potentially false or misleading statements including any attempt to impersonate any person, or misrepresent your identity or affiliation with any person
 - any commercial endorsement, promotion of any product, service or publication
 - language which is offensive, intemperate, or provocative. This not only includes obvious swear words and insults, but any language to which people reading it could reasonably take offence

customer service line
03708 506 506

incident hotline
0800 80 70 60

floodline
0845 988 1188

www.environment-agency.gov.uk

- is in a language other than English – unfortunately, we do not have the resource to respond to posts in other languages
- refers to a subject or topic that is unrelated to the Environment Agency’s work or remit
- relates to a subject or issue that we have previously responded to you about
- originates from an account that has previously directed enquiries that fall under any of these categories

Additionally, we may decide not to respond, or, if we think it is appropriate, block you from engaging with us and/or delete the post or request that the social media site removes the post, if the post:

- incites hatred on the basis of race, religion, gender, nationality or sexuality or other personal characteristic
- contains malicious or offensive comments or constitute a personal attack on a person’s character
- contains personal details, such as private addresses, phone numbers, email addresses or other online contact details whether or not they would breach privacy laws
- breaks or may be breaking the law – this includes libel, condoning illegal activity, trade secrets, national security and breaking copyright

NB. For the rules associated with each of these social media channels, see

- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [YouTube](#)
- [Flickr](#)

We reserve the right to report breaches of these rules to the site owner.

Private messages

We will not share private or direct messages sent to any of our social media channels with the public without your permission.

Our staff on social media

Some of our staff and teams use social media to talk about their work at the Environment Agency. These accounts are monitored and managed by the individuals named on the account. As a result we cannot guarantee the same levels of service on these accounts as you will receive via our corporate accounts (named above). You can find a list of Environment Agency representatives on Twitter at: <https://twitter.com/EnvAgency/ea-twitter>.

Information shared by our staff on personal social media accounts reflects the views of the individual and may not represent the views of the Environment Agency as a whole.

Requests for information

We welcome requests made under the Freedom of Information (FOI) Act, the Environmental Information Regulations or the Data Protection Act and would ask you, if possible, to email these to enquiries@environment-agency.gov.uk.

If you do make a request for information via a social media page please make clear that this is a request for information (e.g. by including the words “This is a formal request for information”), to help us ensure that we apply the appropriate procedures for you.

In order to receive a full response to your request you will need to provide your name and address (this can be an electronic address such as email). We would therefore advise that you refer to the [guidance on submitting request for information on our website](#).

Complaints and Feedback

If you are not happy with the service we provide or have feedback that you would like to bring to our attention and are not happy with the response you receive via social media please phone us on 0370 8506506 or email us on enquiries@environment-agency.gov.uk. You can find full details of our complaints and feedback procedure [on our website](#).

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