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## Western Australia Firms Impacted by Sudden Meta Suspensions

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A growing number of Western Australian micro–businesses are reporting severe disruptions after Meta wrongfully suspended their Instagram and Facebook accounts. In one of the most publicised cases, makeup artist Sam Enticknap, based in Margaret River, lost access to her Instagram account with around 48,000 followers just weeks before the wedding season resulting in an estimated 80percent slump in bookings.

Meta’s suspension email cited alleged breaches involving child exploitation content, but Enticknap insists the accusations were false and traumatic. Her appeals received no

substantial response, leaving her unable to regain access or retrieve personal data, including photos uploaded by her late father.

Enticknap's experience reflects a pattern affecting others both in Australia and abroad. Another WA business selling artificial flowers suffered a similar suspension, likewise without clear justification or timely redress. A friend's account was later reinstated after media exposure, underscoring how public scrutiny has prompted some reversals.

Meta has stated that it has not seen a rise in incorrect suspensions overall and maintains that users can appeal policy breaches. However, its most recent enforcement data only extends to March 2025. Critics argue that Meta still provides limited transparency and no meaningful contact path, prompting petitions, online community campaigns, and talk of legal action over the lack of accountability.

Business owners reliant on Meta platforms say the fallout extends beyond financial harm; many describe emotional distress, loss of livelihood and privileged personal content. Enticknap, for instance, remains locked out of Facebook and Instagram and cannot recover important family memories. Meanwhile, Meta continues to rely on a combination of automated systems and user reports, with appeals often handled by non-human review processes.