

# **SOCIAL MEDIA POLICY**

**FOR THE**

**SARASOTA BRADENTON INTERNATIONAL AIRPORT (SRQ)**



**SARASOTA MANATEE AIRPORT AUTHORITY (SMAA)**

*Effective September 15, 2016*

## **INTRODUCTION**

The Sarasota Manatee Airport Authority (SMAA), owner and operator of the Sarasota Bradenton International Airport (SRQ), participates in social media to promote SRQ and to support surrounding community partners. We welcome you to submit your questions, comments, and concerns via the third party social media sites SRQ has activated (each, an "SRQ Site"). These SRQ Sites are created as limited public forums for the purposes of discussing topics of relevance to SRQ and are not general public forums. By becoming a fan, friend, or follower of an SRQ Site, "liking" SRQ, or posting on an SRQ Site, you agree to the terms of this Social Media Policy.

## **USE OF SOCIAL MEDIA SITES**

SRQ Facebook: <https://www.facebook.com/SarasotaBradentonInternationalAirport>

The purpose of our Facebook is to present matters of public interest to our friends and followers who either use SRQ for business and/or leisure, have a specific interest in aviation-related matters, or are employed at our airport. SRQ primarily uses its Facebook page to promote the airport's available services and amenities, to share existing and/or new air service developments, to provide important tenant information, to share aviation-related pictures taken at SRQ, and to support community partners with whom the SMAA has entered into a partnership or sponsorship agreement.

SRQ Twitter: <https://twitter.com/srqairport>

SRQ maintains a Twitter account (@SRQAirport) which is only used in the event of major incidents at SRQ, including but not limited to an aircraft/airport disaster or a hurricane. The SMAA does not routinely tweet or respond to received Tweets from followers at this time.

## **COMMENTS ON SRQ SITES**

SRQ welcomes comments and questions from the public which will be monitored weekdays, between 7.30 a.m. and 4 p.m. The SMAA respects the principle that people are entitled to different opinions. To that end, we do not pre-moderate users' comments on our social media pages, however, the SMAA reserves the right to remove, hide, report, or otherwise block (collectively, "remove") a posting/comment, including, without limitation, if it:

1. Contains obscene, pornographic, indecent, profane, or vulgar language or material;
2. Contains threats, defamatory statements, or harassing language;
3. Promotes, fosters, or perpetuates discrimination against a protected class;
4. Contains spam or unrelated links to other sites;
5. Is off topic, out of context, or has become stale;

6. Promotes or endorses specific commercial services, products, or any entity or individual;
7. Incites or promotes violence or illegal activities;
8. Promotes political organizations, campaigns, or candidates;
9. Contains content that infringes on the intellectual property rights of another;
10. Contains sensitive or personally identifiable information;
11. Contains information that reasonably could compromise individual or public safety;
12. Contains confidential or proprietary information that is unlawful to disclose; or
13. Contains information that may compromise the safety, security or proceedings of public systems or any criminal or civil investigations.

If the SMAA decides that a comment meeting any of the above criteria should be removed, prior to removing the comment SMAA staff will take screenshots of the original post and/or the comment. A description detailing why the content was deemed not suitable will also be maintained.

If you believe a post has been wrongfully removed, please notify the SMAA at the email address listed below. You agree to work in good faith toward a resolution with the SMAA prior to the initiation of any other grievance procedure.

Please note that items posted on social media sites are also subject to the terms and conditions of the host site. The SMAA has no control over the host site's actions, including the host site's decision to remove posts that violate its own terms and conditions, and you agree to release the SMAA from any liability in connection with any actions taken by the social media host site.

If there are repeated violations, then the SMAA reserves the right to "unfriend," "unfollow," or otherwise disassociate from users on SRQ Sites.

Please note that outside comments expressed on SRQ Sites do not reflect the opinions and position of SMAA or its officers or employees. Furthermore, no endorsement of an individual or entity is intended by the inclusion of comments on an SRQ Page, by the "liking," "friending," or "following" of a commenter, or by the inclusion of a link to another's page or website. The SMAA makes no legal promises or representations regarding the accuracy or completeness of the information contained on the SRQ Sites. Additionally, the SMAA does not offer any express or implied warranty as to the fitness or use of such information.

Content on SRQ Sites, including communications from members of the public, may also be subject to applicable public records laws. By becoming a fan, friend, or follower of an SRQ Site, “liking” SRQ or a post on an SRQ Site, or posting on an SRQ Site, your information may be a matter of public record. This may include information on your own social media site.

If you have any questions concerning our social media platforms, please contact Sandrina McCloud, Marketing & Air Service Coordinator at [Sandrina.mccloud@srq-airport.com](mailto:Sandrina.mccloud@srq-airport.com).

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