



ROANOKE REGIONAL AIRPORT COMMISSION

Social Media Policy

The Roanoke Regional Airport Commission uses social media to disseminate information and communicate and engage with the public about Roanoke-Blacksburg Regional Airport news, public announcements, safety alerts, and other airport-related topics of interest.

The purpose of this policy is to ensure that the Commission's social media pages are safe, inclusive, and productive environments that are used as intended. This policy may be amended at any time without notice. Interpretation and application of this policy and rules are solely within the professional evaluative discretion of Commission staff.

Commission staff monitor social media sites periodically Monday through Friday, from 8 a.m. to 5 p.m. For immediate inquiries, please contact 540-676-7466.

The following rules apply to members of the public who access, contribute content to, or otherwise use the Commission's social media accounts:

- Posts containing any of (but not limited to) the following content are subject to deletion by the moderator:
 - Obscene, sexual, or pornographic images or language.
 - Comments about other persons or entities which are factually false, malicious or defamatory.
 - Threats to any person or property.
 - Endorsement of an activity, product, or service prohibited by federal, state, or local law.
 - Spam or links to malware/viruses.
 - Posts that are off-topic (i.e. not related to the message being responded to).
 - Posts that are unrelated to the operation of the Roanoke-Blacksburg Regional Airport, or the Commission.
 - Impersonation of a public official or misrepresentation of an affiliation with a public agency.
 - Advertisement of any commercial activity, product, or service not related to the airport or to an airport tenant, concessionaire, or contractor.
 - Posts that are repetitive, or appear to be, copied and pasted.
 - Contains personal identifying information or sensitive personal information.
 - Has been created or posted by artificial intelligence, automated or robotic posting, and commercial mass-marketing entities.

Neither re-sharing, removal, nor non-removal of a post implies the commission approves of, or agrees with, the post.

Each post is subject to the terms of use established by the entity that operates the social media platform. The Commission reserves the right to report a terms of use violation to the platform operator.

Any person who posts private or personal information does so at his or her own risk. The Commission is not obligated to remove such information.