



SYRACUSE HANCOCK INTERNATIONAL AIRPORT (SYR) SOCIAL MEDIA POLICY

Purpose:

The Syracuse Regional Airport Authority uses social media platforms to communicate with travelers, airlines, tenants, stakeholders, community members, and the public. Our social media channels provide information regarding Syracuse Hancock International Airport (SYR) operations, travel updates, airline service, safety information, events, economic development, community engagement, and other airport-related topics.

By engaging with SYR's social media accounts, users agree to comply with this policy.

Official Accounts:

SYR maintains official accounts on various social media platforms, including, but not limited to, Facebook, Instagram, X (Twitter), LinkedIn, YouTube, TikTok and emerging social media channels.

Social media platforms are host sites that maintain their own terms of service, terms of use, privacy policies, or other rules (TOS) governing the use of these sites. You are subject to the TOS of the host site when you visit a SYR social media site. For more information, consult the host website's TOS.

Communications made to SYR through a social media site will not be considered formal public comment and shall not constitute official legal notice to SYR or requests for records under the Freedom of Information Law. Such submissions will not be acknowledged.

Comments and Public Participation:

SYR welcomes public comments and encourages respectful and relevant dialogue. Nevertheless, SYR reserves the right to turn off or disable all public comments on any of its social media accounts or in conjunction with any post thereon. Comments posted by members of the public do not reflect the views of Syracuse Hancock International Airport, the Syracuse Regional Airport Authority, its employees, tenants, or airline partners.

SYR reserves the right to hide, remove, or report comments that contain:

- Profanity, obscenity, vulgarity, or sexually explicit language
- Hate speech, discrimination, or harassment
- Threats, excessive name calling, intimidation, fighting words, or incitement of violence
- False information that may impact airport safety, security, or operations
- Commercial advertising, promotional material, links to third-party sites, solicitation, or spam
- Political campaign advocacy or endorsements
- Content promoting illegal activity
- Copyright or trademark violations
- Personal or confidential information, including phone numbers, addresses, or financial information
- Repetitive, off-topic, or out of context comments unrelated to the original post

Public Safety and Security:

Comments, images, videos, or other content that could compromise airport security, emergency response efforts, restricted areas, or operational safety may be removed immediately and referred to the appropriate authorities when necessary.

Response Times:

SYR monitors social media channels during normal business hours. While we strive to respond to questions and concerns in a timely manner, social media channels are not monitored 24/7.

For emergencies, travelers should call 911 or contact airport operations directly. Social media should never be used to report emergencies.

Privacy:

Users should not post personal or sensitive information on public social media platforms. Information shared on SYR social media accounts may be subject to public records laws and retention requirements. Information (photos, videos, messages, etc.) you share with or post to SYR pages may be used by the owner(s) of the host site for its own purposes pursuant to its TOS.

User-Generated Content:

By tagging, mentioning, or submitting content to SYR social media accounts, users grant permission for SYR to share, repost, or feature such content while providing appropriate credit when possible.

Third-Party Content:

Links, comments, shares, follows, likes, or interactions with third-party organizations, airlines, businesses, or individuals do not constitute endorsement by SYR.

Our social media pages may link to other agencies and, in some cases, to private organizations. You are subject to those sites' privacy policies. Reference on these pages to any specific commercial product, process, service, manufacturer, political actor, or company is not an endorsement or recommendation by SYR. SYR is not responsible for the contents of other websites.

When visiting our social media pages, your browser may also produce pop-up advertisements. These advertisements were most likely produced by other websites you visited or third-party software on your computer. SYR does not endorse or recommend products or services for which you may see a pop-up advertisement while visiting our site.

Accessibility:

SYR is committed to making its communications accessible and inclusive. Reasonable efforts will be made to provide accessible content across social media platforms.

Policy Changes:

SYR reserves the right to revise this policy at any time without notice.

Last Updated: September 2026