



## Social Media Moderation Guidelines

*User access and use of all of Townsville Airport Pty Ltd's (TAPL's) social media pages is governed by the official Terms of Use of the relevant social media platform (Facebook, Instagram, Twitter).*

*In addition to these Terms of Use, Townsville Airport Pty Ltd has in place social media moderation guidelines which are moderated by TAPL. These have been listed below.*

### 1. Page objective

The Townsville Airport social media platforms are provided by Townsville Airport Pty Ltd (TAPL) to educate and update fans and travellers on the latest news, marketing/sales information, and general airport related issues. The platforms are to be used as a site for members in the social media community to access and share relevant Townsville Airport related information. User access and use of this page is governed by the TAPL social media Terms of Use.

### 2. Social media rules

By engaging or interacting with content on any of the TAPL social media platforms, users indicate their acceptance of our Terms of Use and acknowledge their obligation to comply with the relevant social media platform rules.

### 3. Posted content

Any third-party user generated content including comments, photos, videos and other type of material posted by users is not a reflection of the opinions or ideals of TAPL, its employees or affiliates.

Content provided across the TAPL social media platforms may contain certain information sourced from other third parties. Users acknowledge that we have no control over and are not responsible for the accuracy or completeness of any Third Party Content.

### 4. Your content

TAPL does not claim ownership of any content that users upload and publish across the platforms including text, images, links, comments and other data. However, for content that is covered by intellectual property rights, like photos and videos, the user grants TAPL an irrevocable, non-exclusive, transferable, sub-licensable, royalty-free, worldwide licence to use any IP Content that the user has posted on the page. This IP Licence ends when the user deletes their IP Content unless the content has been shared with others and they have not deleted it.

### 5. Prohibitions on user content

Your content must not include any material that:

- defames, abuses, bullies, intimidates, harasses or otherwise violates the legal rights of any person;
- discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief;

- contains nudity, offensive or inappropriate language, hate speech, violence, threats, or any other material that is considered indecent or degrading to any person or section of the community;
- contains viruses, corrupted files or other malicious code;
- is illegal or prohibited by any laws;
- is considered unauthorised commercial communications or spam;
- is obtained from an unknown source;
- misleads by the deletion of any author attributions, labels, logos or any other design that suggests a third-party legal right exists;
- or is personal, political or commercial in nature and deemed inappropriate and unrelated to the interests of TAPL and the subjects of the accounts.
- personally and negatively identifies a TAPL or QAL staff member.

## 6. Monitoring, modification and removal of content

We acknowledge that our social media platforms can be used as a forum for subjects related to TAPL and we respect the sharing of your content, provided that it is not in breach of our Terms of Use. However, the fact that we allow user content to be posted does not mean we verify, approve, endorse, encourage, support or agree with any user content posted.

We reserve the right to remove any user content, without any prior notice, if it is considered to have breached our Terms of Use or the relative social media platform's rules.

For the benefit of our TAPL social media community, we may exercise the block function provided by account administrators against users who have demonstrated any breach of our Terms of Use.

Should you feel that your content has been unfairly removed, please free to contact us and we will review with you the reasons for its removal.

## 7. Platform monitoring hours

TAPL monitors its social media accounts from 9am to 5pm, Monday to Friday.

## 8. Our content

You acknowledge that:

- all materials we publish across our social media platforms are our property or the property of their respective owners and are protected by intellectual property laws;
- you may use our content for your personal purposes. Except where the law expressly permits, you may not otherwise in any form or by any means, use reproduce, modify, distribute, publish or create derivative works from, or use for any commercial purpose, any part of our content