HELPFUL SOCIAL MEDIA GUIDE

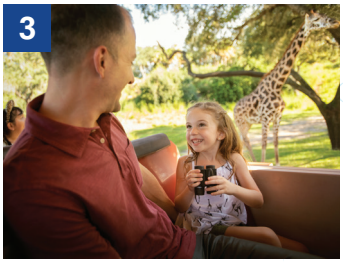
Thank you for your continued support of our products and experiences! We are committed to supporting your business and are excited to share some of our social media best practices with you. We hope you find these tips beneficial as you look to expand or fine-tune your social media practices. We're sharing this document and helpful tips with you as a valued client and ask that you do not post this online or share these tips.

- Always refer to the Spontaneous Posting Social Media Policy prior to making any post to ensure that your post complies with the policy. The latest version of the policy can be found on DisneyCopyright.com.
- Capture ample content while you are here so that you can build a library of content to post after your visit.
- Be sure you capture enough evergreen content too so you can post during any time of the year.
- Tag @DisneyTravelProfessionals on Instagram.

EXPERIENCES TO CAPTURE



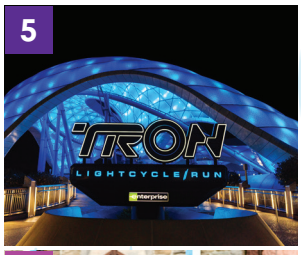




1. **This is Magic:** Capture the feeling that happens when pure enchantment brings to life the child within us all at all four *Walt Disney World* Theme Parks, whether it is the joy you experience while walking down *Main Street, U.S.A.*®; meeting favorite Disney Characters; or enjoying a Mickey's Premium Ice Cream Bar.
2. **EPCOT® Transformation:** Showcase the EPCOT® transformation by featuring Dreamers Point; Journey of Water, Inspired by Moana; CommuniCore Hall & Plaza, and the all-new nighttime spectacular: Luminous The Symphony of Us.
3. **Fun for all ages:** Highlight family friendly fun at all four *Walt Disney World* Theme Parks.

KEY ATTRACTIONS





















MAGIC KINGDOM® PARK

4. Cinderella Castle (day and night)
5. TRON Lightcycle / Run Presented by Enterprise®
6. *Disney Festival of Fantasy* Parade
7. *Tiana's Bayou Adventure*

*Check with your Disney Representative before planning any Guardians of the Galaxy: Cosmic Rewind marketing within 300 miles of Orlando.

EPCOT®

8. Spaceship Earth (day and night)
9. Guardians of the Galaxy: Cosmic Rewind*
10. *Frozen* Ever After
11. *Remy's Ratatouille Adventure*

EPCOT® Festivals

12. Outdoor Kitchen/Food Locations
13. Family Friendly Activities

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DISNEY'S HOLLYWOOD STUDIOS®

14. *The Twilight Zone Tower of Terror™*
15. *Toy Story Land*
16. *Star Wars: Galaxy's Edge®*
17. *Fantasmic!*

DISNEY'S ANIMAL KINGDOM® THEME PARK

18. *Tree of Life®*
19. *Pandora—The World of Avatar*
20. *Expedition Everest—Legend of the Forbidden Mountain®*
21. *Finding Nemo*: The Big Blue…and Beyond!

GENERAL BEST PRACTICES

Tips and best practices to help you capture social media content:

- Social media is all about consistency: consistent high-quality images and video, consistent scheduling and posting, and consistent engagement with your audience. Showing up consistently on your platforms is how to build rapport with your audience and educate them on exactly how you can meet their vacation planning needs.
- Plan your social media calendar in advance. Anticipate weekly, monthly, and annual beats. This will help you remain consistent and always have content ready to post.
- Social media is a two-way street! Engage with your audience by replying to their comments and answering their questions. Have an FAQ document prepared and updated regularly so you can answer commonly asked questions in direct messages.
- You don't have to be an expert graphic designer. You can search for free or low-cost platforms and tools with editable templates to help you design your editorial social media content.

HASHTAG STRATEGY

- Don't use too many—or too few—hashtags. Try to leverage between 5 and 10 hashtags per post.
- Do your research and use the search feature in each platform to see what trending hashtags people are already using.
- You can use official Disney hashtags in your social media posts, such as: #DisneyTravelProfessionals.
- Use your agency hashtag in every editorial social media post and in your platform bio to potentially garner new followers. (Reminder: Disney should not be a part of your agency hashtag.)

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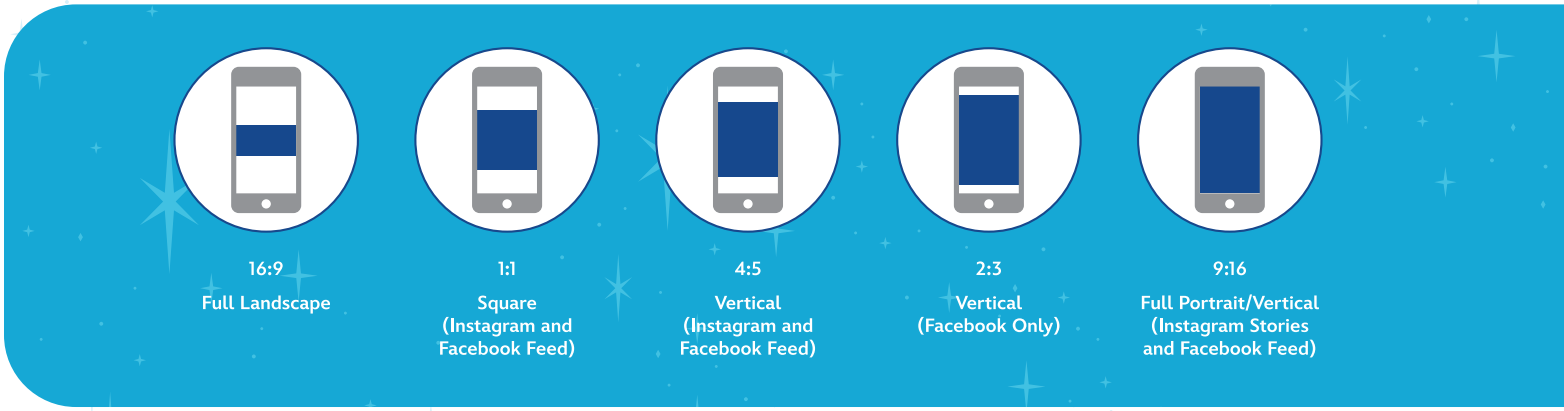
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CLEAR CALL-TO-ACTION

- When possible, drive your content using your personal photography back to a relevant page on your website. This strategy will encourage your clients to take action and move them further down the marketing funnel. In all cases, please be sure to refer to the Spontaneous Posting Social Media Policy prior to making any post to ensure that your post complies with the policy. The latest version of the policy can be found on DisneyCopyright.com.
- Use a CTA such as “Learn More”, “Begin Planning”, or “Learn how I can help you begin planning your *Walt Disney World* vacation” with a link to your homepage or to an overview page on your website when you want more followers to learn about your business.
- Use a CTA such as “Buy Tickets”, “Book Now”, or “Contact me to learn how I can help you begin planning your *Walt Disney World* vacation” with a link to a product page, quote request form, or other lead generation form on your website when you want your followers to make a purchase or to contact you. Be clear about the action you want them to take when they land on the webpage.
- Never put your phone number in the copy of a social media post. It will not perform well with most social media platform algorithms. If you want clients to call you, use a CTA such as “Contact Us” and provide a link to the contact page or form on your website.

SPECS, SIZES, AND CHARACTER LIMITS

- Use JPEG and PNG for image files and .MOV and .MP4 for video files when posting.
- Think mobile first. Fill up the screen as much as possible to bring attention to your post.
- Research and adhere to the latest character limits for headlines and description copy in your promotional and paid social media posts. You can usually find this information in the Ads Manager section of each social media platform.



REMINDERS

- Per your Marketing Guidelines, please contact your Business Development Manager or Disney Representative if you have any questions regarding the Spontaneous Posting Social Media Policy.
- Do not capture any photography or videography backstage or in non-public areas.
- Do not film on any attractions.
- Do not film at security checkpoint areas.
- Do not interview Cast Members.
- Do not interrupt any Guest experiences or Guest flow within Parks while capturing content.
- No tripods or other heavy filming equipment are allowed in the Parks. Please use a mobile device or small DSLR camera.
- Do not edit any Disney provided assets. Please refer to the Marketing Guidelines and submit any original content for review and approval prior to posting.

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