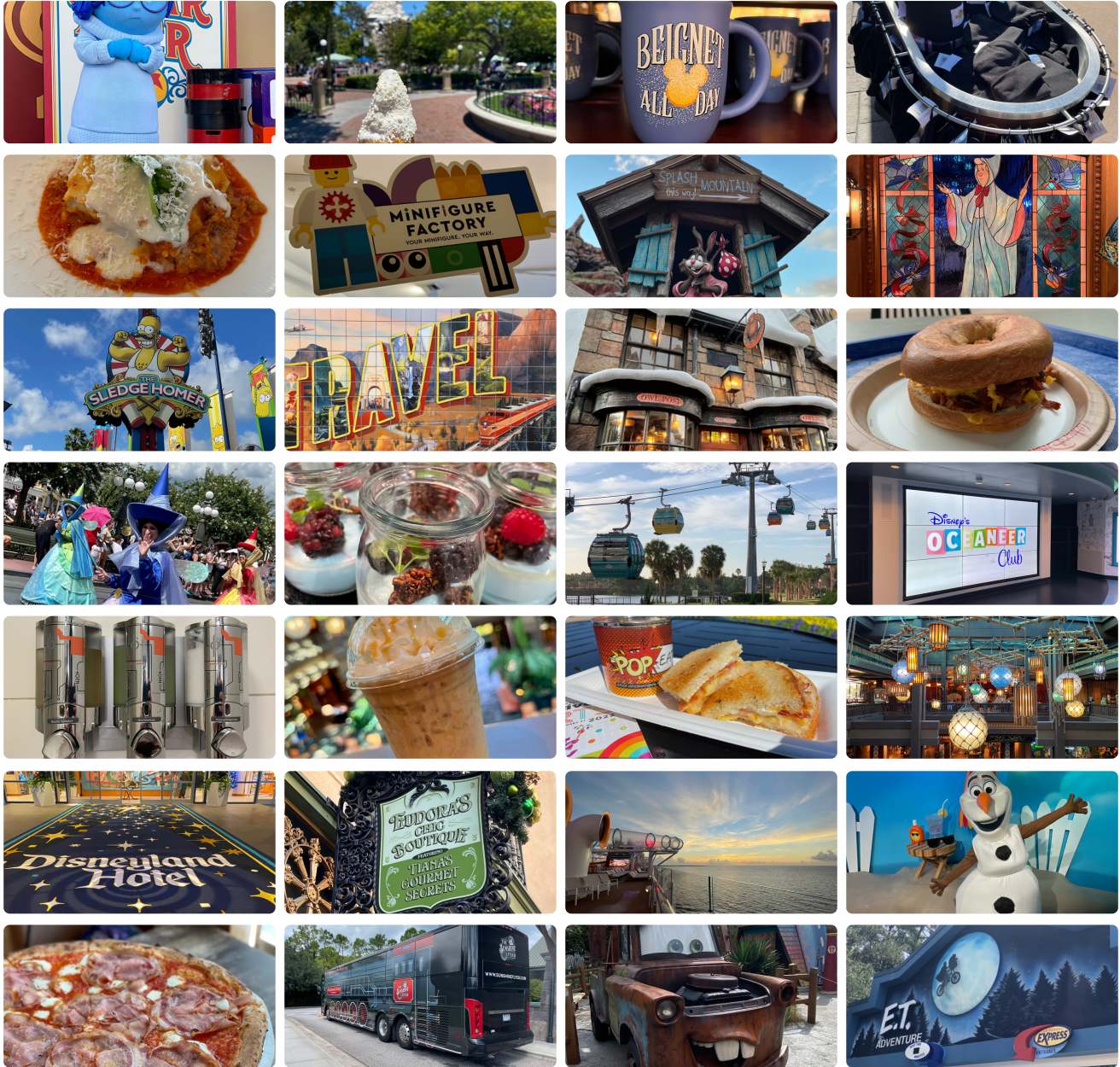


**PLUSSING it** *Social Media*  
**VAULT**

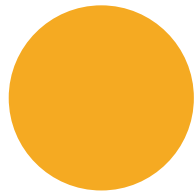


**January 2023**



# HOW TO USE THIS DOCUMENT

This PDF document serves as an index to show you what images are provided in the Vault and it's also where you can cut and paste the copy to use in your posting. High resolution images can be downloaded from inside the download section of your Plussing It Membership account or via Dropbox. Each image has a caption you can copy/paste/customize. Of course you are welcome to use your own words and tailor them to your voice, these captions are simply suggestions. Use them as-is, modify or don't use them at all. Up to you! TEXT WRITTEN IN BLUE is just a suggestion, prompt or idea from me.



Dates featured in these circles are **just suggested dates** for when to post that content, as there is a significance to the post and the date. You can post the content whenever you like.

**ALERT: BEFORE you post, ensure the content is accurate. With Disney destinations changing operations frequently post-covid, you want to be sure you are posting the most recent updates. I do my best, but two sets of eyes are better than one.**

Use all of the images in this vault at your discretion on the days that serve you best. Any images that can be used for a specific date/holiday/event will be marked as such.

I recommend you look through this vault and start batch scheduling your posts. Even if you just do one week at a time, you can literally get all of your social media posting scheduled for the week in about 20 minutes. What a time saver! It's like a social media crock-pot, set it and forget it! If you have any questions on how to batch schedule, please utilize our Facebook Group for support and be sure to attend the weekly Live Chats.

This vault supplies an image a day, but I do hope the photos and captions inspire you to create additional posts on your own, using your personal images. I have provided extra talking points and ideas of ways to add more YOU into the captions. **Authenticity is extremely important!**

Adding YOUR voice will help your followers get to know you better, begin to like you more and most importantly TRUST you. When you have trust, you have a client. I encourage you to post several times a day! Check the Bonus section for fun pictograms to help supplement the provided Vault posts and get your content shared far and wide! Don't forget, if you have been a member for at least a few months, you can recycle posts too.



Post On  
January  
1st



## SUGGESTED COPY TEXT

Happy New Year! Typically, we resolve to get fit like Sledge Homer here or better ourselves, lives or situations in some way, right?

## ADD YOU TO THE CONVO

Share if you've made a resolution and what that might be or if you have resolved to NOT make one this year.

## CALL TO ACTION SUGGESTION

Did you make any resolutions or have a goal for this year?

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

Simpsons fans are in heaven at Universal...or at least if heaven looked A LOT like Springfield USA! You can have a burger or a cold one at Moe's Tavern, a giant Lard Lad donut or play some awesome carnival games for a chance to win a giant Krusty the Clown! What would your first stop be?

If you could be ANY character from The Simpsons for just the day, who would you choose and why? What New Year's resolution would you make as this character?

## ALTERNATE PHOTO IDEAS

- Photo of you with a New Years Hat or Noisemaker
- Your photos of this area of Universal Studios

## SUGGESTED HASHTAGS

#uor #universalorlando #thesimpsons  
#sledgehomer #homersimpson #universalgram  
#universalstudios #visituniversal #universalresorts  
#universaltravelplanner #universallife  
#universalinsta



Post On  
January  
2nd



## SUGGESTED COPY TEXT

Is there a middle ground when it comes to buffets? I think people either love them or they really don't. For those that don't but still like variety, some restaurants offer "all you care to enjoy" at your table.

## ADD YOU TO THE CONVO

Share how you feel about buffets and/or all you care to enjoy and why you feel that way.

## CALL TO ACTION SUGGESTION

What's YOUR preference and which is your favorite restaurant?

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

It's no secret that Disney parks have FANTASTIC buffets across the parks and resorts. The coolest thing is that even if there are some similarities, there is a little something special about each. If you could piece together the perfect buffet, which items would you grab from your favorite buffet restaurants?

On this National Buffet Day (anyone else's stomach just growl?) tell us what you prefer when it comes to buffets. Do you want the big Mickey waffle-laden breakfast buffet or do you prefer all the carved meats and desserts available at the dinner buffets?

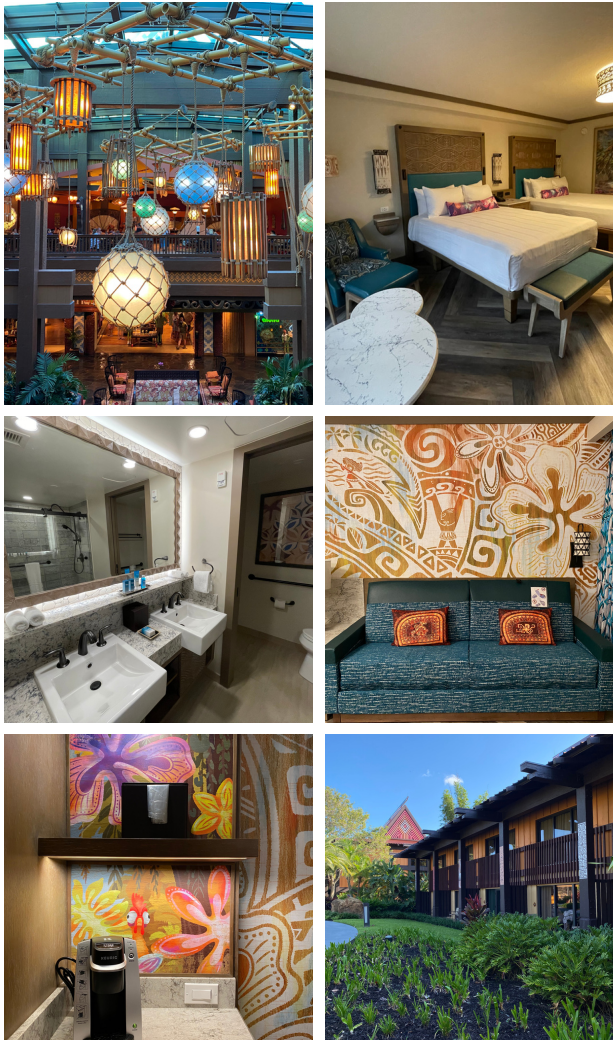
## ALTERNATE PHOTO IDEAS

- Photos of you at your favorite buffet restaurant
- Your photos of buffets or all you care to enjoy platters
- Photos of your favorite dishes from various restaurants making up YOUR IDEAL buffet

## SUGGESTED HASHTAGS

#nationalbuffetday #disneybuffets #disneydining #wdw #disneyworld #disneytravelplanner #disneylife #disneygram #disneytrip #disney #instadisney #disneymagic #disneyfan #disneyfamily #disneyinsta #disneypic #disneyfun #disneyplanner #disneyig





## ALTERNATE PHOTO IDEAS

- Your photos of the Poly
- Photos of the other recently refurbished rooms-like the Contemporary.

## SUGGESTED HASHTAGS

#polynesianvillageresort #disneyresorts #disneyhotels #polyrooms #moana #disneyresortrooms #wdw #disneyworld #disneyworld50 #disneypics #disneytravelplanner #disneylife #disneygram #disneytrip #disney #instadisney #disneymagic #disneyfan #disneyfamily #disneyinsta #disneypic #disneyfun #disneyplanner #disneyig

## SUGGESTED COPY TEXT

There are so many beautiful resort hotels at Walt Disney World, but none as dreamy as the Polynesian Village Resort. Especially after the recent room upgrades.

## ADD YOU TO THE CONVO

Share how you feel about the new look with touches of Moana. Maybe compare the subtlety to the rooms at the Contemporary (Incredibles).

## CALL TO ACTION SUGGESTION

All this beauty comes at a price, that's for sure, but when Disney drops promotions, a stay here comes a bit more within reach. I promo watch for ALL MY GUESTS to save them wherever and however I can. When you're ready to book, {[enter how to best contact you.](#)}

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

Many Walt Disney World resorts have been on the receiving end of some stunning refurbishments this past year. My favorite just might be what we've seen over at the Polynesian Village Resort. The precious Moana touches are relevant and still very understated. What has been your favorite resort refurbishment of late?

Calgon, take me away to the Poly! Isn't it amazing how a resort SO incredibly close to Magic Kingdom can still manage to feel like it's a beautiful island getaway? Have you ever stayed at the Poly? What did you love about it? Is the Poly on your resort bucket list?



Post On  
January  
6th



## ALTERNATE PHOTO IDEAS

- Photo of you looking sad taking down ornaments
- Photo of you relaxing in your living room after all signs of the holidays are packed away

## SUGGESTED HASHTAGS

#nationaltakedownyourtreeday #dechristmassing  
#undecorated #joy #sadness #insideout #disneywish  
#joyfulsweets #disneytravelplanner #disneylife  
#disneygram #disneytrip #disney #instadisney  
#disneymagic #disneyfan #disneyfamily #disneyinsta  
#disneypic #disneyfun #disneyplanner #disneyig

## SUGGESTED COPY TEXT

How are you feeling now that the holidays are over and it's no longer socially acceptable to have Christmas decorations up?

## ADD YOU TO THE CONVO

Share how you feel after the holidays. Do you like to immediately get your house back to normal or do you let the holidays linger a little longer than you should?

## CALL TO ACTION SUGGESTION

Are you happy your house is back to normal or a little sad and counting down the days until next year? Maybe booking a trip to Disney might help... {Enter how to best contact you.}

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

It's official, it is National Take Your Tree Down Day! (And no, we aren't judgey neighbors, just relaying the calendar news.) What's your status? Have you already taken down your tree? If not, do you always have a specific day to take everything down or is it just whenever the schedule allows?

New Year, new you? (Maybe?) We are officially one week into 2023. How are you feeling? Are those resolutions holding up? How many times have you still written 2022 on something?



Post On  
January  
7th



## ALTERNATE PHOTO IDEAS

- Photo of the old MGM sign
- Photo of you at Hollywood Studios
- Photo of you at your favorite attraction or area of HS or the long gone attraction at MGM

## SUGGESTED HASHTAGS

#mgmstudios #disneyhollywoodstudios  
#hollywoodstudios #wdw #disneyworld  
#disneyhistory #classicdisney #disneyparks  
#disneytravelplanner #disneylife #disneygram  
#disneytrip #disney #instadisney #disneymagic  
#disneyfan #disneyfamily #disneyinsta #disneypic  
#disneyfun #disneyplanner #disneyig

## SUGGESTED COPY TEXT

How can it be...15 years as Disney's Hollywood Studios today! On this day, Walt Disney World officially renamed MGM Studios to Disney's Hollywood Studios and lots of people were really mad about it. LOL

## ADD YOU TO THE CONVO

Share if you are one of those people that were upset. If you STILL call it MGM or if you are totally fine or have come to accept it and don't even slip up anymore.

## CALL TO ACTION SUGGESTION

Who STILL calls it MGM Studios? I know there is at least one!

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

You are at Hollywood Studios. You just scanned your MagicBand, and you've cleared the turnstiles...WHERE do you run to first? Toy Story Land, Galaxy's Edge, Mickey and Minnie's Runaway Railway, straight to the Muppets or somewhere else?

*Side note*-as your travel planner I will advise you on where you SHOULD go first. {[Enter how to best contact you](#)} when you're ready to visit and we'll plan a day fit for the stars!

15 years of movie MAGIC as Disney's Hollywood Studios today! What do you find yourself missing that once was an MGM Studios staple? It's the Backlot Tour, isn't it?





## SUGGESTED COPY TEXT

Over in Disneyland the Matterhorn has a dessert dedicated to it! The Matterhorn Macaroon can be found at the Jolly Holiday Bakery Cafe. This gets me thinking...there are plenty of attractions that deserve their own dessert.

## ADD YOU TO THE CONVO

Share which attraction you would create a dessert for and what would that dessert be? Spaceship Earth cake pop that looks like the attraction? Winnie the Pooh honey pot shaped cupcake?

## CALL TO ACTION SUGGESTION

Create YOUR own attraction dessert in the comments!

## ALTERNATE PHOTO IDEAS

- Photos of your favorite themed treat
- Photo of the attraction you would create a dessert specifically for,

## SUGGESTED HASHTAGS

#matterhornmacaroon #disneyland  
#disneylanddesserts #jollyholidaybakery  
#disneyfoodie #disneydesserts #disneysweets  
#disneytravelplanner #disneylife #disneygram  
#disneytrip #disney #instadisney #disneymagic  
#disneyfan #disneyfamily #disneyinsta #disneypic  
#disneyfun #disneyplanner #disneyig

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

Even the food is adorably themed in the Disney parks! What is your favorite themed treat to grab when you're visiting? I'm a sucker for any themed ice cream treat like the Peter Pan Float at Storybook Treats!

One of the best things about a Disney vacation is the food. What sweet treat (or savory, not discriminating here) do you miss the most when you are home and missing Disney?







## ALTERNATE PHOTO IDEAS

- Your photos of this club on any ship

## SUGGESTED HASHTAGS

#disneycruiseline #dcl #disneypics #oceaneerclub  
 #dclkidsclubs #disneycruise fun #disneycruiselife  
 #disneycruising #disneycruises #disneytravelplanner  
 #disneylife #disneygram #disneytrip #disney  
 #instadisney #disneymagic #disneyfan #disneyfamily  
 #disneyinsta #disneypic #disneyfun #disneyplanner  
 #disneyig

## SUGGESTED COPY TEXT

Oh, to be a kid again on a Disney cruise ship! Disney's Oceaneer Club is pretty much the coolest pretend play zone you or your kids could possibly dream up. There is something cooler and more exciting around every corner. While the Oceaneer Club is strictly for kids ages 3-12, adults are welcome to check it out on embarkation day and various open house times (check the app). I highly recommend you do!

## ADD YOU TO THE CONVO

Share if your kids or a guest's children had a particularly great time in a specific area. Or highlight one area that 8 year old you might have spent ALL your time in.

## CALL TO ACTION SUGGESTION

How about forgoing the theme park vacation next time and experiencing the magic and wonder of a Disney cruise? Not all ships are the right fit, so {enter how to best contact you} and we'll make sure we pick the best one for you!

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

One of the best parts about a DCL sailing is that you can do loads of amazing things together as a family, BUT, the kiddos can also safely go and do some really great activities in DCL's kid (teen and tween also) clubs! How likely is your kiddo to want to venture off and mingle with some other kiddos on your cruise?

I know for guests who haven't sailed on DCL yet but are considering it, the kids' clubs can feel kind of foreign and maybe a little scary. What questions do you have about the activities and areas for kids to go and do their own thing for awhile? No dumb questions here-EVER!



Post on  
January  
12th



## SUGGESTED COPY TEXT

Daggum, it's Tow Mater's Birthday!  
FUN FACT: while traveling Route 66 for inspiration developing the animated film "Cars", late Pixar Head Animator, Joe Ranft, spotted a rusty old tow truck along the drive. He immediately felt a connection to it, gave it a backstory and the lovable Tow Mater was born!

## ADD YOU TO THE CONVO

Share if you've been out to Radiator Springs in California Adventure Park or are really dying to. It seriously feels like you are stepping right into the movie. If it's not your thing, say so but state it's a must visit for any fan of Mater or the "Cars" movies!

## CALL TO ACTION SUGGESTION

Who's been out to Radiator Springs at Disney California Adventure Park? Have you noticed what sits on top of Mater's engine?

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

Anyone else over here on the East Coast wish WE could get some more Cars love at our parks?! I love all the details at Cars Land in Disney California Adventure Park. I want to swirl around at Mater's Junkyard Jamboree and then grab a bite to eat at Flo's V8 Cafe!

Cars fans-what would you rather have...a stay in the adorable Cars Family Suites at Disney's Art of Animation in Walt Disney World, or a couple of hours of fun in Cars Land over at California Adventure?

## ALTERNATE PHOTO IDEAS

- Your photos of Mater in the parks and resorts
- Photos of you in Radiator Springs
- Photos of the Cars Suites if using that conversation

## SUGGESTED HASHTAGS

#towmater #disnycars #radiatorsprings  
#sirtowmater #mater #californiadventurepark #dca  
#disneyland #dlr #disneytravelplanner #disneylife  
#disneygram #disneytrip #disney #instadisney  
#disneymagic #disneyfan #disneyfamily #disneyinsta  
#disneypic #disneyfun #disneyplanner  
#disneyig



Post on  
January  
13th



## SUGGESTED COPY TEXT

EPCOT'S International Festival of the Arts begins today! If the food booths don't have you drooling, the chalk artists just might! Here are a few tips about this festival to help you get the most out of it:

- Avoid going on the weekends to avoid local crowds
- Get a wristband gift card to help budget for food and easily check out at the booths
- Don't miss participating in the Paint by Numbers mural-so fun and FREE

## ADD YOU TO THE CONVO

Share one more tip that means a lot to you. Like don't make a dining reservation and sample your way around the kitchens.

## CALL TO ACTION SUGGESTION

Have you been to this festival? What's YOUR best advice for enjoying it? Share in the comments!

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

EPCOT's International Festival of the Arts absolutely gets my vote for most underrated festival at EPCOT. This amazing festival has fantastic food, talented artists, FIGMENT and lighter post-holiday crowds. You have to hurry to catch it, since this amazing event only runs from January 13th-February 20th! Have you been? What do you love most?

Did you know there is a Broadway Concert Series at EPCOT'S International Festival of the Arts? Did you know there are 16 mouth watering food studios set up around World Showcase? How about acrobatics? Live artists painting right before your eyes? Don't wait for the more popular, PACKED festivals, you have to see this sweet festival to believe it!

## ALTERNATE PHOTO IDEAS

- Your photos of this festival
- Photo of you at this festival

## SUGGESTED HASHTAGS

#epcot #festivalofthearts #epcotfestivals #wdw #disneyworld #disneyworld50 #disneyfestivals #disneytravelplanner #disneylife #disneygram #disneytrip #disney #instadisney #disneymagic #disneyfan #disneyfamily #disneyinsta #disneypic #disneyfun #disneyplanner #disneyig





## ALTERNATE PHOTO IDEAS

- Your photos of the Skyliner
- Photos of Skyliner resorts
- Photo of you on the Skyliner

## SUGGESTED HASHTAGS

#disneyskyliner #disneyrefurb #wdw #disneyworld #waltdisneyworld #disneytravelplanner #disneylife #disneygram #disneytrip #disney #instadisney #disneymagic #disneyfan #disneyfamily #disneyinsta #disneypic #disneyfun #disneyplanner #disneyig

## SUGGESTED COPY TEXT

This could be a big problem for some. The Disney Skyliner is a really cool, efficient and quick mode of transportation that connects several resorts to Disney theme parks, but if you're afraid of heights, none of that matters. The kicker is, in some cases at some resorts, it's the ONLY Disney transportation available to EPCOT or Hollywood Studios which leaves you having to go out of your way to use the buses or hop in a Lyft or Uber.

## ADD YOU TO THE CONVO

Share if you think buses should still be available or if you fully support the exclusive use of it at some resorts.

## CALL TO ACTION SUGGESTION

No matter how you feel about heights, before you book your Disney vacation, {[enter how to best contact you](#)} and together we'll find the perfect resort fit for you!

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

Keep in mind that the Disney Skyliner will be closed for scheduled routine maintenance from January 22nd-January 29th. Guests staying at Disney Skyliner Resorts during this time will have alternate transportation provided for you. Is the Skyliner being down a deal breaker when planning where to stay that week?

When the Disney Skyliner (gondola lift system) first opened it was a HUGE deal. Resorts that typically may not have been AS popular suddenly became hot commodities. What do you think? Is the Skyliner reason enough to book a stay at a particular resort?





## ALTERNATE PHOTO IDEAS

- Photos of you at the ET ride
- Photo of any ET merch you have
- Photo of the movie on your TV

## SUGGESTED HASHTAGS

#uor #universalorlando #universalstudios  
#etadventure #ET #ETtheextraterrestrial  
#universalattractions #universalresorts  
#universaltravelplanner #universallife  
#universalstudiosperks #universalinsta  
#universalgram

## SUGGESTED COPY TEXT

"E.T. the Extraterrestrial" film came out forty years ago. Forty! Over at Universal Studios, not only do they celebrate the most popular alien of the 80s with an attraction, but they have some pretty incredible merch too.

## ADD YOU TO THE CONVO

Share if E.T. was definitely a movie you loved as a kid and if your own kids have seen it yet. Was there a particular scene that made a big impact on you? If you haven't seen it (gasp!) share that too!

## CALL TO ACTION SUGGESTION

Show of hands, who loves the movie E.T.? What scene immediately comes to mind for you?

## ALTERNATE CONVERSATION TOPICS

Try one of these alternate conversation topics with this imagery on other social channels or when you re-purpose this photo(s) at a later time.

Okay, unpopular opinion...{add if it applies I am an 80's kid and I ooze 80's nostalgia}...but I think the E.T. Adventure in Universal Studios is just plain odd. Is it just me? Am I missing something? I wanted it to be a home run...instead, it made me just want to phone home.

I love that even though Universal Orlando has their finger on the pulse of new and exciting attractions and franchises that there's still love for the old school guys that have been around for ages. E.T. Adventure opened back in 1990 and has been a staple ever since. What do you think about this attraction? Does it have staying power or does it need a facelift?



## TERMS AND CONDITIONS OF THE SOCIAL MEDIA VAULT

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Welcome to the PLUSSING IT SOCIAL MEDIA VAULT! Here you have access to some of our best personal photos taken in and around the Walt Disney World Resort, Disneyland and Disney Cruise Line along with done-for-you copy to engage your audience and generate leads.

The purpose of providing these “set ‘em and forget ‘em” posts, is to help you build your social media presence and reputation as a knowledgeable and seasoned Disney travel planner. You have express written permission to use any of these photos without a watermark or providing credit to Get Down to Disness.

**That permission is included in the cost of the Plussing It membership site for the following:**

- Promotion of you solely as a travel agent
- Promotion of your Facebook group or Facebook business page
- Social media posts on all platforms (Facebook, Instagram, Twitter, etc.)
- Advertising on social media platforms only

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- Promotion of an entire company or agency-unless YOU are the sole employee of that agency or have a group membership plan. Contact Kat Wolfe at [klw@getdowntodisness.com](mailto:klw@getdowntodisness.com) to discuss a group option.
- Print advertising
- For any other reason than promoting YOU or YOUR personal travel agent business.
- For the purpose to sell, resell, redistribute, provide access to, share or transfer any images provided herein. In other words-you can't resell these photos as if they were your original property.
- Use images in a manner that infringes upon any third party's trademark or other intellectual property, or would give rise to a claim of deceptive advertising or unfair competition.
- Use any image (in whole or in part) as a trademark, service mark, logo, or other indication of origin
- Falsely represent, expressly or by way of reasonable implication, that any image was created by you or a person other than the copyright holder(s) of that image. For example: While you are free to use these photos, please make no claim that you are the photographer or owner of the image.
- Use in a pornographic, defamatory, or deceptive context, or in a manner that could be considered libelous, obscene, or illegal.

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With all the legal mumbo jumbo out of the way, have fun! I can't wait to see how you use these to build your travel agent business!

