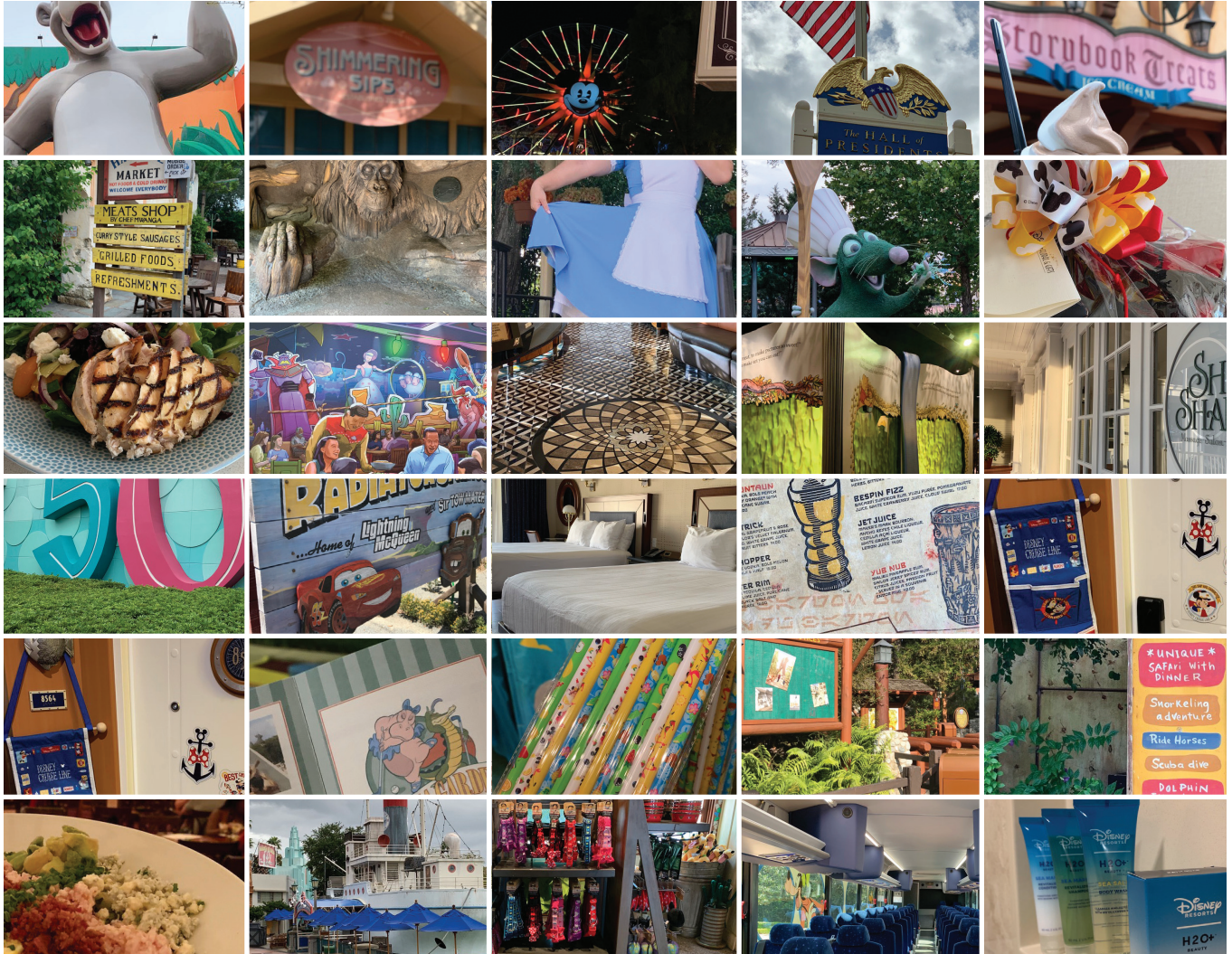




Social Media VAULT



January 2021



Letter from the Editor

🐝 Happy New Year my Plussing It pals! Here we are at the beginning of a fresh start, new hope and even stronger determination. There is just something about that "reset" we feel each January 1st that drives us to do better and be better. I know I am excited to mix things up and take some chances this year! If 2020 taught me anything, it's to just go for it!

As we (hopefully) make our way out of this pandemic, Disney will be increasing capacity and likely will be very generous with promotions to cajole guests into visiting. Be sure, in addition to these social posts done-for-you in this vault, you are regularly sharing the booking incentives put out by Disney. It never hurts to post a sample quote with a promotion to peak the interest of those on the fence.

Bring on the NEW Roaring 20's! We are SO ready to be busy!

This month's Vault focuses mainly on Walt Disney World, but has a little more Disneyland and Disney Cruise Line than in previous months. Despite them not yet available, we don't want our audience forgetting about those destinations or that we sell them. And throwing in some info, tips and tricks now and then, helps solidify your reputation as a Disney know-it-all pro.

There are only a few date-specific posts this month in the vault, but your Bonus Pictograms are intended to be shared on a few specific dates. Those dates are listed in the Bonus Pictogram section of your Membership Library.

There are 10 fun (and a little funny) Bonus Pictograms for you to use to supplement your social posting calendar. Just a reminder, these are best used on your business PAGE, then share that post into your group. Anytime you want a post to be shared far and wide, post it on your page. Groups are private and content inside a group cannot be shared. I may sound like a broken record, but that's my job.

Your second bonus for this month is a live class! Yes, for the first time (but not the last), I'll be hosting a live ZOOM class on creating simple, but fun and effective graphics using Canva. The class will be recorded, so no worries if you cannot attend live.

My pals, together we have navigated our way through the worst year in modern travel history. I have to say, if we had to endure this struggle, I'm glad we did it side-by-side. I can only imagine and hope that things will look up and look up soon, but whatever happens, you can count on me to be here, rain or shine.

All the best,

-Kat



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/customized. 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!

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!

This 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.





Captions

FACEBOOK OR INSTAGRAM

♪♪ Look for the bare necessities, the simple bare necessities...♪♪

Speaking of necessities, what kind of items must you have with you on vacation at all times?

{**ADD YOU TO THE CONVO:** Talk about what's in your park bag, if you need a box fan, your pillow from home or essential oil diffuser or any other **MUST** have in order to be comfortable.}

Ok, your turn, what can't you live without on vacation?

Alternate Conversations

Disney's Value Resorts cover more than just the bare necessities. Then discuss how great they are.

Are you team original or remake of the Jungle Book?

You started singing "The Bare Necessities" when you saw this photo, didn't you?

Additional Photo Ideas

Picture of items you put in your park bag or what you can't live without on vacation.

Relevant Hashtags

#wdw #disneypopcentury #junglebook
#mowgli #disneycharacters #disneyworld
#waltdisneyworld #disneyresorts #baloo
#disneytravelplanner #disneylife #disneygram
#disneytrip #disney #instadisney #disneymagic
#disneyfan #disneyfamily #disneyinsta #disneypic
#disneyparks #disneyplanner #disneymovies
#disneyaccount #disneytravelagent #disneyagent
#disneyig



Post On
January
20th

Captions

FACEBOOK OR INSTAGRAM

Regardless if your preferred candidate won, today is the Presidential Inauguration! This also means the Hall of Presidents is getting a new member.

{**ADD YOU TO THE CONVO:** Share your thoughts on the Hall of Presidents. Avoid political statements and be very general. Like how real the animatronics are, how the pre-show area has some wonderful artifacts, etc.}

Will you be stopping in to the Hall of Presidents on your next visit?



Additional Photo Ideas

Personal photos of the Hall of Presidents.

Hashtags

#wdw #waltdisney #hallofpresidents
#magickingdom #libertysquare #disneypatriotism
#disneyworld #waltdisneyworld #disneyamericana
#disneytravelplanner #disneylife #disneygram
#disneytrip #disney #instadisney #disneymagic
#disneyfan #disneyfamily #disneyinsta #disneypic
#disneyparks #disneyplanner #disneyattractions
#disneyaccount #disneytravelagent #disneyagent
#disneyig

Alternate Conversations

A MUST for American History buffs, talk about how the Hall of Presidents is more than just a showcase of animatronic technology.

There are two kinds of people in this world, those who see this photo and feel sleepy and those that do not. lol





Captions

FACEBOOK OR INSTAGRAM

Sure the Plaza Ice Cream Parlor is amazing, but sometimes you might just want some simple soft serve!

{**ADD YOU TO THE CONVO:** Share which you prefer, scoop or soft-serve and what your flavor of choice is.}

Let's get to know each other better...when it comes to ice cream, are you ordering a scoop or soft-serve?

There are so many great places to get ice cream at Walt Disney World! As your travel agent, part of my job is to be sure you know where to find them all!

Let's chat about booking a Disney vacation this year!
{Enter contact info}

Additional Photo Ideas

- Picture of scooped ice cream as well.
- Picture of you eating ice cream.
- Picture of another venue to get ice cream at WDW.

Hashtags

#disneyicecream #storybooktreats #wdw
#disneyworld #magickingdom #disneysnacks
#disneydesserts #disneytravelplanner #disneylife
#disneygram #disneytrip #disney #instadisney
#disneymagic #disneyfan #disneyfamily #disneyinsta
#disneypic #disneyparks #disneyplanner #softserve
#disneyaccount #disneytravelagent #disneyagent
#disneyig

Alternate Conversations

Have you ever stopped at Storybook Treats or just blow by it on your way to an attraction?

POLL: Ice Cream is acceptable for dinner on vacation?
Yes or No

Choose between soft-serve and a Mickey Premium Bar.





Captions

FACEBOOK OR INSTAGRAM

Have you ever met Alice? She's so lively, energetic and fun to meet! And umm...very chatty!

{**ADD YOU TO THE CONVO:** Share if you have ever met Alice and where and if there was anything memorable she said or that happened. }

If you ever get the chance to meet Alice, try striking up a conversation with these prompts:

Start by saying "How do you do?" and curtsy.
Ask Alice what color are her favorite flowers?
Ask her if she's seeing a white rabbit lately?
Tell Alice that today is your Unbirthday.

Alternate Conversations

Ask: Do you think character meet and greets are just for kids?

Ask: What has been your favorite character interaction to date? {Share yours.}

Additional Photo Ideas

Personal photos of you and Alice.

Hashtags

#disneycharacters #aliceinwonderland #epcot
#ukpavilion #disneycharacters #wdw #disneyworld
#disneyautographs #disneytravelplanner #disneylife
#disneygram #disneytrip #disney #instadisney
#disneymagic #disneyfan #disneyfamily #disneyinsta
#disneypic #disneyparks #disneyplanner
#worldshowcase #disneyaccount #disneytravelagent
#disneyagent #disneyig #meetandgreet #alice



Post On
Jan 12th
Mater's
B-day

Captions

FACEBOOK OR INSTAGRAM

Way before Toy Story Land or Galaxy's Edge, Disney fans were blown away by Radiator Springs at Disney's California Adventure Park! Talk about feeling like you've stepped right into a Disney animated feature film!

{ADD YOU TO THE CONVO: Share if you have seen this in person, if it's on your list, if you are big fans of "Cars" or just sharing this in honor of Mater's birthday month. }

Have you been to Radiator Springs? I know I share a lot about Walt Disney World, but I also book Disneyland vacations and would love to plan yours! {Enter how to best connect with you}



Additional Photo Ideas

Personal photos of Cars Land.

Alternate Conversations

Ask "Do you think they should replace the Tomorrowland Speedway with a Cars themed attraction?" Be sure to also post a picture of the Speedway if you go with this conversation.

Relevant Hashtags

#disneyland #carsland #disneylandresort
#radiatorsprings #lightningmcqueen #dca
#disneytravelplanner #disneylife #disneygram
#disneytrip #disney #instadisney #disneymagic
#disneyfan #disneyfamily #disneyinsta
#disneypic #disneyparks #disneyplanner
#californiaadventurepark #disneyaccount
#disneytravelagent #disneyagent
#disneyig





Captions

FACEBOOK OR INSTAGRAM

The Beach Club Resort seems to always steal the thunder from its sister resort the Yacht Club, doesn't it? In all honesty, the Yacht Club is actually the better location! It may be a slightly longer walk to Epcot, but from the Yacht Club, you are closer to the Friendship Boat dock, the Boardwalk Bakery, Disney's Hollywood Studios, the Swan and Dolphin resorts (for amazing dining options) and Fantasia Gardens Miniature Golf.

{**ADD YOU TO THE CONVO:** Share if you've ever stayed here and one other thing you love about it. Fore example "Plus, the Ale & Compass restaurant is a hidden gem!" or "Plus, guest also have access to Storm-along Bay pool!" .}

Any fans of the Yacht Club?

Additional Photo Ideas

Personal photos of the Yacht Club.

Alternate Conversations

Yacht Club or Beach Club and why? (Also post photo of Beach Club if you use this convo.)

If resort amenities and prime location are what you are after, a stay at Disney's Deluxe Yacht Club Resort...

Relevant Hashtags

#yachtclubresort #disneyresorts
#yachtandbeachclub #wdw #waltdisneyworld
#disneyresortroom #disneyhotels
#disneytravelplanner #disneylife #disneygram
#disneytrip #disney #instadisney #disneymagic
#disneyfan #disneyfamily #disneyinsta #disneypic
#disneyparks #disneyplanner #disneyyachtclub
#disneyaccount #disneytravelagent #disneyagent
#disneyig





Captions

FACEBOOK OR INSTAGRAM

It's such a shame that this tribute to Jane Goodall and her work to save chimpanzees goes mostly unnoticed! At the base of the Tree of Life in Animal Kingdom (just before you enter the It's Tough to Be a Bug attraction), is this likeness of James Greybeard, the first chimp to accept Jane, and allow her to observe his community and behavior.

{**ADD YOU TO THE CONVO:** Share if you knew about this, saw it or only recently learned it was there.}

Did you know about this tribute? The Disney theme parks are just full of delights and surprises just like this one! Keep following along with me to learn even more! Better yet, let's plan your vacation and I'll make you a list of must-see "little things"! {enter how to contact you}

Additional Photo Ideas

Personal pictures of this feature.

Alternate Conversations

Talk about the Disney Conservation Fund and how they are champions for animals.

Relevant Hashtags

#treeoflife #dak #animalkingdom
#disneyanimalkingdom #wdw #waltdisneyworld
#davidgreybeard #janegoodall
#disneytravelplanner #disneylife #disneygram
#disneytrip #disney #instadisney #disneymagic
#disneyfan #disneyfamily #disneyinsta
#disneypic #disneyparks #disneyplanner
#disneyconservation #disneyaccount
#disneytravelagent #disneyagent
#disneyig #toughtobeabug





Captions

FACEBOOK OR INSTAGRAM

The incomparable fun of Disney by day and the glamour of turn-of-the-century luxury cruising by night! When you dine at Palo, you'll be transformed to another time and place!

{**ADD YOU TO THE CONVO:** Share if you have ever dined at Palo what you ate, what you thought of it or if not, what special occasion might you like to celebrate with a meal there or if it's not really your "thing".}

This fine dining experience is available on all four Disney Cruise Line ships. Have you dined here? {If someone comments that they would love to try Palo, then follow up with them sharing that you can help, get them a quote, etc.}

Additional Photo Ideas

Personal pictures of Palo.

Alternate Conversations

Fine dining isn't for everyone, who would prefer an all you care to enjoy buffet experience over a signature dining meal?

Relevant Hashtags

#dcl #disneycruiseline #palo #disneywonder
#disneycruising #disneytravelplanner #disneylife
#disneygram #disneytrip #disney #instadisney
#disneymagic #disneyfan #disneyfamily
#disneyinsta #disneypic #disneyparks
#disneyplanner #disneyadults #disneyaccount
#disneytravelagent #disneyagent
#disneyig #disneydining





Captions

FACEBOOK OR INSTAGRAM

The Docksider Diner (formerly Min & Bill's Docksider Diner) is rich with theme (and eats like hot dogs and pulled-pork sandwiches) but often overlooked!

Originally based on the 1930's "Min and Bill" movie, it pays homage to the "California Crazy" style of architecture-where buildings are shaped like objects to grab attention. In fact, there are nods to a few classic movies in that area.

Next time you are there, look at the crates stacked to the left of the tramp steamer ship and see where they are headed to!

{**ADD YOU TO THE CONVO:** Share if you've ever stopped here for a bite, what you got, if you pass it by, never has been open when you are there, etc. }

Have you ever eaten here or has it gotten lost in the landscape on your way to Toy Story Land or Galaxy's Edge?

Additional Photo Ideas

Photos of you/your food at Docksider Diner.
Photos of other California Crazy style buildings you may have visited.

Alternate Conversations

Anyone prefer the "old" Hollywood Studios before Toy Story Land and Galaxy's Edge?

This photo represents a simpler Hollywood Studios, ask your audience to share their older photos of the theme park. FACEBOOK ONLY Instagram cannot share photos in comments.

Relevant Hashtags

#minandbills #docksidediner #disneyeats
#disneyfacts #disneyworld #disneysnacks
#disneydining #wdw #waltdisneyworld
#disneytravelplanner #disneylife #disneygram
#disneytrip #disney #instadisney #disneymagic
#disneyfan #disneyfamily #disneyinsta #disneypic
#disneyparks #disneyplanner #hollywoodstudios
#disneyaccount #disneytravelagent #disneyagent
#disneyig #disneyshollywoodstudios #dhs
#californiacrazy





Captions

FACEBOOK OR INSTAGRAM

Don't forget about the resort restaurants when considering where to dine at Walt Disney World. There are some amazing hidden gems! Like Bar Riva at Disney's Riviera Resort. An open air lounge with views of the feature pool along with fresh and delicious food, makes for an incredible dining experience! Just a quick Skyliner ride from Hollywood Studios, Pop Century, Art of Animation or the Caribbean Beach Resort.

{**ADD YOU TO THE CONVO:** Share another resort restaurant "hidden gem" and how to easily get there if not staying on property.}

These types of insider tips are what can make a good vacation a GREAT one. Do you have any hidden gem favorites? Share!

Additional Photo Ideas

Photos of your favorite hidden gem restaurant and what you ate there.

Alternate Conversations

On a scale of 1-10 how important is food to you on a vacation?

When ordering salad, do you like it as is, or opt to add a protein like chicken, beef or shrimp?

Relevant Hashtags

#barriva #disneyfoodie #disneydining
 #rivieraresort #disneyworld #wdw
 #waltdisneyworld #disneyriviera #disneyfood
 #disneytravelplanner #disneylife #disneygram
 #disneytrip #disney #instadisney #disneymagic
 #disneyfan #disneyfamily #disneyinsta #disneypic
 #disneyparcs #disneyplanner #disneyfoodporn
 #disneyaccount #disneytravelagent #disneyagent
 #disneyig #disneysalads





Captions

FACEBOOK OR INSTAGRAM

Attention those traveling with young children to the Disney parks! Even the best behaved, most patient children need to get some "wiggles" out at times. Waiting on lines and sitting for shows can really be a test for their energetic little bodies. In many of the theme parks on both coasts, there are areas designed to let kids run free and expend some of that boundless energy. The Redwood Creek Challenge Trail inside Disney's California Adventure Park is one such place! With a ropes course, rock wall, slides, trails and more for kids of all ages, it's the perfect spot to let the littles loose for a while.

{ADD YOU TO THE CONVO: Share if you've ever used any of the spaces in the parks like the Bone-yard, Space Base or Laughing Place. Or maybe you miss the Honey I Shrank the Kids playground. }

Where's your favorite place in the parks to let the kids have a wild time? No matter which, I hope these areas can reopen safely soon!

Additional Photo Ideas

Photos of the children in your life in a play area.
Photos of the other play areas mentioned.

Relevant Hashtags

#californiaadventurepark #dca #disneyland
#redwoodcreekchallengetrail #disneykids
#dl #disneyplay #disneycaliforniaadventure
#disneytravelplanner #disneylife #disneygram
#disneytrip #disney #instadisney #disneymagic
#disneyfan #disneyfamily #disneyinsta #disneypic
#disneyparks #disneyplanner #disneyplayareas
#disneyaccount #disneytravelagent #disneyagent
#disneyig

Alternate Conversations

Need a break from trying to keep young children occupied in lines? Visit one of the play areas in the theme parks and let them run free!



TERMS AND CONDITIONS OF THE SOCIAL MEDIA VAULT

By employing the images and text contained in this vault, you agree to the following terms and conditions of usage.

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, its 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:

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- Advertising on social media platforms only

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Please contact info@getdowntodisness.com for questions or further clarification.

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!

