

Spontaneous Posting Social Media Policy

Social media marketing has significantly changed the way travel consumers interact with brands – and how they consider travel plans and ultimately make vacation decisions. This policy applies to those travel agencies and other travel distributors that have permission from Disney to market and sell the following vacations: *Walt Disney World Resort*, *Disneyland Resort*, *Disney Cruise Line*, *Adventures by Disney* and *Aulani, A Disney Resort & Spa* (such travel agencies and other travel distributors are referred to as “Travel Distributors” and such vacations are referred to as “Disney Vacations”). This policy does not apply to *Disneyland Paris*, *Hong Kong Disneyland*, or the *Shanghai Disney Resort*. This policy only applies to free postings on Facebook, YouTube, Pinterest, Twitter, Instagram and Tumblr and does not apply to paid advertising, to postings on any other social media or to any other advertising or marketing.

This policy creates limited exceptions to the requirement that all materials that promote Disney Vacations or include Disney intellectual property must be approved by Disney in advance in writing.

Postings that do not require advance approval from Disney

- A posting that does not describe an offer or a Disney Vacation product (a complete Disney Vacation or a component of a Disney Vacation, such as theme park tickets, a Disney dining plan, special event tickets, etc.) need not be submitted to Disney in advance for approval as long as (i) the posting complies with the Nomenclature Guidelines and Brand Guidelines (see below) and (ii) any Disney copyrighted material (such as photos, illustrations, and logos) included in the posting has been approved by Disney in writing for posting by the Travel Distributor on the social media platform in question.
- A posting that describes a Disney Vacation product need not be submitted to Disney in advance for approval as long as (i) the posting includes Disney’s provided product copy in full without modification, (ii) the posting complies with the Nomenclature Guidelines and Brand Guidelines (see below), and (iii) any Disney copyrighted material included in the posting has been approved by Disney in writing for posting by the Travel Distributor on the social media platform in question. These postings may include Disney’s provided product copy in full in combination with material added by the Travel Distributor, but the material added by the Travel Distributor may not contradict or modify Disney’s provided copy.
- A posting by a travel agency that describes an offer need not be submitted to Disney in advance for approval as long as (i) the posting includes Disney’s provided offer copy in full without modification, (ii) the posting complies with the Nomenclature Guidelines and Brand Guidelines (see below), and (iii) any Disney copyrighted material included in the posting has been approved by Disney in writing for posting by the travel agency on the social media platform in question. These postings may include Disney’s provided offer copy in full in combination with material added by the travel agency, but the material added by the travel agency may not contradict or modify Disney’s provided copy (the addition of non-deceptive material regarding discounts or other offer benefits funded by the

travel agency is not deemed to contradict or modify Disney’s provided offer copy under this policy).

- The sharing of content that has been shared by Disney on the Disney Travel Professionals Facebook page, Disney Travel Professionals Pinterest page, or Disney Travel Professionals YouTube channel.

Postings that require advance approval from Disney

Except as otherwise expressly provided above, all postings must be approved by Disney in advance in writing. Disney may withhold approval in its sole and absolute discretion.

Here are some examples of postings that must be approved by Disney in advance in writing:

- A posting that describes an offer or a Disney Vacation product and Disney has not provided copy for the offer or product. Please note that since Disney does not provide copy for Travel Distributor sweepstakes or contests, postings regarding Travel Distributor sweepstakes or contests must be approved by Disney in advance in writing.
- A posting that describes an offer or a Disney Vacation product without inclusion of Disney’s provided copy as required above.
- A posting that does not comply with the Nomenclature Guidelines or Brand Guidelines.
- Paid advertising.
- A posting other than on Facebook, YouTube, Pinterest, Twitter, Instagram or Tumblr.

Nomenclature Guidelines

All postings must adhere to Disney’s nomenclature rules as set forth in the “Nomenclature” section of the Marketing Guidelines on DisneyCopyright.com.

Brand Guidelines

All postings must adhere to Disney’s brand guidelines as set forth below.

- Posts may NOT include any third party brands other than travel industry brands. Travel Distributor is responsible for obtaining consents from all third parties.
- Posts may NOT include any reference to any non-Disney rewards program.
- Posts may NOT include or mention any of the following:
 - Unsubstantiated, false or misleading claim

- False or misleading language
 - Tobacco or alcohol
 - Guns or ammunition
 - Prescription or over-the-counter drugs, vitamins or dietary supplements
 - Illicit drugs
 - Intimate or personal items (feminine hygiene, contraceptive, etc.)
 - Gambling
 - Erotic or pornographic content
 - A parody of current or past Disney creative, story or character
 - Violence, fighting or war
 - R-rated movie or M-rated video game
 - Obscene material, adult topics or bad language
 - Direct or indirect (implied) reference to sex or sexuality
 - Creative that could frighten or upset young children or their parents
 - Politics, social issues, activism, or advocacy
 - Divisive or exclusionary ideas (e.g. white supremacy)
 - Illegal or unethical activity
 - Slanderous or libelous content
 - Anything that violates applicable law, rule or regulation
 - Discrimination based on race, sex, religion, nationality, disability, sexual orientation, gender identity or age
 - Image or content that is in any way unlawful, harmful, threatening, defamatory or harassing
 - Sensationalism
- Hashtags not created by Disney may not include Disney trademarks. You are encouraged to use official Disney hashtags for Disney campaigns, events and celebrations.

Additional Requirements

- A Travel Distributor shall only post to pages, channels, accounts and blogs that are publicly accessible and are not private or gated.
- Each Travel Distributor shall ensure that its postings are accurate and that its postings are factually consistent with all information disclosed by Disney.
- No Travel Distributor shall provide money, any travel item or any other compensation to any person making an endorsement if such person is not clearly presented as a travel agent or other travel professional that is typically compensated to sell and promote travel, unless otherwise approved by Disney in advance in writing. Disney may withhold approval in its sole and absolute discretion.
- If Disney notifies a Travel Distributor that it is no longer eligible to post under this policy, then the Travel Distributor shall immediately cease all posting under this policy. Disney may elect to so notify a Travel Distributor in Disney's sole and absolute discretion.

- If Disney requests that a posting be removed, the Travel Distributor shall remove the posting as soon as possible, but in no event more than 24 hours after Disney makes the request. Disney may request removal in Disney's sole and absolute discretion, even if the posting complies with this policy or was previously approved by Disney.

This policy is subject to change at any time.

Examples:



- Posting complies with Nomenclature and brand guidelines.
- Image is not Disney copyrighted material and posting does not describe an offer or a Disney Vacation product.

 **Magical Bruce Travel - Travel Agent** Like Page

Epcot Food and Wine Festival
November 10 at 1:00pm Orlando

Drinking around the world at Epcot!!! Message me for a great deal on your Disney drinking vacation!



TipsyMagicTees - Making Magical Gifts for those moments you may never remember.
Magical Drinking T-shirts made to order for you next trip, "Around the World."
See more from TipsyMagicTees.com

Like Comment Share



- × The posting does not use proper Nomenclature (e.g. Epcot International Food and Wine Festival)
- × Image and copy referencing alcohol do not follow brand guidelines. This would be inappropriate for a travel professional to post.



Magic by Bruce - Travel Agent shared [Disney Travel Professionals's](#) video.
January 2, 2014 · 🌐

There is so much to do at Walt Disney World Resort! Let me help you find the right ticket for your next Family Vacation.

Walt Disney World
Magical

Disney Travel Professionals
January 2, 2014 · 🌐

Add even more fun to your Walt Disney World Resort visit with a variety of flexible ticket choices. Learn more about the Park Hopper Option and Water Park Fun & More Option in this video!

Like Comment Share



- The agent has added their call to action.
- The posting includes the full product copy provided by Disney.



Add Park Hopper Plus to your ticket and make your Disney World vacation into an all inclusive experience.

If you need help planning your next WDW vacations. I'd love to help! I can help you with tickets, parks, hotel, restaurants, dining plans, and answer questions you have! I'll help you plan your vacation as detailed as I can and cater to any needs your group has! Message me now for more details.



- × This posting describes a ticket which is a Disney Vacation component and did not use Disney-provided copy.
- × Posting doesn't comply with Nomenclature Guidelines. Walt Disney World should not be referred to as WDW or Disney World. Please use official Disney hashtags for Disney campaigns, events and celebrations.

Bruce's Magic Travel - Travel Agent Like Page

June 26 · 🌐

25% off Disney rooms!

Don't miss out on this great deal! message/email me at iamatravelagent@mousemail.com or call me @ (555)555-5551. 😊



Save up to
25%
on rooms at select
Walt Disney World® Resort
hotels in early 2019!

©Disney **WALT DISNEY World.**

Like Comment Share



× Does not contain the original copy provided by Disney.

Bruce's Magic Travel - Travel Agent Like Page
June 26 · 🌐

If you are thinking about a Disney vacation for Spring Break now is the time to reserve your room. Message me for a free quote.



Save up to
25%
on rooms at select
Walt Disney World® Resort
hotels in early 2019!

©Disney
Walt Disney World.

Disney Travel Professionals Like Page
October 10 at 11:11am · 🌐

You can now save up to 25% on rooms at select Walt Disney World Resort hotels! For stays most nights 1/1-4/8/17: <http://bit.ly/2e8bQbx>

👍❤️👍 3

Like Comment Share



- Agent included a call to action above.
- This is the offer copy provided by Disney.