



2025 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, X (formerly Twitter), Instagram, LinkedIn, and TikTok 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, 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 Instagram 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, X (formerly Twitter), Instagram, LinkedIn, and TikTok.

Nomenclature Guidelines

All postings must adhere to Disney's Nomenclature Guidelines 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 be libelous, defamatory, obscene or unlawful, otherwise violate or infringe anyone's rights, or depict tobacco or drugs, irresponsible use of alcohol, sexual situations, or a focus on violence or weapons.



- 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 influencer or other 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.

EXAMPLE OF A POST THAT DOES NOT REQUIRE APPROVAL TO POST



- This content follows the Brand and Nomenclature Guidelines.
- @WaltDisneyWorld is an official Disney account, and it is tagged properly.
- This content does not need to be submitted for review and approval prior to posting under the Spontaneous Posting Social Media Policy.

POST THAT MAY NOT BE POSTED UNDER THE POLICY



- ☒ The copy is not permitted under the Brand Nomenclature Guidelines. “epcot” should be referred to as “EPCOT.”
- ☒ This content is not permitted under the Brand Guidelines due to irresponsible use of alcohol references.
- ☒ This content is not permitted to be posted under the Spontaneous Posting Social Media Policy.

EXAMPLE OF A POST THAT DOES NOT REQUIRE APPROVAL TO POST



- This content follows the Brand and Nomenclature Guidelines.
- This content does not need to be submitted for review and approval prior to posting under the Spontaneous Posting Social Media Policy.

POST THAT MAY NOT BE POSTED UNDER THE POLICY



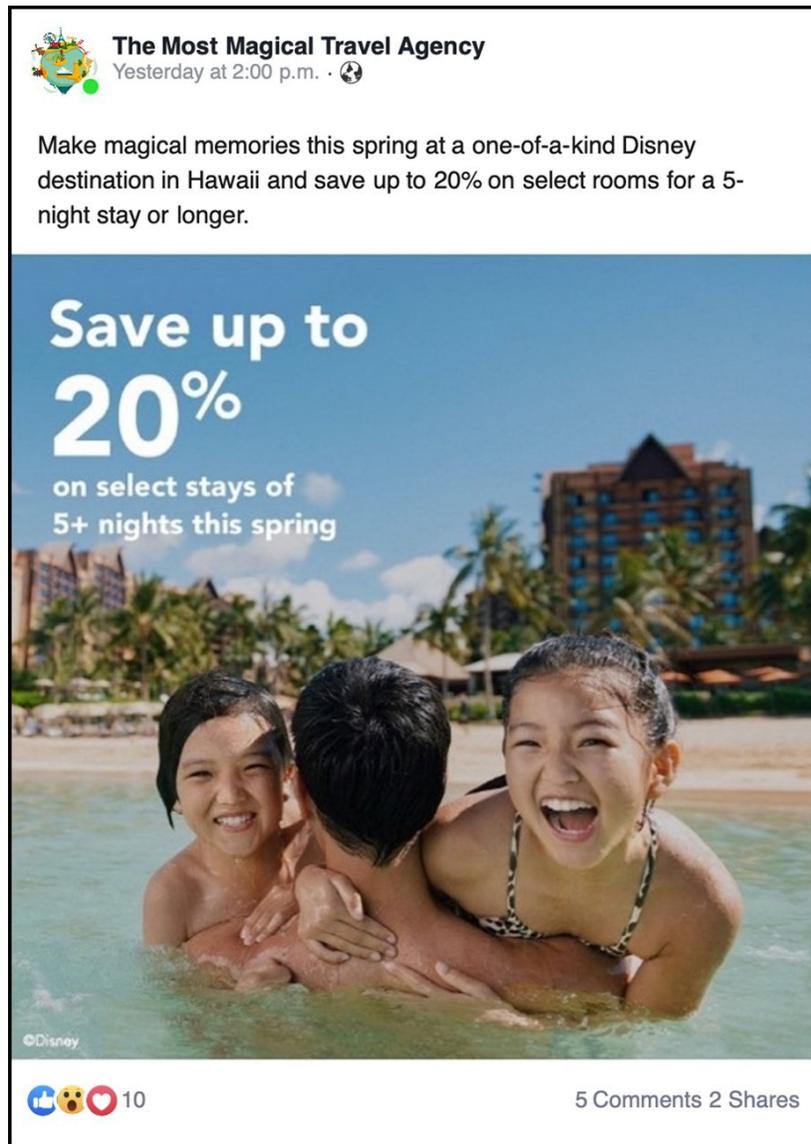
- ☒ Posts may NOT include any third-party brands other than travel industry brands under the Brand Guidelines. Emily's Sunnies should not be referenced.
- ☒ Contests and sweepstakes are not permitted to post without prior Disney approvals.
- ☒ This content does not adhere to the Brand and Nomenclature Guidelines. "DCL" should be referred to as "Disney Cruise Line" and "Castaway Key" should be spelled "Castaway Cay."
- ☒ Hashtags not created by Disney may not include Disney trademarks.
#MickeyMouseSunglasses is not approved for use.
- ☒ This content is not permitted to be posted under the Spontaneous Posting Social Media Policy.

EXAMPLE OF A POST THAT DOES NOT REQUIRE APPROVAL TO POST



- This content uses Disney’s provided approved copy in the post.
- This content links to a webpage that includes the full offer details which were detailed on DisneyCopyright.com. The full offer details are also provided in the Webpage Template in all special offer toolkits. *Note:* Full offer details can be linked to via mini-sites (Disney Site Builder), webpage templates, PDF Flyers, and Ad Shells.
- This image has been provided by Disney specifically for posting on the social media platform on which it appears.
- This content follows the Brand and Nomenclature Guidelines.
- This content does not need to be submitted for review and approval prior to posting because it follows the Spontaneous Posting Social Media Policy.

POST THAT MAY NOT BE POSTED UNDER THE POLICY



The Most Magical Travel Agency
Yesterday at 2:00 p.m. · 🌐

Make magical memories this spring at a one-of-a-kind Disney destination in Hawaii and save up to 20% on select rooms for a 5-night stay or longer.

**Save up to
20%**
on select stays of
5+ nights this spring

©Disney

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5 Comments 2 Shares

- ☒ This content does not use Disney’s provided offer copy in full because it is missing the full details of the special offer including the legal disclaimer.
- ☒ This content is not permitted to be posted under the Spontaneous Posting Social Media Policy.

Paid advertising is outside the Policy and must be submitted for review and approval.