

# Walt Disney World social media marketing plan

May 2016 to October 2016

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\*Photo courtesy of [disneytouristblog.com](http://disneytouristblog.com)

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***“You're dead if you aim only for kids. Adults are only kids grown up, anyway.”***  
***- Walt Disney***

## executive summary

Walt Disney World has a wide scope of market segments that range from young children to adults. The interests of this broad audience include watching Walt Disney Animated Studios' animated films, attending theme parks and participating in family-friendly fun. The audience's economic status varies but includes people with disposable income for travel, vacation and other recreational activities.

This social media marketing plan is based on comprehensive research of Walt Disney World's history, current social media presence, competitors' social media presences and target market. The primary focus of this social media marketing plan is to use digital media to increase the engagement of Walt Disney World's current audience, use social media to create more brand loyalists and use social media to increase audiences' positive perception of Walt Disney World.

Suggested strategies to achieve these goals include using humor when interacting with the Walt Disney World online audience and providing practical value for the company's audience. This includes discounts, free merchandise and giveaways.

In addition, this social media marketing plan describes how to track, measure and evaluate the success of this plan, which covers a period of six months. It includes a general budget and crisis management suggestions.

## brief overview

Walt Disney World has been an integral part of American culture since the theme park's opening in 1971. Children around the world dream of visiting Cinderella's Castle and taking pictures with their favorite characters every year. Walt Disney World is the one place where people can experience true Disney magic.

People do not enjoy the Disney brand; people *adore* the Disney brand. Millions of visitors considered The Walt Disney Company the highest ranked amusement park operator worldwide in 2013 (Lazich and Burton, 2013).

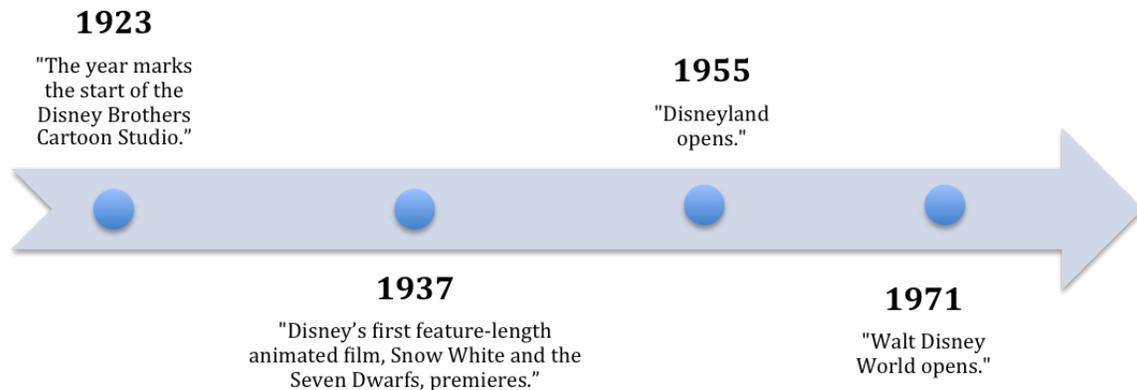
Walt Disney World is a brand that speaks for itself, but the company should seek improvement consistently. Walt Disney World's target audience no longer consumes news from television programs and views advertisements on television commercials alone. Walt Disney World's demographics of young and old consumers engage regularly on popular social media platforms including Facebook, Twitter, Instagram, Pinterest, YouTube and Snapchat in the digital age. In 2015, 65 percent of American adults were active social media users (Perin, 2015). Walt Disney World should continue to challenge traditional marketing techniques and embrace social media marketing to reach digital natives in their natural habitat. The successful company should continue to engage customers at Walt Disney World and online to maximize its social media reach.

# research/listening

The following research includes an extensive study of The Walt Disney Company's mission and leadership statements and Walt Disney World's history, target market audience, social media presence, brand voice and recent campaigns. It includes a SWOT Analysis and an analysis of the company's competition.

## I. HISTORY OF DISNEY WORLD

Below is a brief timeline from 1923 to 1971 of the origin of the beloved company, which opened in 1971 (The Walt Disney Company, n. d.).



## II. MISSION AND LEADERSHIP STATEMENTS

Knowledge of following mission and leadership statements is essential to representing The Walt Disney Company.

## our mission

“The mission of The Walt Disney Company is to be one of the world’s leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world” (The Walt Disney Company, n. d.).

## leadership

“Disney’s leadership team manages the world’s largest media company and are the visionaries behind some of the most respected and beloved brands around the globe. Their strategic direction for The Walt Disney Company focuses on generating the best creative content possible, fostering innovation and utilizing the latest technology, while expanding into new markets around the world” (The Walt Disney Company, n. d.).

### III. BRAND VOICE (POSITIONING, PERSONALITY AND TONE)

The tone detailed in the Walt Disney World brand guidelines document, which the company revised last year, provides references for how the brand’s social media content should feel. Walt Disney World attracts people who wish to explore their vivid imaginations. People come to Walt Disney World to make memories that last a lifetime.

## positioning

Walt Disney World welcomes people of any age all year long. Walt Disney World

allows imaginations to grow. It combines family, fun and adventure, and it distinguishes itself from other amusement parks, as it offers something for every member of the family. It offers delectable food, fantastic shows and exciting rides, and it allows people to interact with Mickey Mouse and dine in Cinderella’s Castle. A trip to Walt Disney World is a transformative, immersive experience unlike experiences at any other contemporary theme park.

***“The happiest place on earth.”***  
***“Where dreams come true.”***

### personality

Walt Disney World appeals to men and women of all backgrounds. Walt Disney World should diversify its content to accommodate every person. Content should maintain a playful and comedic tone.

### tone

- *Welcoming* – The Walt Disney Company has been a part of people’s lives since the mid-20th century. Audiences have welcomed Walt Disney Animation Studios’ films into their homes for years. Similarly, Walt Disney World has welcomed patrons to its attractions since 1971. It welcomes diversity and seeks to make people’s experiences unforgettable.
- *Energetic* – A wave of energy overcomes families as they step beyond the park gates to enter Walt Disney World, where laughter fills the air.
- *Magical* – Attending Walt Disney World is an immersive experience. Children’s

wonderment is intoxicating and indescribable.

- *Innovative* – Walt Disney Company has set the standard for entertainment theme parks, television and the like for years. The company uses the latest technology for its rides, fireworks shows and 3-D movie experiences.

#### IV. TARGET MARKET AUDIENCE

A comprehensive target market analysis on Facebook for the month of April provided a better understanding of Walt Disney World's consumers' likes and dislikes.

Common complaints included Walt Disney World's lack of responses to its consumers' comments and Walt Disney World's limiting the time patrons can spend with princesses, princes and other characters.

Walt Disney World can resolve its lack of responses easily by purchasing and using professional monitoring tools to organize content into streams and word clouds to delegate tasks evenly among social media team members so that Walt Disney World addresses all consumers' comments.

Walt Disney World can resolve customers' dissatisfaction with the amount of time they spend with princesses, princes and other characters by giving patrons other opportunities to connect with the beloved characters.

Many customers were pleased with their time spent at Walt Disney World. The mother of a special needs child stated, "Disney made [her] feel included and magical." Positive comments such as this and an overall rating of 4.6 out of five demonstrate Walt

Disney World's widely positive image.

## V. SOCIAL MEDIA PRESENCE

Walt Disney World began using social media in 2006, when Walt Disney Parks activated its YouTube account. In 2008, Walt Disney World created its Twitter account. Walt Disney World created its Facebook account in 2009, and it created an Instagram account in 2013. The activation date of the Walt Disney World Pinterest page is unknown.

The following chart indicates the number of followers, likes and views Walt Disney World or Walt Disney Parks had on its social media accounts as of Apr. 15, 2016.

Facebook likes	15,341,820
Facebook: people talking about this	165,568
Instagram	3,000,000
Twitter	2,360,000
YouTube (Walt Disney Parks)	584,224
YouTube views (Walt Disney Parks)	274,142,628
Pinterest	148,400

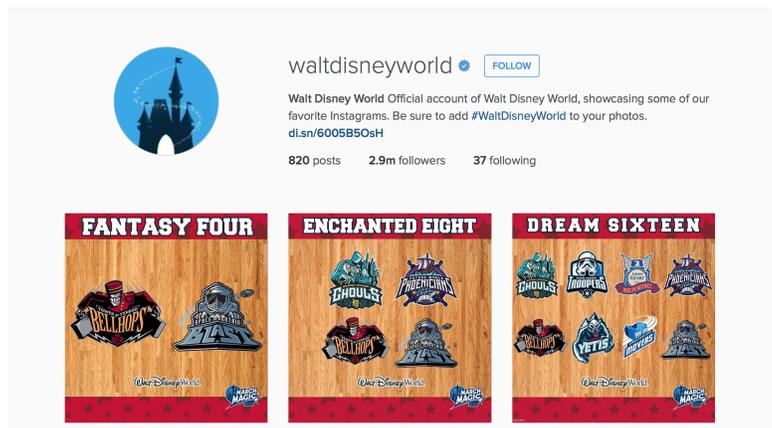
## VI. RECENT CAMPAIGNS

Walt Disney World has participated in two recent social media campaigns. These include its second annual March Magic campaign on Facebook, Twitter and Instagram

and the current Chewbacca challenge on Twitter and Snapchat.

The company asked its patrons to vote for their favorite attractions during Walt Disney Parks' March Magic campaign. Thirty two teams inspired by favorite Disney attractions competed for the title of the ultimate Disney attraction during the tournament. Disneyland Resort and Walt Disney World Resort fans showed their “#DisneySide” and decided which attractions from Disneyland Resort in California or Walt Disney World Resort in Florida won daily match-ups for the title.

The Chewbacca challenge awards skilled Chewbacca impressionists with the chance to win a trip to the Disney Parks. The winner of the best Chewbacca growl will win a trip for four to Walt Disney World or Disneyland and a meet and greet with Chewbacca.



Disney Parks marketed the Chewbacca competition on Snapchat (left). Disney Parks marketed the March Magic campaign on Instagram (right).

## VII. SWOT ANALYSIS

The following SWOT Analysis identifies Walt Disney World’s strengths and weaknesses on its social media platforms and potential opportunities and threats.

### Swot Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● The Walt Disney Company is a well-known brand.</li> <li>● The name speaks for itself.</li> <li>● Disney is a safe, fun and family-friendly location.</li> <li>● Social media personnel update the social media accounts regularly.</li> <li>● The Walt Disney Company has the largest number of visitors among theme parks worldwide.</li> </ul>	<ul style="list-style-type: none"> <li>● The number of followers on each account does not correspond with the popularity of the brand.</li> <li>● The website lacks clarity regarding links to various social media accounts. There is inconsistency in delineating the social media accounts on the website.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● Disney could create more behind-the-scenes content. For example, it could feature princess tea party content.</li> <li>● It could feature giveaways for park tickets that could incentivize people to engage on social media.</li> </ul>	<ul style="list-style-type: none"> <li>● Death or injury on park rides could occur, although health and safety are two of Walt Disney World’s top priorities.</li> <li>● Walt Disney World does not respond to all of its mentions or followers’ inquiries.</li> <li>● Competitors include SeaWorld, Six Flags, Universal Studios Hollywood and Cedar Fair Entertainment Company.</li> </ul>

## VIII. COMPETITION

### *SeaWorld*

SeaWorld has 11 parks in the U.S. It is active on Facebook, Twitter, Instagram and YouTube. These accounts represent and post content for all of SeaWorld's parks. SeaWorld uses visuals to compel customers to engage on social media. Most of the posts' content is informational and visually appealing.

### *Six Flags*

Six Flags is the fifth most visited amusement park operator worldwide. The company has 20 parks, and the admission cost is less than the admission cost of Walt Disney World. Six Flags is active on Facebook, Twitter and YouTube. These accounts represent all of the parks collectively. Most of Six Flags' posts feature generic pictures of rollercoasters and standard captions.

### *Universal Studios Hollywood*

Universal Studios Hollywood is one of four parks owned by Universal Studios, which is the third largest amusement park operator worldwide. Wizarding World Hollywood, a new attraction, inspires many of their social media posts. Universal Studios Hollywood is active on Facebook, Twitter, Instagram and YouTube. It has created a Snapchat account but has not posted relevant content yet.

### *Cedar Point and Cedar Fair Entertainment Company (parent company)*

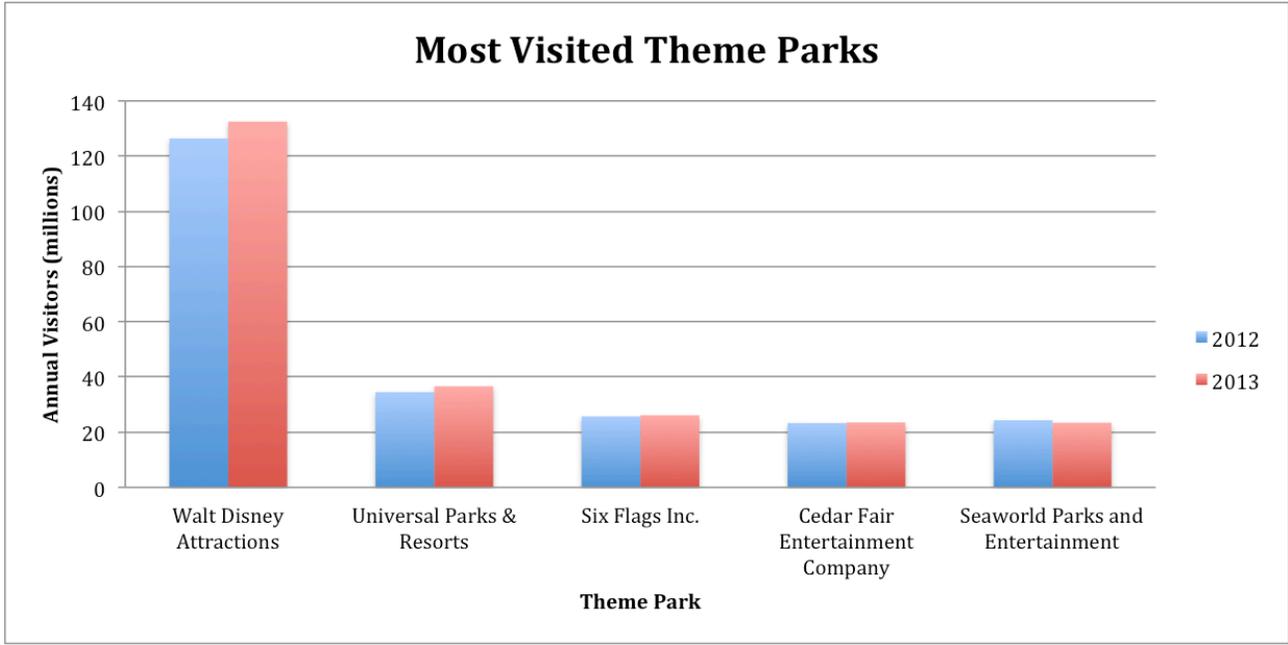
Cedar Fair Entertainment Company is the seventh largest amusement park

operator worldwide with 14 parks across the U.S. One of its parks, Cedar Point, is active on Facebook, Twitter, Instagram and YouTube. Cedar Point’s content consists of current promotions and visuals. The following chart indicates the number of followers, likes and views competitors had on their social media accounts as of Apr. 15, 2016.

Name	Facebook Likes	People talking about this	Twitter followers	YouTube subscribers	YouTube views	Instagram followers	Pinterest followers
Six Flags	5,059,072	7,501	94,800	7,235	4,954,010	None verified	1,400
SeaWorld	1,565,213	42,289	112,000	17,360	19,437,308	120,000	n/a
Universal Studios Hollywood	1,773,778	274,216	257,000	35,976	13,509,458	580,000	n/a
Cedar Point	1,431,943	13,161	119,000	44,308	23,383,471	150,000	1,700

Walt Disney World, Universal Studios Hollywood and Cedar Point have Snapchat accounts. These brands are not particularly active, however. Walt Disney World should capitalize on the power of Snapchat in reaching a young demographic by creating geo-filters for holidays and special events.

The following chart shows the most visited amusement parks in the U.S. in 2012 and 2013. The number of visitors correlates with Walt Disney World's stronger social media presence.



## goals and objectives

The goals and objectives of this social media marketing plan are specific and measurable.

The goals are to use digital media to:

- Increase engagement of Walt Disney World's current audience
- Create more brand loyalists
- Promote advocacy among new and old brand loyalists
- Increase audience's positive perception of Walt Disney World

The impact objectives of this social media marketing campaign are to:

- Increase Twitter followers by 10 percent in six months
- Increase number of total retweets on Twitter by 10 percent in six months
- Increase Facebook followers by 10 percent in six months
- Increase check-ins on Facebook by five percent in six months
- Increase number of people who purchase four-day ticket passes by five percent in six months
- Increase use of the "#WaltDisneyWorld" on Instagram by five percent in six months
- Increase number of followers on Pinterest by 10 percent in six months
- Increase number of subscribers on YouTube by 10 percent in six months
- Increase Walt Disney World's family-friendly image within six months

The output objectives of this social media marketing campaign are to:

- Write at least one press release each month to notify local and national news

- organizations of Walt Disney World's updates and achievements
- Once a week, create and release behind-the-scenes content that features Disney princesses at tea parties and costumed characters interacting with one another
  - Create a contest for winning park tickets by encouraging people to retweet a graphic and use the "#WaltDisneyWorldSweepstakes" to win one of three vacation packages for a four-week vacation for a family of four
  - Create and administer on-the-ground surveys that measure sentiment of the brand in exchange for promotional items such as Mickey Mouse headbands and t-shirts
  - Create and administer Twitter polls to assess the company's followers' sentiment toward the brand
  - Create Snapchat geo-filters for holidays and special events throughout the six-month period

# programming

Content uploaded to Walt Disney World's social media pages should incorporate the strategies of using humor when interacting with an online audience and providing practical value to online users.

## I. FACEBOOK

Facebook is a social networking website that allows people to connect and share stories with one another.

### objectives

- Increase followers by 10 percent in six months
- Increase “check-ins” by five percent in six months
- Increase engagement through promotions and contests in six months

### key metrics

- Page likes
- Shares/likes/comments
- Promotion participation
- Engagement levels

### terminology

- Like: allows users to express their appreciation of content such as status updates, comments, photos and advertisements
- Friend: ability to connect with other people/organizations

- Follow: ability for users to provide a “subscribe” button on their page, which allows users to subscribe to public postings by the user without needing to add them as a friend
- Share: ability to share posts from other accounts to a company’s audience
- Comment: ability to provide input on other people’s statuses, pictures, posts, etc
- News feed: the collection of posts from people a social media user is friends with and subscribe to
- Notification: lets people know of any activity that pertains to their account
- Mention: use the @ and type the person’s name in order to respond to someone’s comment so that person is tagged in the post

### rules for interaction

Interact with those who comment on the company’s posts and respond to questions and complaints in a timely manner. Posts should be limited to about two posts per day (Lee, 2015). Interactive campaigns and contests are a great way to engage consumers on Facebook (Gioglio & Walter, 2014).

Note: Authorized social media personnel can view Facebook Analytics at <https://www.facebook.com/WaltDisneyWorld/insights>.

## II. TWITTER

Twitter is a micro-blogging platform that enables users to send and read short 140-character messages that can include photos or videos. Twitter is ideal for engaging with users in real time.

### objectives

- Increase followers by 10 percent within six months
- Increase retweets by 10 percent in six months
- Increase the use of the “#WaltDisneyWorld” by 10 percent in six months

### key metrics

- Followers
- Mentions/retweets/favorites
- Hashtag usage

### terminology

- Tweet: may contain photos, videos, links and up to 140 characters of text
- @: used to tag usernames in tweets
- @username: how a person is identified on Twitter and is always preceded by the @ symbol
- Trends: a topic or hashtag determined algorithmically to be one of the most popular topics on Twitter at that moment. A person can choose to tailor trends based on a person’s location and who that person follows

- Hashtag: any word or phrase immediately preceded by the # symbol. When a person clicks on a hashtag, that person sees other tweets containing the same keyword or topic
- Bio: a short (up to 160 characters) personal description that appears in a person's profile that characterizes the person's persona on Twitter
- Direct message: private messages sent from one Twitter user to another Twitter users. Direct messages can include one-on-one private conversations or group conversations
- Favorite: tap the star icon to favorite a tweet, and the author will see that a person liked it. A person can find a social media user's favorite tweets by clicking on the favorites link on the profile page
- Follower: another Twitter user who has followed a person to receive tweets in his or her timeline
- Mention: mentioning other users in your tweet by including the @ sign. Also refers to tweets in which your @username was included
- Reply: a response to another user's tweet that begins with the @username of the person a social media user is responding to
- Retweet: the act of sharing another user's tweet to all of someone's followers by clicking on the retweet button
- Timeline: a real-time stream of tweets. A timeline is where social media users find all the tweets shared by their friends and other people they follow

## rules for interaction

Interact with consumers in a timely fashion. It is becoming increasingly popular to use Twitter for customer service purposes. Respond to tweets or messages and favorite and retweet posts. Post about three tweets are posted per day; however, this does not include retweets or conversations (Lee, 2015).

Note: Authorized social media personnel can view analytics on Twitter at <https://ads.twitter.com/user/WaltDisneyWorld/tweets>.

## III. INSTAGRAM

Instagram is an online mobile photo and video sharing and social networking service. It is used to post “in the moment” happenings.

### objectives

- Increase followers by 10 percent within six months
- Increase use of “#WaltDisneyWorld” on Instagram by five percent in six months

### key metrics

- Page followers
- Likes and comments

### terminology

- Post: the photo or video uploaded to Instagram

- @: used to tag others in posts. People will use a person's @username to mention that person in posts
- @username: how a person is identified on Instagram and is always preceded immediately by the @ symbol
- hashtag: any word or phrase immediately preceded by the # symbol. When a person clicks on a hashtag, that person will see other posts containing the same keyword or topic
- Bio: a short personal description that appears in a social media user's profile that characterizes the person or entity's persona on Instagram
- Direct message: private messages sent from one Instagram user to another Instagram users. People can use direct messages for one-on-one private conversations or between groups of users
- Like: allows users to express their appreciation of content such as status updates, comments, photos and advertisements
- Follow: subscribing to an Instagram account is called "following." To start following, click the "follow" button next to the user name or on their profile page to see their posts.
- Comment: ability to add input on other people's posts.
- Filter: an effect people can add to a picture to give it a vintage look, add color saturation, etc.

## rules for interaction

Interact in a timely fashion. Respond to comments from other users. Like or comment on posts to interact with others. Also, use hashtags to draw a larger following. Humanize the content posted on social media accounts. Photos and videos should not include advertisements alone. Post no more than seven posts per week (Frequency 2016).

Note: Authorized social media personnel can view analytics on Instagram using Hootsuite Analytics.

## IV. PINTEREST

Pinterest is a site that allows users to create a pin board of content gathered around certain themes.

### objectives

- Increase followers by 10 percent in a six-month period.

### key metrics

- Number of followers
- Number of re-pins
- Number of comments

### terminology

- Pin: a post on Pinterest. It usually features a picture with a caption
- Board: a collection of pins that fall under the same theme

- Followers: those who subscribe to a particular Pinterest account
- Re-pin: when a subscriber shares a pin they have seen onto their pin board
- Comment: adding input to someone else's pin

### rules for interaction

Pin boards should be organized and easy for followers to navigate. Each board should have a clear name and consist of pins related to the board. Post around five pins per day (Lee, 2015).

## V. SNAPCHAT

Snapchat allows users to share images, videos and messages with one another. Users can upload content to their stories. Brands should use Snapchat to promote popular events or broadcast information to a large number of people.

### objectives

- Create Snapchat geo-filters for holidays and special events throughout the six-month period.

### terminology

- Snap: a post that can consist of a picture or up to 10-second video
- Story: a snap that is made public for all of a user's friends to view
- Friend: a user who adds another user, which allows them to send content to one another

- Filter: an effect you can add to a picture

### rules for interaction

Snapchat can facilitate conducting contests and promotions among consumers. For example, users can send in their best “snapsterpiece” for a chance to win a park-hopper pass.

## VI. YouTube

A video-sharing website that allows people to upload videos with no time limit. Businesses can link to a channel or video using other websites.

### objectives

- Increase subscribers by 10 percent over a six-month period.

### key metrics

- Page followers
- Views/subscribers

### terminology

- Channel: a collection of videos posted by a user
- Subscriber: a person who follows a user or brand’s channel in order to be notified when new videos are posted
- Video: a recording of visuals posted for viewing

- Comment: a response by a user to a video
- View: a measurement of how many times a video has been seen
- Likes/dislikes: the ability of users to declare whether or not they enjoyed a video

## rules for interaction

Businesses should notify subscribers of when content will be updated. Brands should use YouTube for “tutorials, behind-the-scenes videos, regular commercials and extended versions of the story you are telling on traditional media” (Gioglio & Walter, 2014). Businesses should post at least three new videos each month (Frequency, 2016).

Note: Authorized social media personnel can view analytics on YouTube using YouTube.

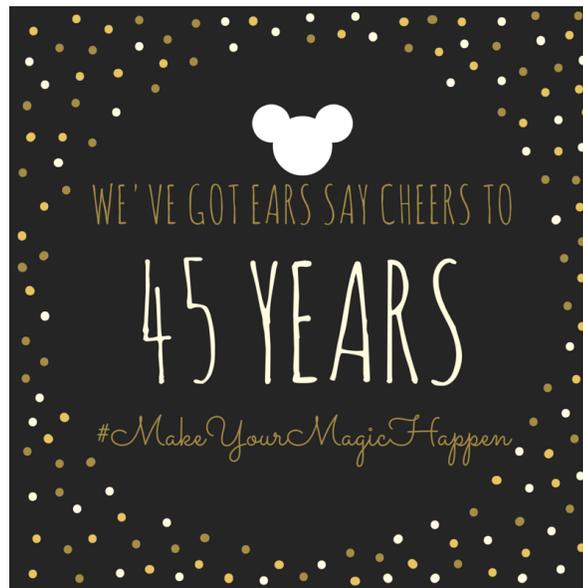
## VII. CONTENT SUGGESTIONS

- Use relevant hashtags in tweets to increase engagement on Twitter (Price, 2016).
- The use of branded hashtags will allow Walt Disney World to measure engagement among consumers across various platforms. Examples of hashtags include:
  - #WaltDisneyWorld
  - #MakeYourMagicHappen
  - #MagicalMonday
- Walt Disney World can use already popular hashtags to tie the brand into other conversations. Examples of these hashtags include:

- #ThrowbackThursday
- #WomanCrushWednesday
- #ManCandyMonday
- #FlashbackFriday

Walt Disney World should encourage its visitors to take pictures and share those pictures on social media platforms by using the “#WaltDisneyWorld.”

Walt Disney World will celebrate its 45<sup>th</sup> year anniversary in October 2016. Fans who are unable to vacation at the time can celebrate on social media by sharing the following graphic.



Shareable video content includes behind-the-scenes videos taken at the park. Walt Disney World could upload these videos to YouTube and share these videos across social media platforms.

In addition, Walt Disney World could hold weekly interviews featuring park guests talking about how much fun they are having at the park.

Walt Disney World can use Snapchat to show the “Making of the Magic” leading up to the premiere of new movies.

To gain more followers, Walt Disney World should run a series of sponsored tweets. Tweets could include the image below on the left.



\*Photo courtesy of [disneytouristblog.com](http://disneytouristblog.com)

To promote engagement across its social media platforms, Walt Disney World can hold a series of contests. One contest that Walt Disney World should run across Facebook, Instagram and Twitter should include sharing a graphic similar to the one shown above on the right. Everyone who shares the graphic would be entered to win one of three four-day Walt Disney World vacation packages for a family of four.

## crisis management plan

Crises occur inevitably, regardless of a company's industry and despite a company's adherence to safety standards and establishment of preventative measures. Consumers know and revere Walt Disney World for its value of safety.

If an injury occurs on a Walt Disney World ride, social media personnel should respond quickly and maintain transparency. The safety of Walt Disney World's guests is paramount. Steps should include:

- First, address the immediate needs of the injured person and his or her family. Contact his or her emergency contact, if necessary.
- Next, assess what kind of coverage is fitting for the circumstances. A press release containing a statement from the president and CEO might be appropriate, depending on the severity of the injury.
- Respond to questions, comments and concerns on Twitter, Facebook and other social media accounts. Do not avoid discussing the injury. Embrace people's concerns, and emphasize the rarity of injurious rides and attractions.
- Promote health and safety tips to prevent injury on rides or other potential crises. Make sure consumers are aware of Walt Disney World's health and safety guidelines.

## evaluation

### monitoring

Walt Disney World should employ tools to gauge its success in completing the social media marketing goals. Purchasing Crimson Hexagon would allow Walt Disney World to track the use of its branded hashtags on Twitter and Instagram and would allow Walt Disney World to create word clouds and graphs that help depict brand sentiment to assess the achievement of the company's qualitative goals. Also, Walt Disney World should budget for Hootsuite Analytics, which would allow the company to manage its social media networks and evaluate content simultaneously. Hootsuite would allow the social media director to delegate social media tasks, such as responding to hundreds of comments and overseeing multiple social media accounts, to selected team members. For example, Hootsuite Analytics would show if the number of Twitter followers increased by 10 percent or if the total number of retweets increased by 10 percent. Using free monitoring tools such as Google Analytics and Facebook Analytics would allow the company to measure quantitative goals and objectives. For example, Google Analytics could show increases or decreases in YouTube subscribers or Pinterest followers. Also, Facebook Analytics would show an increase or decrease in Facebook followers or check-ins.

Walt Disney World should evaluate its qualitative goals by using surveys, focus groups and Twitter polls to determine sentiment before and after the implementation of

the social media marketing plan. Walt Disney World should test the rate of four-day ticket sales by contacting the sales and admissions departments to see if sales increase.

### tuning

The social media marketing team will make adjustments as needed based on the success of the plan. As goals and objectives change over time, the company should expect that the social media marketing team will need to reevaluate the plan to address new needs. The company should assess whether or not its goals and objectives have changed after the six-month period, and it should adjust its strategies and tactics accordingly.

### budget

Monitoring tools (Hootsuite Pro, Crimson Hexagon)	\$10,000
Snapchat filters (\$2,000 per weeklong filter)	\$10,000
Promotional materials (prizes for completing on-the-ground surveys)	\$2,000
Enter to win a family vacation including tickets and a resort stay for four days (3)	\$9,000
Promoted content on Twitter and Facebook	\$1 million
Social media managers	\$100,000
<b>Total</b>	<b>\$1,131,000</b>

# appendix

YouTube

Username: Disney Parks



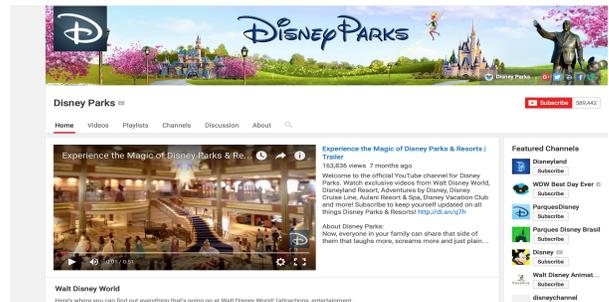
Summer 2017 Itineraries | Disney Cruise Line

Disney Parks | 389,442 subscribers

901 views

Up next

- 25th Anniversary Costimonials | Disney Vacation Club | 12,078 views
- Rhine River Cruise | Adventures by Disney | 6,963 views
- 'Zootopia' Characters - 'Move It! Shake It! Dance & Play It!' | Walt Disney World | 23,918 views
- Star Wars Day at Sea 2017 | Disney Cruise Line | 43,006 views
- #DisneyKids: Jedi Training - Trials of the Temple | Disney's Hollywood Studios | 23,825 views
- Disney Junior - Star Wars Awakens | Walt Disney World | 228,256 views
- Awaken Summer | Walt Disney World Resort | 715,293 views
- Star Wars - 'Phaula' Challenge! | Disney Parks



Disney Parks | 389,442 subscribers

Home Videos Playlists Channels Discussion About

Experience the Magic of Disney Parks & Resorts | Trailer | 163,836 views | 7 months ago

Featured Channels

- Disneyland
- WDW Best Day Ever
- ParquesDisney
- Parques Disney Brasil
- Disney in
- Walt Disney Animat...
- disneychannel

Instagram

Username: Walt Disney World



waltdisneyworld | FOLLOW

149k likes | 8w

waltdisneyworld Disney Parks will donate \$5 to @makeawishamerica & @makeawishintl - up to \$1 million - for every 'ear photo' you share with #ShareYourEars! (Photo: @takeme2disneyworld)

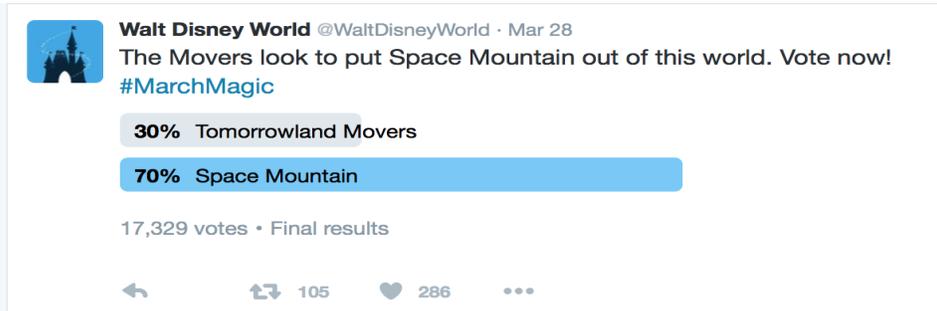
view all 2,613 comments

- auri\_ Jaaaaa man 🥰🥰🥰🥰🥰
- @hammonii
- allisonschwab @danielle\_t\_palmtree if you go I'll get you these
- danielle\_t\_palmtree Omg Allison yes!!!! @allisonschwab
- allisonschwab @samanthaa.schwabb
- nayara.mota @herbert.fonseca sonho lilyatrykoz\_ How much are the ears at Disney world?? Or where can I buy them??
- meechie\_817 My sister got those ears today
- kaitlyn.groves @\_manaligh 14 days

Log in to like or comment.

Twitter

Username: @WaltDisneyWorld



**Walt Disney World** @WaltDisneyWorld · Mar 28  
The Movers look to put Space Mountain out of this world. Vote now!  
[#MarchMagic](#)

30% Tomorrowland Movers  
70% Space Mountain

17,329 votes • Final results

105 retweets, 286 likes



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**Walt Disney World**  
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Meet Princess Elena, coming to Walt Disney World this August!



Elena of Avalor - Disney's First Princess Inspired By Diverse Latin Cultures, To Debut At Walt Disney World Resort

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Welcome to the official Pinterest page of the Walt Disney World Resort where you can pin the magic!

28 Boards   3k Pins   3 Likes   147.5k Followers   167 Following

Show Your Disney Side (370 pins)   Backyard BBQ COBBLER (9 pins)   Disney World Planning Pins (340 pins)   Disney Vacation Tips (444 pins)

TIPS to PACK MORE MAGIC at Walt Disney World® Resort

✓ BIBBIDI BOBBIDI BOUTIQUE

With her magic wand—plus a few fashion tricks—your Fairy Godmother-in-training can transform you into a princess at the Bibbidi Bobbidi Boutique at Disney® Resort.

TIPS to PACK MORE MAGIC at Walt Disney World® Resort

✓ MEET MINNIE MOUSE

Minnie Mouse's wardrobe contains more than 100 outfits, including everything from a cheerleader ensemble to evening gowns. See if you can snap a photo with her in a matching outfit.

TIPS to PACK MORE MAGIC at Walt Disney World® Resort

✓ FROZEN SING-ALONG

Kick off your vacation with Elsa and Anna. The princesses dazzle in *For the First Time in Forever: A Frozen Sing-Along Celebration*. Grab a seat in the beautiful Hypocion Theater, right in the heart of Disney's Hollywood Studios® at Walt Disney World®.

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