



Social Media Marketing Setup Guidelines

Facebook:

- Create a new Facebook Business Page (not a group!)

If you are using the Unlimited Journeys Travel brand for your agency, use one of the following sample names.

“Unlimited Journeys Travel by Your Name” or “Unlimited Journeys Travel – Your Name”

IMPORTANT: If you are choosing to use your own LLC or Corporation Name, please make sure to add the following verbiage in your “About Us” section. “MyCompanyName LLC or MyCompanyName Inc. is an independently owned and operated affiliate agency of Unlimited Journeys Travel, CST # 2157730-70.

Ads/Graphics/Media: If you are self creating or utilizing any third party to create any sort of ad creative graphic or copy involving any sort of discussion of destinations, travel suppliers, (ie: hotel or hotel chain brand, cruise line, airline, tour operator, etc) make sure to always use the Unlimited Journeys Travel logo and CST # 2157730-70. Failure to do so can result in a violation of California Seller of Travel laws, and may result in a violation of the terms and conditions of your agent contract.

- Create a Facebook Cover Graphic (or ask us to create one for you) that has your or our logo, CST #s, your name, phone number, and email address on it. Remember to not overload this graphic with too much information, use tropical backgrounds, or a graphic that represents the type of travel that you are focusing on selling.

DISNEY: If you are selling or focusing on Disney, as per Disney marketing guidelines, we are expressly forbidden to use any of Disney’s logos, characters, or likenesses. The only text that we are legally permitted to use is “Disney Authorized Travel Agency Partner”. Remember that Disney spends tens of millions of dollars a year protecting their brand, copyrights, etc. They love to sue people and will spend unlimited amounts of money doing so. Please do not put your agency or Unlimited Journeys Travel’s ability to sell Disney in jeopardy by trying to skirt these rules. **IT’S NOT WORTH IT!**

Instagram:

Create an Instagram Business page for your agency as well, link your Facebook and Instagram pages together so that you can cross post reels & videos.

Linked In:

Add your job title of Independent Travel Advisor to your personal linked in page. Post an announcement saying that you've joined the Unlimited Journeys Travel family and you're excited to help people plan their vacations of their dreams.

Create a business page for your agency "Unlimited Journeys Travel by YourName". Cross post whatever you're posting on Facebook & Instagram to your linked in page as well.

Google My Business:

One of the best free marketing tools to gain local business in your area is creating a Google My Business page for your agency. If you are operating your agency out of a brick and mortar commercial location (ie: office space, retail strip mall, etc) then list your business address on your GBP profile. If you are working from home DO NOT list your home address!!!) Make sure to complete your GBP profile page with your operating hours, (do not put 24 hours a day, unless you are fully staffed 24 hours a day and your phones are live answered by a human 24 hours a day). Use the UnlimitedJourneysTravel.com link for your website link (unless you are using your own LLC or Corporations agency name). It is always highly recommended to use a business phone number that is not your cell phone number. You can order a business phone number for \$1 a month through our agency phone provider. In addition to providing you local business leads that show up when people search "Travel Agent Near Me" etc, you can show up in the Google Maps searches as well. Remember that google loves to see fresh content on your business pages, so at least once a week post something to your Google Business Page as an "update" or an "offer", you can do this thru mybusiness.google.com or using TLN Soci.

BranchUp:

Once your Facebook Business and Instagram pages have been up and running for a few days, visit BranchUp.com to sign up for free social media marketing account. Once inside BranchUp's portal, you will be able to pick and choose the suppliers that you would like to have their content posted on your facebook and Instagram business pages.

Soci: (Content and Social Media Scheduler)

Our agencies membership with Travel Leaders Network provides us with free social media content and scheduling engine called "SOCI". SOCI allows you to select vendors that you would like to highlight on your Facebook and Instagram business social media accounts. In addition, you can use SOCI to schedule posts you create yourself on Facebook, Instagram, Google My Business, and LinkedIn all at once!

Connect with other UJT Agents!

Join the UJT Agents Lounge, our private Facebook group to be able to interact with other travel advisors in the company as well as get support, ask questions, and learn about upcoming fam trips, important vendor information, etc. <https://www.facebook.com/groups/ujtagentslounge>

Tips:

Remember to keep your social media active! Post something at least once a day.. It's not all about sales, post travel quotes, inspirational photos, and encourage your clients to email you their vacation pictures, or tag your business pages on social media to increase your brand awareness. Don't let your social media accounts sit idle!