

## DCL PA CONNECT

This guide will help you navigate through the DCL PA Connect site, a connection point to all things *Disney Cruise Line*, specifically designed for you, our Disney Cruise Line Procurement Allies. This site will enable you to link-out, directly to **DOC**, The (crew) **Onboarding Site**, **DCLjobs.com**, **DCL News**, as well as access the **Ad Request Form** and a variety of assets under the **Marketing** tile, complete with photos, videos, memes, articles and captions.

As part of the Marketing section of this site, you will discover **approved Disney Cruise Line** content that can be used across your social media platforms and websites. Additionally, you will learn how to create a custom playlist that can be shared with candidates through email or on social media. Whether you are looking to access DOC or searching for an image and caption to use on social media, there are just a few easy steps.

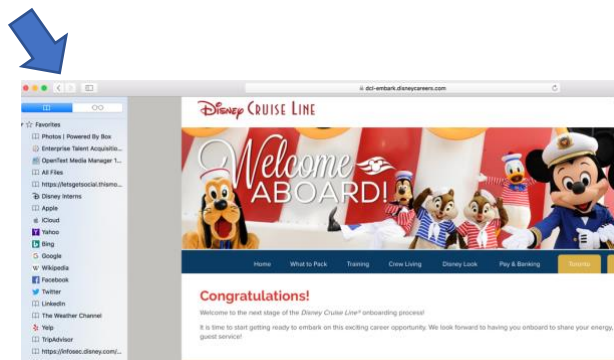
### Link-out Instructions

To access other *Disney Cruise Line* related sites through DCL PA Connect, follow the instructions below:

- **Step One:** Access the DCL PA Connect by visiting:  
[www.DCLPAConnect.com](http://www.DCLPAConnect.com)
- **Step Two:** Select the tile you would like to link-out to, then follow the steps below.  
Example: To access the crew **Onboarding Site** on the main page, click on the tile and wait for it to direct you to the **Onboarding Site**, as seen in the second picture below.



- Follow the same step above, to connect to **DOC**, **DCLjobs.com** and **DCL News**.
  - To return to the **DCL PA Connect** site, you will have to click the back arrow at the top left of your computer.



- To access the Ad Request Form, click the tile that says, **Ad Request Form** and it will automatically download the form to your computer. See picture below.

\*Continue to follow the current ad request process, by completing the form for all requests that are not social media related. Submit the form to the DCL recruiter that you are working with for a trip/event. Please note, this form is **no longer** required for **social media posts**, as you will be able to access **approved** photos and captions under the **Marketing** tile on this site. (see below)

**Disney CRUISE LINE**

**RECRUITMENT MARKETING AD REQUEST FORM**

INSTRUCTIONS: Complete ONE Request Form PER AD. Please include as much detailed information as possible.

\*NOTE: Please allow at least 2 weeks from the date of your request for design, review & approval processes. Print production and ordering of materials take longer than two weeks.

Please send this form to your DCL Recruitment point of contact via email.

YOUR NAME	
AGENCY	
DCL POINT OF CONTACT	
TRIP LOCATION/COUNTRY OR VIRTUAL	
AD OBJECTIVE	
Use: Brand Awareness, Applications, Register for job	
Phone	

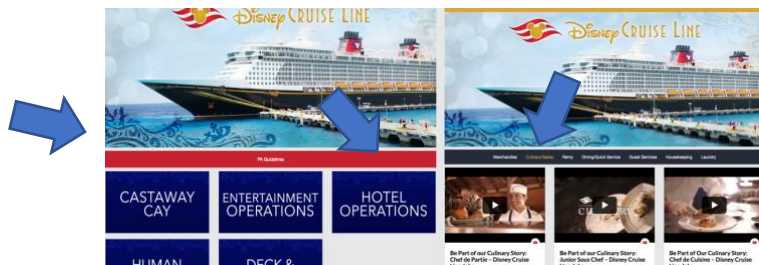
### Marketing Instructions

**Please be sure to review the PA Guidelines under the Marketing tile on the PA Connect, prior to using approved Disney Cruise Line Assets!!!**

- Step One:** To access *Disney Cruise Line approved assets*, click the **Marketing** tile. Next, select the desired content category; **Line of Business, General DCL Content or User Created Content**, then click as seen in second picture below.



- Step Two:** Select **Line of Business Content** (for example), as seen in the second picture above, to access content specific to a department, as seen in the first picture below; **Castaway Cay, Entertainment Operations, Hotel Operations, Human Resources and Deck & Engineering**.



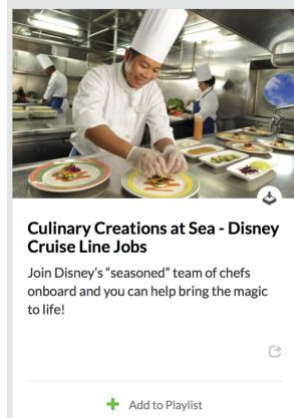
- Step Three:** Select **Hotel Operations**, (for example) in the first picture above, then select the tab, by clicking on the title, **Culinary/Galley** (for example) that features the selected content, as shown in the second picture above. Once you click the tab you will access a selection of photos and/or videos, memes and articles.
  - Follow the steps above to access other positions within the five departments.

- To access **General DCL Content**, like articles, photos and videos on Ship/Island Life or Benefits for working for DCL, for example, follow steps one, two and three above.



This section of the site also features; additional **Sample Posts**, **Employee Spotlights**, and **Memes**. See examples below.

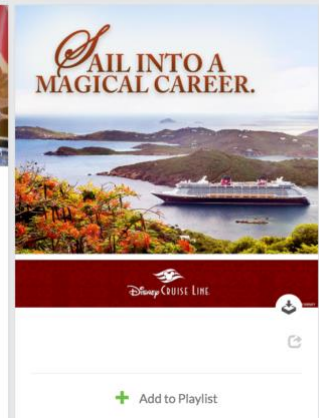
#### Sample post



#### Spotlight



#### Meme

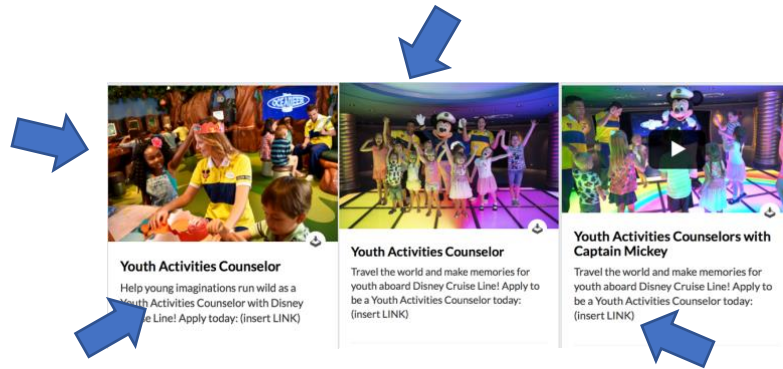


- To access **User Created Content**, which is comprised of photos or videos taken with a phone or personal camera, by crew or DCL Recruitment, and then submitted to Marketing for use on social media, follow the same steps; one, two and three, as above (see Line of Business and General DCL content.)

#### User Created Content (submitted by a DCL Officer)



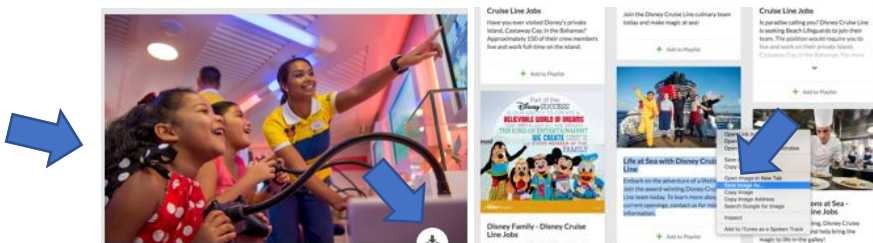
- It is also important to note that you can **mix and match** captions with photos and video or memes. See examples below.



#### ○ To download photos and videos

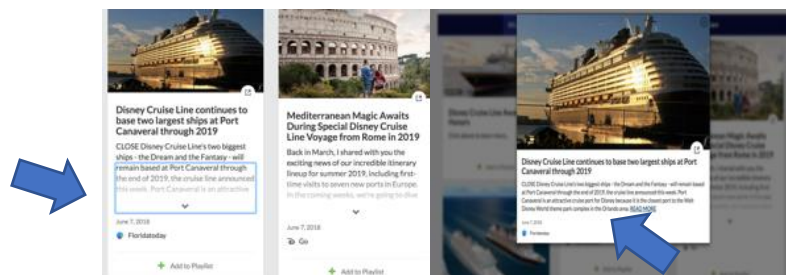
Once you locate the photo and caption that you would like to use, **click on the small arrow and box** in the **bottom right** of the photo (see first picture below), and **the image will automatically download** to your computer. When you are ready to post on your preferred platform, **upload the photo** from the location saved, and place it onto your selected platform.

To save the description, **simply highlight the caption** (as seen in the second picture below), then paste it to your selected location.

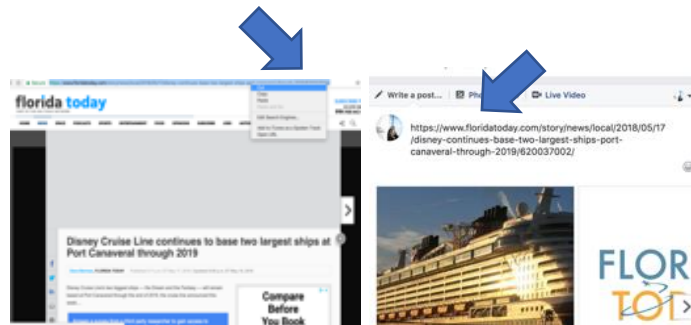


#### ○ For articles

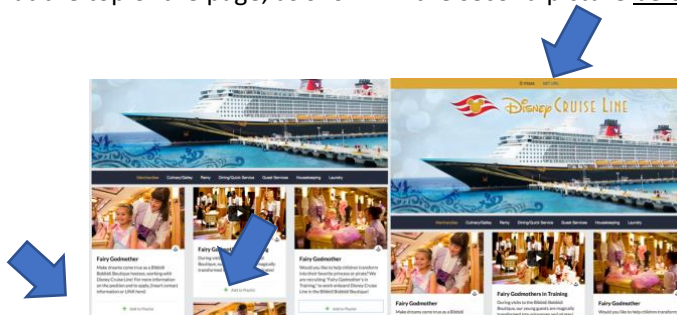
Once you locate the article that you would like to share, **simply click on the dropdown**, (which is highlighted in the **blue square** below), to access the **“Read More”** card. Next, **cut the link** (highlighted in the web address box) and **paste it into a new post on your social account**.



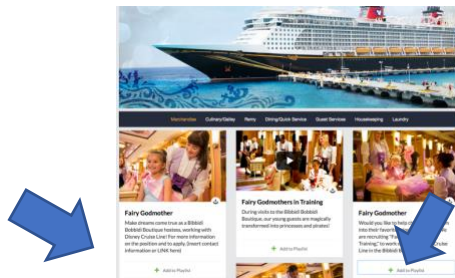




- **Create a custom playlist for a candidate to send via email**  
Select the desired content, then click **+Add to Playlist,** as shown just above in the first picture. Once you have created the perfect mix of content for the candidate, click **“Get URL”** at the top of the page, as shown in the second picture below.



- At this point, you can make any edits to the playlist that you need before emailing it. To **delete** content, simply click **“Remove Content”** from the playlist.



Now it is time to get your unique URL. Just type your **first** and **last** name in the open fields and click **“Get URL.”** Once you have the URL, you can use it in emails, as well as on social media.

