

# Redirecting Disney Cruise Line's Instagram

A Landscape Analysis of Instagram  
Content Purpose, Accessibility, and Style

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# Our Goals

Disney Cruise Line wants to improve engagement and create a more inclusive engagement for accessibility on their instagram page. Disney Cruise Line is an established company that already has a large consumer base. To help Disney reach their goals, we analyzed three key factors: content purpose, accessibility, and style.



# Company Profile

## Disney Cruise Line Instagram Audience

- Teens/adults
  - Families
- Adventure-seeking

## Disney Cruise Line Company Profile

- Founded: 1995
- First passenger cruise operated in 1998
- Offers 19 cruise destination areas
- Parent Company: Disney Signature Experiences
- Earned more than 100 awards

# Analysis

Sites analyzed:

Disney Cruise Line Instagram: <https://www.instagram.com/disneycruiseline/>

Royal Caribbean Instagram: <https://www.instagram.com/royalcaribbean/>

Focus

- 1 Content Purpose
- 2 Accessibility
- 3 Style

# Influence of an Instagram Page

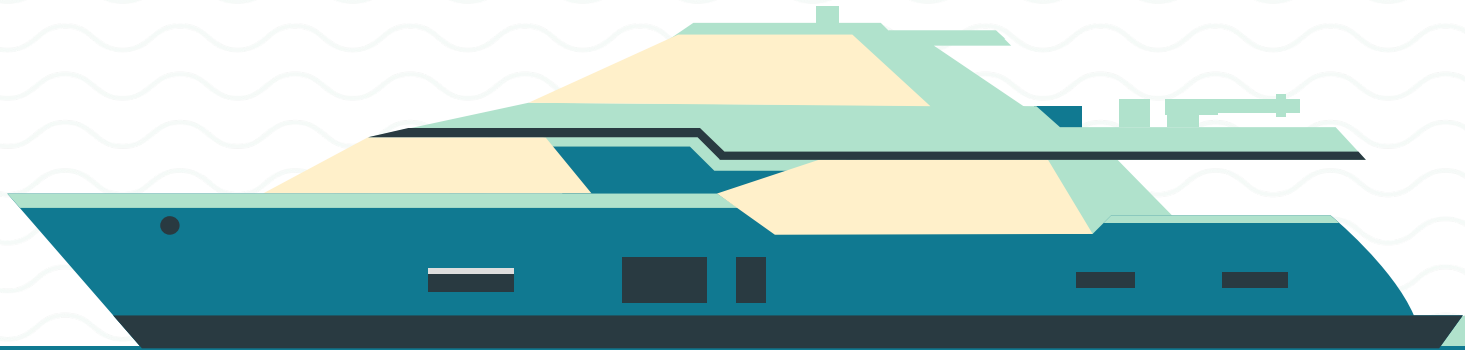
We chose to compare and analyze the Instagram pages of both these competitors as Instagram is “the social platform that the world’s biggest brands prefer” to promote their services.

Brands using Instagram to promote their organization have the advantage of:

1. Tapping into the pool of **mobile app users**
2. Increasing **brand reach**
3. Improving **visibility** with visual content
4. Boosting **engagement rates**

According to the study done by Social Pilot, Instagram has **less competition**, but with a **greater marketing success**. It was also concluded that content posted via Instagram got **23%** more engagement compared to Facebook.

# Analysis



# What is Content Purpose?

Content purpose is the decision-making of intentional and purposeful content that can inform, educate, build trust and credibility, and support customer success.

Content purpose is used to serve the aims of the organizations social media strategy and also to get a desired outcome from the user's experience.

# Criteria for Content Purpose

Disney Cruise Line's Instagram content should:

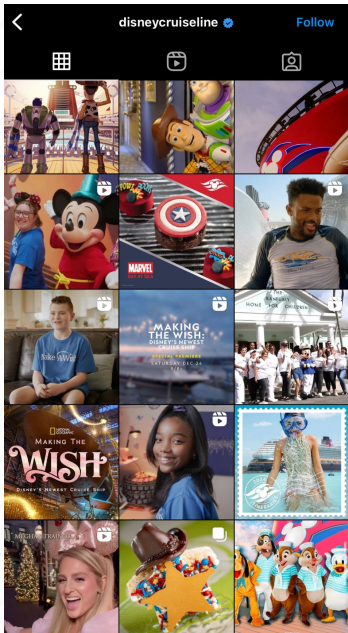
- Content should feel inclusive of any target audience
- Use posts on Instagram page to promote the brand and image of Disney Cruise Line
- Engage current audience/customers and entice new customers that may want to go on a Disney cruise
- Posts should be family-friendly
- Provide a user experience that is easy to use and allows the user to interact and engage
- Allow the user to feel comfortable on the page



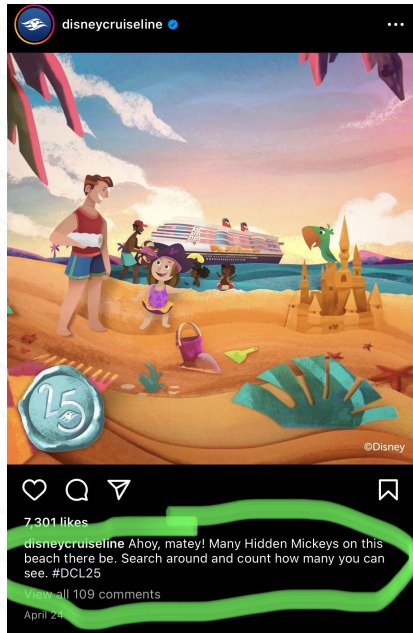
# Disney Cruise Line: Content Purpose

- Posts seem inclusive of multiple backgrounds, posts vary between different races and different age groups
- They include potential itineraries for families in an user-friendly way
- Posts are family friendly
- Occasionally post different events that go on during the cruise to entice customers
- Lots of animations - mostly just Mickey Mouse
- Interactive stories - ex: this or that quizzes
- Engaging posts - ex: count how many hidden Mickey's you can find

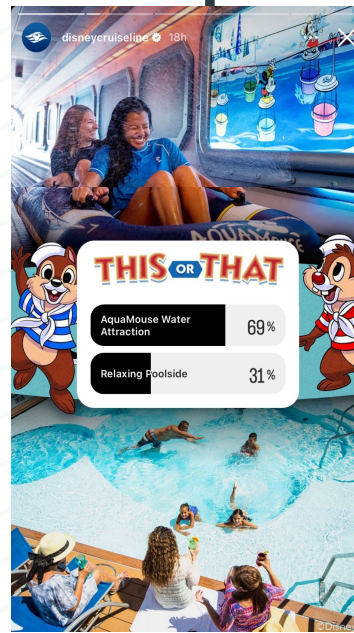
# Disney Cruise Line: Content Purpose



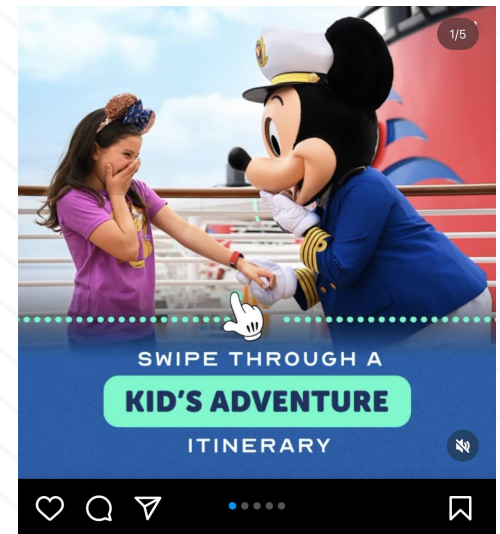
Different races +  
age groups



Engaging posts +  
optional interaction



Interacting stories

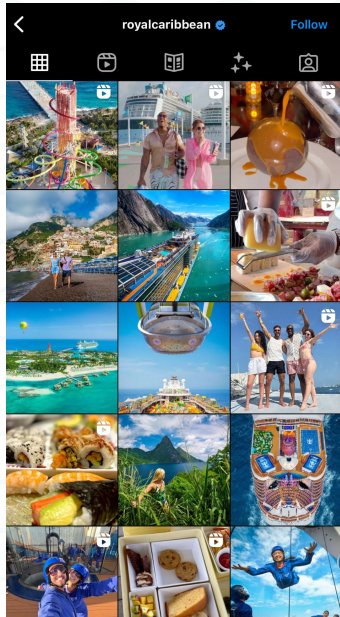


User-friendly, easy  
to use, engaging

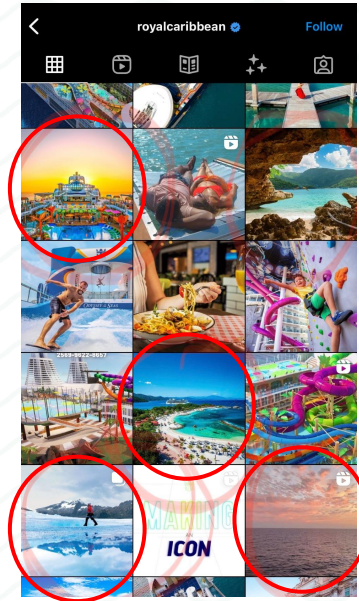
# Royal Caribbean: Content Purpose

- Use mostly the same crew members for Instagram content
- Promote their brand more than anything by showing views/places of where the cruise takes you, engaging new customers
- Repost customer's Instagram stories, inclusive and also gives the customers incentives to promote their brand
- Include food posts to increase variety
- Include helpful links and let the users know that those links exist through their captions

# Royal Caribbean: Content Purpose



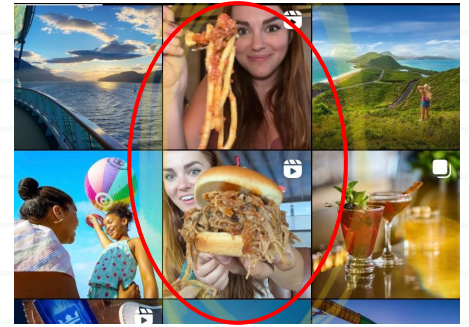
Same members used  
in content



Showing different  
cruise locations



Reposting customer  
content



Food-inclusive posts

# Takeaways: Content Purpose

What Disney Cruise Line is doing well:

- Include new members in all content, inclusive of multiple races and different age groups
- Family-friendly posts
- Post different events that happen on the cruise
- Interactive stories
- Engaging posts through their captions
- User-friendly guides

What Disney Cruise Line can improve on:

- They should include even more different backgrounds in their posts, not just 2-3 races
- Post more people and different Disney characters rather than just Mickey Mouse
- Repost customer's content, give customers an incentive to promote brand
- Be more inclusive by posting Holidays
- Provide guides on how to get started for new customers

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# What is Accessibility?

- [Web Accessibility](#) is designed to break down barriers to create a website, tool, or technology that can be utilized by everyone.
- Accessible content is made with the following disabilities in mind:
  - Hearing
  - Visual
  - Cognitive
  - Speech
  - Physical
  - Neurological
- Instagram has worked to create a platform where those with disabilities are able to effectively use their app. They have especially implemented [features](#) that aid those with hearing and visual impairments.

# Criteria for Accessibility

Disney Cruise Line should adhere to the following criteria for all of their Instagram posts:

- Optimize posts for screen reader use
- Have accurate and consistent captions for video content
- Customizable and concise alternative text for images on posts



# Disney Cruise Line: Accessibility

- Disney is not using the screen reader to its full potential
  - There are minimal issues with contrast, so the screen reader is able to discern different elements on the page
  - The main error is that alt-text not being consistently used
- Alt-text is not being used to the full potential
  - Some alt-text is too long or missing entirely



Alt-text missing

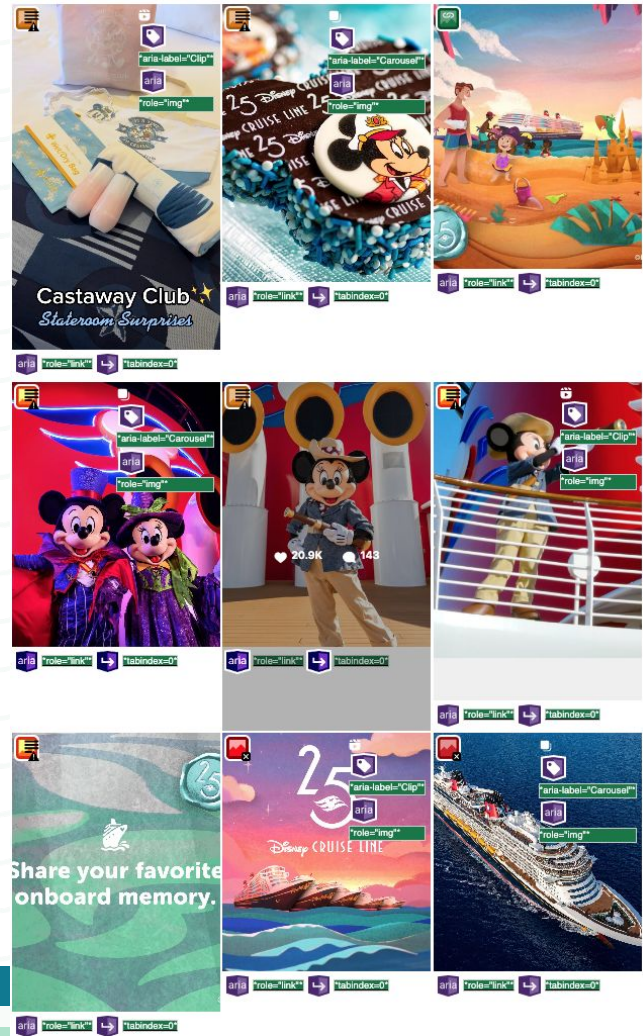


Alt-text too lengthy



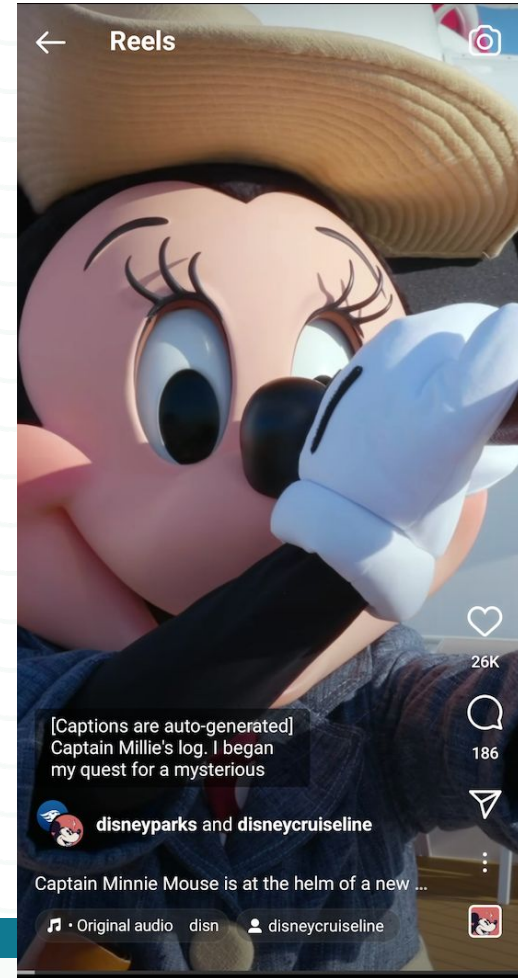
Alt-text appropriate

*The icons above indicate the effectiveness of the accessibility features used. They are present in the top-left hand corner of each post (App used: WAVE Evaluation Tool extension on Chrome).*



# Disney Cruise Line: Accessibility

- Captions on video content are only present due to Instagram's auto-generated option
- Most video content includes music with no dialogue, so the viewer doesn't lose out on information; however they might not be aware of this, given that alt-text is not consistently provided across their posts



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- Alt-text is present in most posts, however some are lengthy



Alt-text missing



Alt-text too lengthy



Alt-text appropriate

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# Royal Caribbean: Accessibility

- Captions on video content are included via:
  - Instagram's auto-generator
  - On-screen, where the original creator has added the captions in post-edit



# Takeaways: Accessibility

- What Disney Cruise Line does well:
  - Good contrast across their posts to allow screen reader optimization
  - Some images provide alternative text
  - Where dialogue is present in video content, Instagram's auto-generated captions are accurate and available
- Where Disney Cruise Line can improve:
  - More accurate and concise alternative text available for all posts (images and video content)
  - Add captions to all video content by including:
    - Accurate, on-screen transcriptions of the dialogue (where applicable)
    - On-screen descriptions to indicate background music (where applicable)

# What is Style?

Style, in reference to media, is the layout of the content and how it appears to fit the aesthetic of the brand. Specific style methods on an Instagram page can include:

- An overall theme of what the image is to portray
  - The tone of captions
- Sticking to certain colors, pre-set filters, or fonts

# Criteria for Style

What Disney Cruise Line should be doing

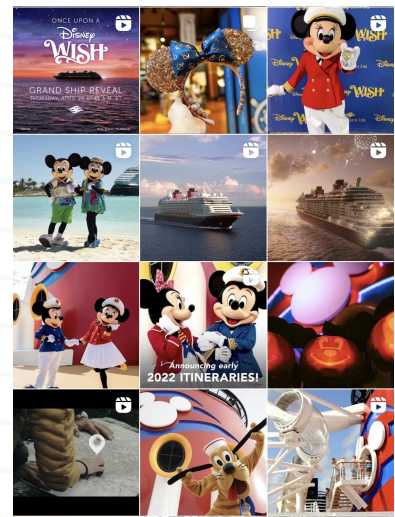
- Present the theme of a fun and entertaining vacation experience on and off board the cruise
- Friendly, comical tone of captions that is not only inviting to all ages, but also identifies with the company style of humor and joy
- Displays a color palette in relation to the Disney company such as the Mickey Mouse red and the trademark blue in the logo
- Illustrate all features and experiences pertinent to the cruise
- Appeal to a broad audience (adults, teens, kids, families)



12,790 likes

disneycruiseline Fun in the sun with our best pal Goofy. #disneycruiseline ( 📍 : @tristanstclair)

View all 96 comments

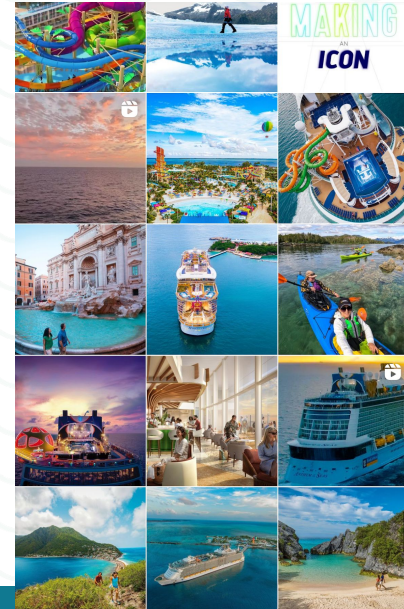
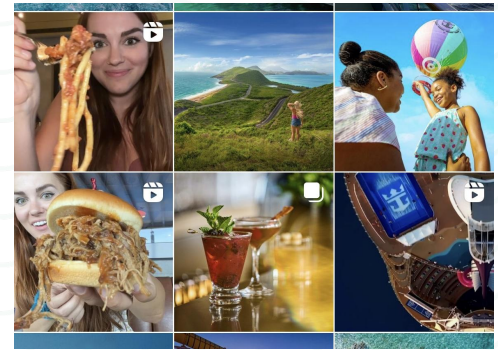






# Royal Caribbean: Style

- Focus on vibrant colors to elicit the beauty of the destinations
- Frequently posts from the customer point of view from their own personal accounts to give a greater insight on the cruise experience (shore activities, onboard meals)
- Theme of destination-based posts to remind the audience the vacation is more than a cruise experience
- Emphasis on tropical locations to create the relaxation feel and additional desire to book the cruise
- Captions are often simple, yet also sarcastic to establish humor and draw the audience in



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# Takeaways: Style

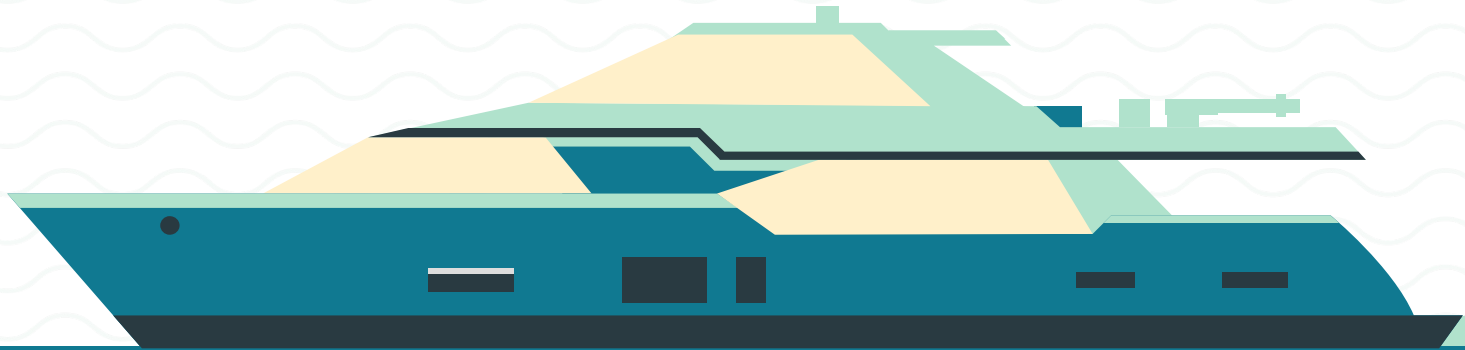
What Disney Cruise Line is doing well:

- Represents company image by regularly including Disney characters in the posts, designing the Instagram grid with Disney-related colors, and conveying a lighthearted, amusing tone within the captions
- Stays consistent with maintaining a cheerful aesthetic by showing family fun and an overall joyful experience within the posts

What Disney Cruise Line can improve on:

- Share the point of view from the customer, such as the dining experience to further engage and enlighten the audience on cruise details
- Extend the excitement to more destination style posts as some audience members may look forward to the port locations, rather than the cruise activities.

# Final Summary and Recommendations for Improvement



# Disney Cruise Line: Content Purpose

## Strengths:

- Inclusive of multiple races and different age groups
- Family-friendly posts
- Posts many things that are included on the cruise
- Interactive stories
- Engaging posts through their captions
- User-friendly guides

## Weaknesses:

- Only posting 2-3 races
- 80% of posts are just Mickey Mouse
- Don't give customers an incentive to promote the brand
- Don't post about Holidays, only holidays relating to the cruise
- Lacking instructions/how-to guides



# Disney Cruise Line: Accessibility

## Strengths

- Their instagram page is set up for screen reader use
- Many of their posts include alt-text

## Weaknesses

- While many posts have alt-text, there are posts without, making it difficult for full optimization of screen reader use
- More often their alt-text tends to be too lengthy, making it less accessible for screen reader use
- There are still many posts without any alt-text available
- Although many of their posts do not include dialogue, when present, captions are not available unless the user has auto-generated captions turned on

# Disney Cruise Line: Style

## Strengths:

- Consistency of color theme (blue, red, yellow) to identify with the overall brand of Disney
- Repetition of Disney character posts to establish the kid-friendly environment
- Creates a joyful aesthetic to welcome all ages onboard

## Weaknesses:

- Concentrated on onboard entertainment, and neglects the destination-style posts
- Style focuses on family and child themed posts, and may not appeal to all audience members
- Style portrays the overall Disney brand, rather than the vacation aesthetic of a cruise



# Disney Cruise Line: Next Steps

- To create more accessible content, Disney should follow the guidelines provided by the [Web Accessibility Initiative \(WAI\)](#)
- For content purpose, Disney should consider including more team members for their content, and also choose more Disney characters to be represented