

CAST MEMBERS ONLY

the Magic Coordinator

the Content Conjurer
where magic meets action

[illegible]

january content calendar

CLICK EACH WEEK
TO GO STRAIGHT
TO THE IDEAS

SUN	MON	TUE	WED	THU	FRI	SAT
				1 <i>Happy New Year!</i>	2	3
4	5	6	7 <i>Marathon Weekend</i>	8	9	10
11 <i>Marathon Weekend</i>	12	13	14	15	16 <i>Festival of the Arts begins</i>	17
18	19 <i>MLK Jr Day</i>	20	21	22	23	24
25	26	27 <i>National Plan For Vacation Day</i>	28	29	30	31

WEEK
1
2
3
4
5

month	JAN
year	2026
notes Focuses this month: • SPRING BREAK • Destination Education • Disney Cruise Line Take Note: • Festival of the Arts at Epcot begins 1/16 • RunDisney WDW Marathon Weekend is 1/7-1/11	

THE WEEK OF: Jan 5

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
5 This month at [xyz] Start the first Monday of the new year strong with a “what’s going on in (destination)” post - you could even make it a big carousel and feature several destinations, not just one. You can highlight things like crowd levels, typical weather, and events happening!	6 The biggest mistake families make when planning [xyz] What’s a common “mistake” you see from first timers that you can help save future travelers from? Give a quick win - no strings attached!	7 If you want Spring Break dining reservations... the clock is ticking. Highlight how dining reservations for Disney World and Disneyland vacations open this month - if you feature a lot of Disneyland content, you can also mention that park reservations are still required.	8 What my clients are booking right now Take the last several weeks/months of things you’ve booked lately, frame as “travel inspo” or to showcase what seasons might be booking up.	9 Onsite vs Offsite Let’s use this month to chat about PERKS and breaking down the differences between onsite and off - talk about things that make staying onsite SPECIAL - not just price differences. TIP: stretch this out! Repurpose this prompt into reels, carousels, stories, static posts.
THIS WEEK • 1/7 - 1/11 – WDW Marathon Weekend LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: Jan 12

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
12 60 days from Spring Break Use this as a miniature urgency call to action on how quickly Spring Break travel is approaching. Lead with it's never too late to plan, but key in on how quickly things are booking up (not just resorts/promos, but dining, experiences, etc)	13 Don't let decision fatigue ruin your trip. There's a LOT of decision making when it comes to a vacation - showcase how you make it easy. Things like: getting to know the family on a personal level, getting to know their kids likes/dislikes, all so you can narrow down their optimal choices for each element of their trip - from resort to dining to rides.	14 Last call for 50% off DCL deposits! DCL's half off deposits promo ends on Sunday, January 18! Use this week's sales push to lock in those cruises with a 50% off deposit.	15 The conversation I have with myself every January as a mom and advisor Lean into emotional storytelling - as a TA, we know the benefit of getting started planning early, but as a busy mom/adult, it's easy to put that off - what is something you want to tell those people who might put it off?	16 Festival season rundown: WDW, Disneyland, Universal This makes for a GREAT carousel, especially with Festival of the Arts beginning today! Break down seasonal events or things that happen each month of the year in the domestic theme parks.
THIS WEEK • 1/13 - National Geographic 138th Anniversary • 1/16 - First day of Festival of the Arts (Epcot) • 1/18 - Last day for 50% off DCL deposits LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: Jan 19

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
19 The difference between early entry and extended hours Because there is a difference! Use this as education on a) why resort choice matters and b) why upgrading to a deluxe resort might be worth it for the right family.	20 "Eating at Disney is so expensive" And yes, it is! Empathize with and validate this feeling - then educate on how to minimize this. Things like sharing the large portions at quick service locations or Kids Eat Free in 2026 at WDW with dining plans.	21 You deserve something to look forward to January is considered one of the most depressing months of the year (really!), the post-Christmas crash is tough. Lean into why this is a good time to get something on the calendar to have something good, exciting, fun to look forward to.	22 Mistakes I see people make every time I go to [destination] Example: Something I see a lot of people complain about is how they didn't realize staying at an off property air bnb "5 minutes from Disney" still means they're 20-30 minutes away from where they're actually going. Educate on something you hear a lot of complaints on and how you fix this!	23 What Universal is doing this spring that families should know about Mardi Gras is taking place February 7 - April 4 this year - take a few carousel slides (or a reel!) to talk about what is offered, that it's family friendly, the parade, and what crowds to expect during the concert series.
THIS WEEK • 1/19 - National Popcorn Day • 1/19 - MLK Jr Day • 1/22 - National Polka Dot Day LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

THE WEEK OF: Jan 26

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
26 My top 3 ‘wish I’d known’ tips for Spring Break at Disney Busy season is approaching - what do you wish you had known before traveling? If you have a story to tell - use it! People love learning from someone else’s “mistakes”!	27 How I choose the right resort for each client, not the ‘popular’ one What’s your method for matching the right resort to each family you work with? What questions do you ask? What key indicators are you looking for? Educate on this so a family knows what to expect when coming to work with you.	28 Summer 2026 rates won’t stay where they are — here’s why Discounts are ALREADY OUT for summer 2026 at WDW and they won’t stick around forever. This is also a good chance to talk about the \$50/day kids ticket at Disneyland.	29 If you only follow one Disney planning rule this year, follow this one... What is ONE THING someone needs to keep in mind for their vacation this year? This would be a catchy hook for a reel, or drawn out over several carousel slides.	30 Perks for your 2026 vacation More perks education! This can be for ANY destination - it does not solely need to be about Disney World. This can be Express Passes at specific UO hotels, or how all inclusive Virgin cruises feel.
THIS WEEK • 1/26 - Disney Dream 15th Anniversary • 1/27 - National Plan For Vacation Day LEGEND: Connection Objection Busting Proof Education & Expertise Urgency & Action				

see you next month!