



PARTNERING UP

FOR SIMPLER SOCIAL MEDIA

RALLIO: FREQUENTLY ASKED QUESTIONS

1. Which social media platforms will I need a business account for?

Facebook and Instagram will require a business account credentials. All other platforms will work with your personal account or business account.

2. How can agents post in different languages?

Agents can click on a post and select the language they want it translated into. If the desired language isn't an option, Agents can utilize the AI feature to translate posts into other languages. You may simply paste the English version into Rallio, instruct the AI to translate it, and then use the translated captions presented.

3. How many social media accounts can I have on my Rallio account per platform?

Only one social media account should be connected to each Rallio account per platform.

4. Can two different Rallio accounts push content for the same social media account?

It is not recommended to connect the same social media account to two separate Rallio accounts, as the page will most likely post duplicate posts since each Rallio account contains its own post calendar.

5. How can I ensure my social media accounts are not posting content while I am on vacation?

You have the freedom to modify your content calendar to remove posts scheduled for the time you will be away.

6. Where should I go to edit post content, and ensure it is saved with my adjustments?

You have the option to edit post content within the Calendar - not the Post Library - if you wish to do so.

7. How can I edit the Scheduler to adjust to my preferred post cadence?

You can schedule and adjust posts for any time that fits your preferred cadence by updating within the Calendar tool. Simply click on any day in the calendar to add content, or click on any scheduled post to either remove the post or the ongoing posting schedule at that particular time.

8. Is there any direct booking capability with Rallio posts?

Yes! You have the option to input a "Book Now" Call to Action when creating a post.

9. Is Rallio a free tool?

Yes! Royal Caribbean is gifting Rallio to you as a complementary tool. The only optional cost added would be if you choose to subscribe to the monthly payments for unlimited AI capabilities and the ability to respond to reviews and post engagement. This is not mandatory and you will not be charged otherwise.

..... Contact support@rallio.com for more information.

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10. Can I edit the Call to Action verbiage Royal Caribbean creates for me? I want to make it more personal.

I want to make it more personal. First, be sure the personal data that you want used in your Call to Action buttons are listed in your Rallio Profile (in the Settings tab). You can also edit all posts to include your own Call to Action verbiage by visiting the Calendar tool and editing each post that has been scheduled. If you choose to not have contact information shared in a call to action, simply remove it within the Calendar.

11. I do not see Royal Caribbean as a supplier option. How can I add Royal Caribbean as a supplier for my published content?

Please reach out to support@rallio.com for assistance.

12. If I enter the login credentials for my Facebook account where both my personal and business accounts are under the same username and password, how can I ensure that my business account is being added?

You will need to sign in with your *personal* Facebook credentials in order to connect your *business* page. Once you enter your personal credentials, you will **only** have the option to connect the *business* page affiliated with your account. Rallio does not allow for a personal Facebook account to be connected.

13. How can I edit the number of times posts go out per week?

To adjust the cadence of your posts, visit the Scheduler tool within the Content tab. Here, you can redo the number of posts you would like to schedule per week, what time the posts are shared, and which content supplier you would like posts to come from.

14. Can I edit the imagery within the posts that are created for me?

To edit imagery within a post, first open the post in the Creator, save the image, edit it, and finally replace the original image with the newly edited version.

15. How can I best track how my posts are performing?

Post analytics are available in the Content Analytics tab. Select the date range you want to review, and click on the column (Impressions, Engagement, Rate) that you'd like to sort.

16. How can I change the information that is being used to personalize my posts so that I don't have to edit each of them manually?

Go to your Settings tab, and click on Rallio Profile. There, you will see the information that is just used internally and a separate section that lists all the variables that may be pulled into your posts. Update the later section to include the information you want your posts to display.

17. Why don't all posts show my agency name and contact information?

The content creators decide which personalized contact fields are used in any given post. However, you have the ability to remove, edit, and personalize them however you'd like once they are created.

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18. I received a copyright infringement notice on one of my posts. What does this mean?

- Your trust in working with Royal Caribbean and Rallio is always our top priority. We want you to feel confident in the services provided to you, making this a user-friendly experience overall.
- If you have been notified of potential copyright infringement on your social media account, we want to address this directly with you to assure you this instance will not jeopardize your account being shut down.
- Please be assured that we have met with the Rallio team and discussed the concern of posts being inadvertently reported but encourage you to please visit www.facebook.com/help/1020633957973118 and <https://www.facebook.com/help/ipreporting/report/copyright> where you can take action to confirm you are the rights owner.
- The images used on your posts published through Rallio are fully owned by Royal Caribbean.
- We apologize for any confusion and hesitation this may have caused as we continue to navigate this program.
- Should you have any additional questions, concerns, or issues with your Rallio account, please email support@rallio.com with a screenshot of the issue to resolve directly with the Rallio team as quickly as possible.

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