



PARTNERING UP

FOR SIMPLER SOCIAL MEDIA

5 STEPS TO SOCIAL MEDIA SUCCESS

Royal Caribbean and Rallio have partnered up to take your social media presence — and your business — to a whole new level. Now it's time for you to become a social media master by following the steps below.



1 GET STARTED

Visit [CruisingPower.com](https://www.cruisingpower.com) and click on the 'Sales & Marketing' tab, then click on 'Social Media' to access Rallio.



2 CREATE YOUR PROFILE

Set up your user profile on Rallio by entering your personal information. Then set up your Social Profile by clicking "Connect Now."



3 CONNECT YOUR BUSINESS

To begin posting content, enter your business social media information. Then select Royal Caribbean as a content supplier by clicking "Subscribe".



4 ACCEPT PERMISSONS

Be sure to accept all permissions from each platform or the connection will not be complete.



5 CUSTOMIZE POSTS

Confirm whether you want a Default or Custom posting schedule type to set your posting cadence.



6 HAVE FUN

This is the road to social media success without the stress. So sit back, relax and let Rallio do the rest!

NOT REGISTERED FOR RALLIO YET?

Sign up today at [CruisingPower.com](https://www.cruisingpower.com)

[CruisingPower.com](https://www.cruisingpower.com) > [Sales & Marketing](#) > [Social Media](#)

