



2019 National Dairy Month Social Media Toolkit



Why recreate the wheel? We have tips, content, and social media posts already made for you or your organization to use so it's easy to activate for National Dairy Month (NDM).

In this toolkit, you'll find:

- **Social media tips, including hashtag & emoji use**
- **Logos, banners, memes, and other graphics that can be used across your digital assets**
- **Sample NDM posts & suggested visuals for Facebook, Twitter, and Instagram, organized by category:**
 - **Dairy Farming**
 - **Sustainable Nutrition**

In addition, don't forget to engage with our NDM content throughout our five social media channels:

f Facebook: [Must Be The Milk](#) (@NewEnglandMilk)
[New England Dairy & Food Council](#) (@NewEnglandDairy)

t Twitter: [@MustBeTheMilk](#)
[@NewEnglandDairy](#)

Instagram: [@NewEnglandDairy](#)

Social Media Tips: Hashtags, emojis, and more

Tip #1: If you're talking about an organization, farm, or individual in your social media post, look to see if they have an account so you can tag them!

- Make sure to include a "." before tagging an account if that is the first word in your Twitter post.

Tip #2: Include visuals (photo or video) in your post to grab the attention of others scrolling through their feeds.

Tip #3: Using emojis adds a playful, visual aspect to any post. See our recommended NDM emojis below to try out.

Tip #4: Include hashtags in a post to join the larger conversation. As a rule of thumb, aim to include

- 1-2 hashtags per Tweet
- 9 or so [relevant hashtags](#) per Instagram post
- 1-2 hashtags per Facebook post

Popular #Hashtags for NDM































#WorldMilkDay (June 1st)

#NationalDairyMonth

#UndeniablyDairy

#LoveWhatsReal

Emojis for NDM

Single Emoji	Multiple Emojis	Meaning
 = Milk	  or  	Cow love
 = Dairy cow	   or   	Farmer love
 = Ice cream	 	Milk for strong bones
 = Pizza	    or 	Ag love
 = Cheese	    or 	Dairy love
 = Strong		
 = Female farmer		
 = Male farmer		

Undeniably Dairy Logo in Various Formats

[DOWNLOAD HERE](#)



Social Media Banners

EXAMPLE BELOW: [CLICK HERE](#) to download all banners in various sizes



Moo Memes

EXAMPLES BELOW: [CLICK HERE](#) to view & download all Moo Memes

When you finally get the best selfie angle...

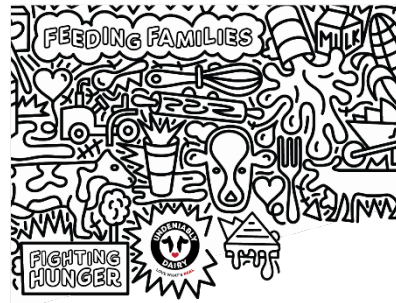


When I hear someone say "ice cream..."



Customizable Frames & Snapchat Filters

EXAMPLES BELOW: [CLICK HERE](#) to view & download all frames + filters



General Dairy Food Imagery

EXAMPLES BELOW: [CLICK HERE](#) to view & download photos WITHOUT logo
[CLICK HERE](#) to view & download photos WITH logo



[CLICK HERE](#) to view & download all photos & video assets

Sample Content for Facebook, Twitter & Instagram

Facebook & Twitter Posts*

*Include around 1-2 hashtags with each post. See main hashtags on page 2 of toolkit. Posts are recommended for Facebook & Twitter but can also be used on Instagram.

Topic: Dairy Farming

- New England is home to about 1,200 dairy farms. Many of them have been passed down from generation to generation. Learn about the dairy farms in your New England state: <http://bit.ly/1MmzH1r>
Suggested photos: [Click here](#) to view & download
- Wonder what happens on a New England dairy farm? Take a 360-degree virtual tour and see for yourself what goes into taking care of the land, the cows, and producing nutritious milk: <https://bit.ly/2Lrpszq>
Suggested photo: [Click here](#) to view & download
- Climate change has challenged our society to adopt practices and technologies to cut fossil fuels, reduce emissions, and live more sustainably. Learn more about how dairy farmers are putting food on our tables in a sustainable way: <https://bit.ly/2H6ExRC>
Suggested photo: [Click here](#) to view & download
- Have you ever wondered how milk gets from the farm to your fridge? Watch the full journey here: https://youtu.be/A2z_eHfTsNA
Suggested photo: [Click here](#) to view & download
- Cows chew 50 times per minute, or 10 hours each day! Dairy farmers work with animal nutritionists to make sure their cows eat a balanced diet. <http://bit.ly/2e9ac65>
Suggested video: [Click here](#) to view & download
- Technology on dairy farms is changing. Learn about some of the technological advances that are enhancing cow care, milking, and sustainability: <https://bit.ly/2Vo4ipA>
Suggested photo: [Click here](#) to view & download
- Did you know some dairy cows wear “fitbits”? Here’s why: <https://bit.ly/2HYNEXY>
Suggested photo: [Click here](#) to view & download
- Questions about dairy farming? We have answers in this two-minute myth vs. fact video: <https://youtu.be/qAzWgCCWdTM>
Suggested photo: [Click here](#) to view & download
- Did you know dairy cows have their own back scratchers? Watch this video and you’ll be jealous (wink emoji)
Suggested video: [Click here](#) to view & download

- See the day-to-day of a dairy farm and endless cute cow pictures by following these farmers on social media: <https://bit.ly/2pJN84K>
Suggested photo: [Click here](#) to view & download
- Did you know cow poop can be turned into electricity? Learn how: <https://bit.ly/2wrrtUT>
Suggested video: [Click here](#) to view & download
or
INFOGRAPHIC IN JPG FORMAT: [Click here](#) to view & download
- What is a co-op, and why do some dairy farmers belong to one? <https://bit.ly/2Jf8T7O>
Suggested photo: [Click here](#) to view & download

Topic: Sustainable Nutrition

- Dairy foods are packed with nine essential nutrients including protein, vitamin D, and calcium. Make dairy foods a part of your day (three times a day) by enjoying some milk, yogurt and cheese! <https://bit.ly/2cYWc1u>
Suggested photo: [Click here](#) to view & download
- Here are 3 reasons why a plant-based dairy-friendly diet, or a lacto-vegetarian diet, is a healthy and sustainable choice. <https://bit.ly/2QJFtP9>
Suggested photo: [Click here](#) to view & download
- Got milk...questions? Get the facts on hot-button issues like GMOs, hormones, antibiotics and more: <https://bit.ly/2V7SLgg>
Suggested photo: [Click here](#) to view & download
- How does cow's milk compare to plant-based beverages in calories, nutrients, vitamins, minerals, and price? Find out here: <http://bit.ly/1sasxoR>
Suggested photo: [Click here](#) to view & download
- Dairy milk only has naturally-occurring sugar, but many non-dairy alternatives add theirs. Get the complete picture here: <https://bit.ly/2il6a0z>
Suggested photo: [Click here](#) to view & download
- Did you know that 1 in 6 kids in the U.S. faces hunger, and that this number goes up during summer months? Join us and Feeding America by donating milk to a child in your local community by visiting giveagallon.com
Suggested photo: [Click here](#) to view & download
or
Suggested video: [Click here](#) to view & download
- Whether you are a star athlete or simply enjoy regular physical activity, milk's nine essential nutrients play an important role in fueling any active lifestyle! Learn more: <http://bit.ly/1NyhubD>
Suggested photo: [Click here](#) to view & download

- Did you know that an 8-ounce glass of milk has 8 grams of high-quality protein and that protein is important for all age groups? Learn more: <http://bit.ly/1J7N9AA>
Suggested photo: [Click here](#) to view & download
- What makes milk a nutrient powerhouse? How do the nine essential nutrients found in milk support the body's functions? <https://bit.ly/2wq4b1C>
INFOGRAPHICS IN JPG FORMAT: [Click here](#) to view & download
- Cow's milk shares the dairy case with other non-dairy "milks". See how they nutritionally compare: <http://bit.ly/2bl2Ey6>
Suggested video: [Click here](#) to view & download
or
Suggested photo: [Click here](#) to view & download
- Get a crash course on dairy myths, common questions, and everything in between: <http://bit.ly/26ojpNh>
Suggested photo: [Click here](#) to view & download
- What is kefir, and how do you make it at home? Here's a step-by-step guide (with pics!): <https://bit.ly/2K5N8DW>
Suggested photo: [Click here](#) to view & download
- It seems like the yogurt aisle gets more crowded everyday! Here's the 411 on some of these fermented dairy products like kefir, skyr, and French style yogurt: <https://bit.ly/2VuT2su>
Suggested photo: [Click here](#) to view & download

Instagram Posts*

*Include around 9 hashtags with each post. See main hashtags on page 2 of toolkit. Posts can also be used on Facebook or Twitter depending on length.

Topic: Dairy Farming

- Raise your glass to our 1,200 New England dairy farm families who work hard every day to provide us with nutritious and delicious dairy!
Suggested photos: [Click here](#) to view & download
- With seven major dairy cow breeds, the most popular is the black and white Holstein. Their markings are like human fingerprints: no two have the same spot pattern!
Suggested photo: [Click here](#) to view & download
- Anaerobic digester systems recycle manure into clean, renewable electricity to power the farm. Surplus electricity is available to power nearby homes and businesses. There are now over 250 anaerobic digesters across the country, including over 20 in New England!
Suggested photo: [Click here](#) to view & download

- Did you know dairy cows are the ultimate recyclers? Because they are ruminants, with four distinct compartments in the stomach to digest food, they can eat and “unlock” the energy and nutrients in byproducts not consumable by humans that would otherwise go to waste. These products include things like citrus pulp, almond hulls or spent grains from breweries.

Suggested video: [Click here](#) to view & download

Topic: Sustainable Nutrition

- Eating dairy is a great way to keep your bones healthy! It's never too early, or too late, to make bone health a priority.

Suggested photo: [Click here](#) to view & download

- Spoon it, dip it, freeze it, sip it. The options are endless with yogurt. Just like milk, a serving of yogurt provides key nutrients you and your family need such as calcium, protein, vitamins, and minerals. It goes well with a variety of foods, is a versatile ingredient and tastes great too!

Suggested photo: [Click here](#) to view & download

- Did you know popular dairy-free “milks” like almond, rice, oat and coconut lack many of the vitamins and minerals found naturally in cow’s milk? Also, these non-dairy beverages often contain added ingredients like stabilizers, syrups, added sugar, salt, and thickeners. Dairy milk has only three ingredients – cow’s milk, vitamin A, and vitamin D. Not only is cow’s milk packed with calcium, it contains eight other essential nutrients. Milk is a source of high-quality protein, with eight times as much protein as almond “milk”.

Suggested photo: [Click here](#) to view & download

- Real dairy can do amazing things. This National Dairy Month, we're joining forces with Feeding America to fight child hunger. Join us in providing food to kids this summer — head to www.giveagallon.com.

Suggested video: [Click here](#) to view & download

or

Suggested photo: [Click here](#) to view & download

- Sticks and stones may break some bones, but milk’s nutrients continue to support them.

Suggested GIF: [Click here](#) to view & download

- Good workout this morning? Chocolate milk is the perfect recovery drink!

Suggested photo: [Click here](#) to view & download