



## 2020 New England Dairy Centennial Celebration & National Dairy Month Social Media Toolkit

This National Dairy Month, New England Dairy is kicking off its yearlong centennial celebration. Since 1920, we have championed New England dairy farm families and the nutritious foods they produce by connecting people to real nutrition and local dairy farmers.

We have tips, content, and social media posts already made for you or your organization to use so it's easy to activate to help us celebrate our centennial and National Dairy Month (NDM).

### In this toolkit, you'll find:

- Messaging and social media posts to help New England Dairy celebrate its centennial **(Page 2)**
- Social media tips including hashtag and emoji use **(Page 3)**
- Logos, banners, memes, and other graphics that can be used across your digital channels **(Pages 4-5)**
- Sample NDM posts and suggested visuals for Facebook, Twitter, and Instagram, organized by category **(Pages 6-9)**
  - Dairy Farming
  - Sustainable Nutrition
  - Recipes, Dairy Foods & Dairy Fun Activities

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

**Facebook:** [@NewEnglandDairy](#)

**Twitter:** [@NewEnglandDairy](#)

**Instagram:** [@NewEnglandDairy](#)

# Sample Content & Messaging for New England Dairy's 100th Year Anniversary

**Hashtag: #NEDairy100**

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

- Happy 100th anniversary to @NewEnglandDairy! Dairy is not only a nutritious food but is part of all the things we love to eat and is present during some of the most special moments in our lives. **#NEDairy100**
- Congratulations to @NewEnglandDairy on 100 years of connecting communities to real dairy, nutrition, sustainable farming, and dairy farmers. **#NEDairy100**
- Real dairy matters for our communities, our health, and our environment. Congrats to our partner @NewEnglandDairy who is celebrating its 100th year. **#NEDairy100**
- For 100 years, @NewEnglandDairy has been working to provide science-based nutrition info and education for a healthier tomorrow. Learn more about New England Dairy: <https://www.newenglanddairy.com/our-passion/> **#NEDairy100**
- Happy 100th anniversary to @NewEnglandDairy! They have a long history of working to ensure students have access to nutrient rich foods including dairy. Learn more about their work here: <https://www.newenglanddairy.com/schools/> **#NEDairy100**

## Celebrating NED 100th Year Anniversary with 100 Milk Moments

**Hashtag: #100MilkMoments**

**Share your favorite “milk moments” with us on social media using #100MilkMoments and tag us @NewEnglandDairy.**

Dairy is not only a nutritious food, but it's part of all the things we love to eat and is present during some of the most special moments in our lives. Think about some of your favorite milk moments throughout your life: enjoying a plate of cookies with that perfect glass of milk, your go-to morning smoothie, an ice cream outing with the family, an amazing cheese plate...the list goes on and on. Our goal is to share at least 100 personal milk moments (current or past) on social media from our staff and partners between June 2020 and June 2021 to mark this milestone.

### **Example:**

Greek yogurt is a staple in our house! My kids loved helping me make these 2 ingredient strawberry and Greek yogurt popsicles, but I think they loved eating them even more!

<http://tiny.cc/ty576y> **#100MilkMoments**



## Social Media Tips: Hashtags, Emojis & More

**Tip #1:** If you are 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 post on Twitter.

**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
- 1-2 hashtags per Facebook post
- A variety of relevant hashtags per Instagram post

### Popular #Hashtags for National Dairy Month































**#WorldMilkDay (June 1<sup>st</sup>)**

**#NationalDairyMonth**

**#UndeniablyDairy**

**#LoveWhatsReal**

### Emojis for NDM

Single Emoji	Multiple Emoji	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\*\*](#)



## New England 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 & Badges

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



## General Dairy Food Imagery

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



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

# Sample National Dairy Month Content for Facebook, Twitter & Instagram

## Facebook & Twitter Posts

### Topic: Dairy Farming

- New England is home to about 1,200 dairy farms. Many of them have been passed down for generations. @NewEnglandDairy has been helping to tell their stories for 100 years. Learn about the dairy farms in your New England state:  
<https://www.newenglanddairy.com/meet-the-farm-families/> #NationalDairyMonth  
**Suggested photos:** [Click here](#) to view & download
- Take a 360-degree virtual tour of a New England dairy farm and see for yourself what goes into taking care of the land, the cows, and producing nutritious milk:  
<https://bit.ly/2Lrpszq> #NationalDairyMonth  
**Suggested photo:** [Click here](#) to view & download
- Milk travels from farm to fridge in 48 hours. Watch the full journey here:  
<https://youtu.be/S5O-Nu3HP80> #NationalDairyMonth  
**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://www.newenglanddairy.com/sustainability/> #NationalDairyMonth  
**Suggested photo:** [Click here](#) to view & download
- Technology on dairy farms has changed a lot in 100 years. Learn about some of the technological advances that are enhancing cow care, milking, and sustainability:  
<https://bit.ly/364gaQM> #NationalDairyMonth  
**Suggested photo:** [Click here](#) to view & download
- Get answers to your dairy farming questions in this two-minute myth vs. fact video:  
[https://youtu.be/llx5q21T\\_q0](https://youtu.be/llx5q21T_q0) #NationalDairyMonth  
**Suggested photo:** [Click here](#) to view & download

### Topic: Sustainable Nutrition

- Please join @NewEnglandDairy & @FeedingAmerica in their continued efforts to provide milk to food banks during this critical time. Donate milk to a family in your local community at <https://milklife.com/give>. #NationalDairyMonth  
**Suggested photo:** [Click here](#) to view & download

- How cow's milk compares to #plantbased beverages in calories, nutrients, vitamins, minerals, and price: <https://milklife.com/milk-vs-non-dairy-milk-alternatives> #NationalDairyMonth

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

- As Americans look to improve their diet, many are seeking #plantbased or plant-forward diets. Learn more about dairy's essential role in plant-based eating: <https://www.newenglanddairy.com/plant-based-diets/> #NationalDairyMonth

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

- @NewEnglandDairy is your source for real, evidence-based information about dairy and nutrition. Learn more: <https://www.newenglanddairy.com/sustainable-nutrition/> #NationalDairyMonth

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

## Topic: Recipes, Dairy Foods & Dairy Fun Activities

- From smoothies to entrées, @NewEnglandDairy's #recipe library has something for everyone. Check it out and get cooking! <https://www.newenglanddairy.com/recipes/> #NationalDairyMonth

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

- #DIY stay-at-home science project: make ice cream in a bag 🍦: <https://bit.ly/2YZ7XM1> #NationalDairyMonth

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

- At-home #recipes and activities for parents to do with their kids: <https://bit.ly/35XdwvY> #NationalDairyMonth

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

- Check out @NewEnglandDairy's new #HowTo Freezing Dairy Series, w. information and #tips on freezing milk, cheese, and yogurt 🥛🧀🥄: <https://bit.ly/2W1CkKL> #NationalDairyMonth

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

- Let's face it – life's just better with cheese. 🧀❤️ But which cheese do you most identify with? Take this quiz to find your inner cheese! <https://bit.ly/35TTSAS> #NationalDairyMonth

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

## **Instagram Posts**

### **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!

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#NationalDairyMonth #UndeniablyDairy #LoveWhatsReal #LocalFarms

**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! Learn more about the different dairy cow breeds at [NewEnglandDairy.com/meet-the-cows/](https://www.newenglanddairy.com/meet-the-cows/)

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#NationalDairyMonth #UndeniablyDairy #RealDairyFacts #DairyCows #DYK

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

**LINK:** <https://www.newenglanddairy.com/meet-the-cows/>

- 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!

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#NationalDairyMonth #UndeniablyDairy #RealDairyFacts #Sustainability  
#SustainableFarming #RenewableEnergy #DYK

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

- 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 these 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.

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#NationalDairyMonth #UndeniablyDairy #RealDairyFacts #Sustainability  
#SustainableFarming #Recycle #DYK

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



## Topic: Sustainable Nutrition

- New England dairy farmers are committed to providing nutrient-rich foods that nourish people, while strengthening communities and protecting the environment. 🥛❤️🌍 Learn more at [NewEnglandDairy.com/sustainable-nutrition](https://www.newenglanddairy.com/sustainable-nutrition)

#NationalDairyMonth #UndeniablyDairy #LoveWhatsReal #SustainableNutrition  
#SustainableFarming #RealNutrition #LocalFarms #Sustainability

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

**LINK:** <https://www.newenglanddairy.com/sustainable-nutrition/>

- Eating #plantbased does not mean plant-only. When shifting your diet to include more plant-based foods, consider an inclusive approach vs. eliminating food groups for balancing your plate. 🌱🥛 Learn more at [NewEnglandDairy.com/blog-post/plant-based-eating/](https://www.newenglanddairy.com/blog-post/plant-based-eating/)

#HealthyLifestyle #Balance #EatRight #Nutrition #Wellness #PlantBasedDiet  
#NationalDairyMonth

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

**LINK:** <https://www.newenglanddairy.com/blog-post/plant-based-eating/>

## Topic: Recipes, Dairy Foods & Dairy Fun Activities

- June is #NationalDairyMonth. Dairy is the milk in your cereal, the cheese on your pizza, and the yogurt in your morning smoothie. Dairy is part of all the things we love to eat and is present during some of the most special moments in our lives. What's your favorite dairy food? 🥛🧀🍕🍦🐄❤️ Let us know in the comments below!

#RealMilk #UndeniablyDairy #LoveWhatsReal #KeepItRealDairy

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

- From making ice cream to practicing “Mooga” aka yoga, check out this great list of recipes and activities for parents to do at home with their kids: <https://bit.ly/2WrYbQK>

#recipes #athomeactivities #yoga #familyfun #wellness

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

**LINK:** <https://www.newenglanddairy.com/blog-post/at-home-activities-and-recipes-for-parents-and-kids/>