



## 2021 New England Dairy National Dairy Month Social Media Toolkit

This National Dairy Month, New England Dairy is wrapping up 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. Thank you everyone who has been celebrating with us this past year!

Below find tips, photos, and social media copy already made for you or your organization to use so it's easy to activate for National Dairy Month (NDM) and beyond.

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

- Copy with suggested images to celebrate the conclusion of New England Dairy's centennial year **(Page 2)**
- Social media tips including hashtag and emoji use **(Page 3)**
- Logos, photos, memes, and other graphics that can be used across your digital channels **(Pages 4-5)**
- Sample NDM copy for social media organized by category **(Pages 6-9)**
  - Dairy Farming
  - Sustainability
  - Nutrition
  - Recipes, Dairy Foods & Dairy Fun Activities

**In addition, don't forget to engage with and share our content on our social media channels:**

**Instagram:** [@NewEnglandDairy](https://www.instagram.com/NewEnglandDairy)

**Facebook:** [@NewEnglandDairy](https://www.facebook.com/NewEnglandDairy)

**Twitter:** [@NewEnglandDairy](https://twitter.com/NewEnglandDairy)

**\*NEW\* TikTok:** [@NewEnglandDairy](https://www.tiktok.com/@NewEnglandDairy)

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

**Hashtag: #NEDairy100**

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

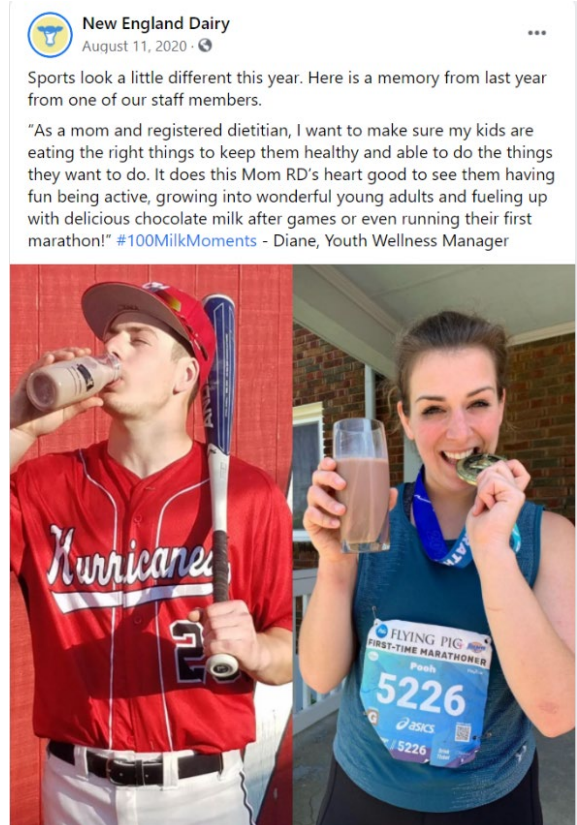
- Dairy is an essential part of a local and sustainable food system. Our partner @NewEnglandDairy is wrapping up their centennial celebration this month. Congrats on 100 years! Learn more about their legacy and future: [tinyurl.com/NEDairy100](https://tinyurl.com/NEDairy100)  
**#NEDairy100 #NationalDairyMonth**
- 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: [newenglanddairy.com/our-passion/](https://newenglanddairy.com/our-passion/) **#NEDairy100 #NationalDairyMonth**
- For 100 years, @NewEnglandDairy has been working to ensure students have access to nutrient rich foods including dairy. Learn more about their work here: [newenglanddairy.com/schools/](https://newenglanddairy.com/schools/) **#NEDairy100 #NationalDairyMonth**

## Celebrate New England Dairy's 100th Year Anniversary with 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. We are looking to share hundreds of personal milk moments (current or past) on social media from our staff and partners between June 2020 and June 2021 to mark this milestone.



## Social Media Tips: Hashtags, Emojis & 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 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 (limit is 30 hashtags for an individual post)

### Popular #Hashtags for National Dairy Month

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

**#NationalDairyMonth**

**#UndeniablyDairy**































**#EnjoyDairy**

**#LoveWhatsReal**

**#HoldMyMilk (TikTok & Instagram)**

- More info about the #HoldMyMilk challenge [here](#)

### 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		

## National Dairy Month Social Media Badge

EXAMPLES OF HOW TO USE BADGE BELOW:

[CLICK HERE](#) to download badge in PNG format



## 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..."



**Undeniably Dairy Logo in  
Various Formats**

**[DOWNLOAD HERE](#)**



**New England Dairy Logo  
in Various Formats**

**[DOWNLOAD HERE](#)**



 **General Dairy Food Imagery**

**EXAMPLES BELOW: [CLICK HERE](#) to view & download photos**



## People Enjoying Dairy/Food Imagery

EXAMPLES BELOW: [CLICK HERE](#) to view & download photos



## Farm Life Imagery: Cows, Dairy Farmers, Farm Tech & More

EXAMPLES BELOW: [CLICK HERE](#) to view & download photos  
[CLICK HERE](#) for state-specific farm family photos



## **Sample National Dairy Month Social Media Copy**

### **Topic: Dairy Farming**

- New England is home to more than 1,000 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: [newenglanddairy.com/meet-the-farm-families/](https://newenglanddairy.com/meet-the-farm-families/) #NationalDairyMonth
- Check out @NewEnglandDairy's recorded live virtual farm tours and see for yourself what goes into taking care of the land, the cows, and producing nutritious milk: [newenglanddairy.com/live-virtual-farm-tours/](https://newenglanddairy.com/live-virtual-farm-tours/) #NationalDairyMonth
- Milk travels from farm to fridge in 48 hours. Watch the full journey here: [youtu.be/S5O-Nu3HP80](https://youtu.be/S5O-Nu3HP80) #NationalDairyMonth
- 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: [bit.ly/364gaQM](https://bit.ly/364gaQM) #NationalDairyMonth

### **Topic: Sustainability**

- New England dairy farmers are committed to nourishing their local communities while caring for the planet. And U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry's initiative to become carbon neutral or better by 2050. Learn more: [usdairy.com/sustainability/environmental-sustainability](https://usdairy.com/sustainability/environmental-sustainability) #NationalDairyMonth
- Dairy is a part of the climate solution and is an important contribution to a sustainable food system. Learn more about how dairy farmers in New England continue to reduce their impact and how they care for their animals, our land, water, and air: [newenglanddairy.com/sustainability/](https://newenglanddairy.com/sustainability/)
- Cows take a lot of the heat when it comes to greenhouse gas emissions. But are they heating up the planet as much as sensational films and headlines would like us to believe? Get the full picture here: [newenglanddairy.com/blog-post/cows-greenhouse-gas-emissions/](https://newenglanddairy.com/blog-post/cows-greenhouse-gas-emissions/) #NationalDairyMonth

- 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: [newenglanddairy.com/sustainability/](https://newenglanddairy.com/sustainability/) #NationalDairyMonth

## Topic: Nutrition

- Milk offers a unique and powerful combination of 13 essential nutrients—like Vitamin A, Vitamin D, zinc, and protein—that are essential to a healthy immune system. #NationalDairyMonth
- The protein in dairy—whey and casein—keeps you feeling full longer, provides energy to fuel your day, and helps muscles recover while you sleep. #NationalDairyMonth
- Dairy is good for your body and good for your brain. Dairy foods provide nutrients people of all ages need to grow and maintain stronger bodies and minds. #NationalDairyMonth
- Fermented dairy foods like yogurt are linked to health benefits including reduced inflammation, improved digestive health, and healthy immune systems. Learn more: [usdairy.com/news-articles/science-summary-yogurt-and-health](https://usdairy.com/news-articles/science-summary-yogurt-and-health) #NationalDairyMonth
- Please join @NewEnglandDairy & @FeedingAmerica in their continued efforts to provide milk to families in need. Your donation will help get milk to families in your local community at [milklife.com/give](https://milklife.com/give). #NationalDairyMonth
- See how cow's milk compares to #plantbased alternatives and other beverages in calories, nutrients, vitamins, minerals, and price: [gonnaneedmilk.com/why-milk/milk-vs/](https://gonnaneedmilk.com/why-milk/milk-vs/) #NationalDairyMonth
- 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: [newenglanddairy.com/plant-based-diets/](https://newenglanddairy.com/plant-based-diets/) #NationalDairyMonth
- Oat "milk" has become a popular choice at coffee shops, but it's important to know that it's not a comparable swap to real milk – especially when it comes to nutrition: [newenglanddairy.com/blog-post/oat-milk-vs-dairy-milk/](https://newenglanddairy.com/blog-post/oat-milk-vs-dairy-milk/)



## 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! [newenglanddairy.com/recipes/](https://newenglanddairy.com/recipes/) #NationalDairyMonth
- #DIY stay-at-home science project: make ice cream in a bag 🍦: [bit.ly/2YZ7XM1](https://bit.ly/2YZ7XM1) #NationalDairyMonth
- This grilled cheese guide from @NewEnglandDairy has tips and ideas for making the ultimate grilled cheese. 🍞+🧀+🔥=❤️ [bit.ly/3b4C9KO](https://bit.ly/3b4C9KO) #NationalDairyMonth
- Teach kids about nutrition and where their food comes from with the 8 activities in @NewEnglandDairy's Discover Dairy activity book 📖. Recommended for grades K-5 and available for download: [bit.ly/3un7kbZ](https://bit.ly/3un7kbZ) #NationalDairyMonth
- 10 ways to use milk 🥛. This resource includes tips on how to add more dairy into favorite foods and ways to use up extra milk at home: [bit.ly/3ez1Wfg](https://bit.ly/3ez1Wfg) #NationalDairyMonth
- Check out @NewEnglandDairy's new #HowTo Freezing Dairy Series, w. information and #tips on freezing milk, cheese, and yogurt 🥛🧀🐄: [bit.ly/2WlCkKL](https://bit.ly/2WlCkKL) #NationalDairyMonth
- 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! [bit.ly/35TTSAS](https://bit.ly/35TTSAS) #NationalDairyMonth