

SAMPLE POSTS READY TO USE FOR INSTAGRAM, TWITTER AND FACEBOOK (CONT.)

**Sample 4** What’s new at [insert school name]? We now serve hot chocolate milk! At breakfast and lunch, you can get a cup of hot chocolate milk to enjoy with your meal. Real milk. Real chocolate. Real good. @newenglanddairy [include image]

**Sample 5** 1 cup of milk has as much calcium as 10 cups of raw spinach 🥬 Woah! Get a boost of nutrition by pairing hot chocolate milk with your lunch #HCM #fuelgreatness @newenglanddairy [include image]

**Sample 6** Did you know 1 cup of milk has more protein than 1 egg 🥚 ? Pair a cup of hot chocolate milk w/ your breakfast sandwich for a protein-packed meal! #HCM #fuelgreatness @newenglanddairy [include image]

**Sample 7** A cup of milk has important vitamins and minerals. Did you know the same is true for chocolate milk? Try HOT chocolate milk today at lunch, your taste buds will thank you 😊 #HCM #fuelgreatness @newenglanddairy [include image]

TWITTER

**Sample 1** Need to warm up from this freeeezing ❄️ cold? We suggest #hotchocolatemilk to get you started! @newenglanddairy [include image]

**Sample 2** RT if you love #hotchocolatemilk w/ breakfast or lunch. 😍 @newenglanddairy [include image]

**Sample 3** Heat up your day with a delicious cup of hot chocolate milk! @newenglanddairy #HCM [include image]

**Sample 4** #DYK hot chocolate milk is now offered with your meal? Try a cup today! @newenglanddairy [include image]

**Sample 5.** Real milk. Real chocolate. Real good. #HCM @newenglanddairy 💪 [include image]

**Sample 6** What tastes great and is packed with 9 essential nutrients, including protein, calcium, and vitamin D? #realmilk! Get a cup of hot chocolate milk in the caf today #HCM @newenglanddairy [include image]

**Sample 7** 1 cup of milk has as much calcium as 10 cups of raw spinach 🥬 Woah! Get a boost of nutrition by pairing hot chocolate milk with your lunch #HCM @newenglanddairy [include image]

**Sample 8** Did you know 1 cup of milk has more protein than 1 egg 🥚 ? Pair a cup of hot chocolate milk w/ your breakfast sandwich for a protein-packed meal! #HCM @newenglanddairy [include image]

**Sample 9** A cup of milk has important vitamins and minerals. Did you know the same is true for chocolate milk? Try HOT chocolate milk today at lunch, your taste buds will thank you 😊 #HCM @newenglanddairy [include image]



# CONSIDER THE FOLLOWING

## When posting to Social Media Platforms

- DO**
- **Always** use pictures of your program in action
  - **Think** about who uses what platform: students like Twitter for news, but they report getting more ‘social’ on Instagram and Snapchat, while parents prefer Facebook and Twitter
  - **Tailor** your messages—and images—accordingly to your audience and platform
  - **Be sure** your school has signed releases for any students who appear in pictures

- DON’T**
- **Share** poor-quality photos
  - **Post** photos without checking for permission and signed releases

### TIPS FOR QUALITY PHOTOS

- **Use** the best camera you have available and get as close as you can to the subject
- **Think** about the frame - make sure people or important pieces aren’t cut off and have the picture tell the story
- **Consider** lighting, perspective, and framing, and visit our website for examples of how to make good photos better

### PHOTO IDEAS FOR HOT CHOCOLATE MILK PROMOTION

- Hot chocolate milk & toppings station in use or right before service
- Students enjoying hot chocolate milk as a part of their meal
- Reimbursable meal tray with hot chocolate milk
- School nutrition staff preparing/serving hot chocolate milk
- Students distributing or enjoying samples for a taste test
- Students drinking and/or toasting with their hot chocolate milk at breakfast and lunch
- Photo booth promotion kit in use
- Stylized photo of hot chocolate milk served in cup with school-appropriate topping

### SOCIAL MEDIA ACTIVITY IDEAS

- Share pictures of your school’s hot chocolate milk kickoff event and/or of students enjoying hot chocolate milk
- Use the promotion kit and your own ideas to get students engaged in your hot chocolate milk program

### SAMPLE POSTS READY TO USE FOR INSTAGRAM, TWITTER AND FACEBOOK.

#### INSTAGRAM

**Sample 1** Feeling frigid in this cold weather? We’ve got you covered. Grab some hot chocolate milk with your breakfast this morning to warm up & charge up for the day! Real milk. Real chocolate. Real good. @newenglanddairy [include image]

#hotchocolatemilk #HCM #fuelgreatness #schoolnutrition #schoolmeals #schoolbreakfast #schoollunch #schoolmealsrock #fuelup #warmup #chargeup #dairylove #dairygood #healthykids #healthyschools #healthycommunities #nutrition #health #food #newengland

**Sample 2** What goes really well with chocolate? #Mustbethemilk! Milk has nine essential nutrients, including 8 grams of natural protein in one 8 oz serving (1 cup) that will help fuel your day. Try a cup of hot chocolate milk at breakfast or lunch to #warmup and #chargeup. @newenglanddairy [include image]

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**Sample 3** Keep calm and get your hot chocolate milk on! @newenglanddairy [include image]

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**Sample 4** What’s better than chocolate milk? Hot chocolate milk. That’s right! Same delicious and nutritious ingredients that are sure to warm your taste buds. @newenglanddairy [include image]

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**Sample 5** Did you know 1 cup of milk has more protein than 1 egg ? Pair a cup of hot chocolate milk w/ your breakfast sandwich for a protein-packed meal! @newenglanddairy [include image]

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**Sample 7** 1 cup of milk has as much calcium as 10 cups of raw spinach . Woah! Get a boost of nutrition by pairing hot chocolate milk with your lunch @newenglanddairy [include image].

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#### FACEBOOK

**Sample 1** Have your heard? We’re now serving HOT chocolate milk at breakfast and lunch. If you like chocolate milk with your school meals, then HOT chocolate milk is a must try! Packed with essential nutrients including natural protein, calcium, vitamin D, and more. Stop by the cafeteria and try one today. @newenglanddairy [include image]

**Sample 2** It may be cold, but we’re warming things up here in the cafeteria! Stop by today and pick up a cup of piping hot chocolate milk. Real milk. Real chocolate. Real good. You can’t go wrong! @newenglanddairy [include image]

**Sample 3** Stay fueled and focused for your afternoon classes by choosing hot chocolate milk for a lunchtime pick-me-up! @newenglanddairy [include image]