

HOT CHOCOLATE SOCIAL MEDIA GUIDE

We know you're excited to start a hot chocolate milk program in your schools and we want to make sure you're sharing your excitement with others! Social media is a major hub where parents, students, staff and community members go to find information, so why not promote your school nutrition program on social? Below, we have tips and tricks to help you promote this delicious and nutritious program at your school.

Here are some ideas to help get you started. Feel free to get creative with it—because let's be honest, when it comes to posting on social, your students are far from boring! Check it out! 📌

SAMPLE SOCIAL MEDIA POSTS



Stay fueled and focused for class by choosing a hot chocolate milk, made with nutrient-rich real-milk, for the pick-me-up you need to own your day! #MilkMeansMore #FuelGreatness



Did you know we are now offering hot chocolate milk at school breakfast and lunch? Complete your meal with one today. #MilkMeansMore #FuelGreatness



We're now serving hot chocolate milk at breakfast and lunch! A serving of chocolate milk contains 9 essential nutrients including protein, calcium, vitamin D and more. Stop by the cafeteria and try one today! #MilkMeansMore #FuelGreatness



What's new at [insert school name]? We now serve hot chocolate milk! At breakfast and lunch, you can grab one to enjoy with your meal. Real milk. Real delicious. #MilkMeansMore #FuelGreatness

Seasonal Posts



It's cold outside! Grab a hot chocolate milk with your breakfast this morning to warm up and fuel up for the day! Real milk. Real chocolate. Real delicious. #MilkMeansMore #FuelGreatness



It may be cold, but we're warming things up here in the cafeteria! Stop by today and pick up your hot chocolate made with nutrient-rich, real milk. #MilkMeansMore #FuelGreatness

WHY USE HASHTAGS?

A hashtag is used on social platforms so users can easily find messages with a specific theme or content. When promoting your hot chocolate milk at your school, use #MilkMeansMore and #FuelGreatness to make sure your posts are highlighted!

EXAMPLES OF DO'S AND DON'TS

DO make sure faces or hands are in the photo with the cup (e.g., sipping the hot chocolate milk, hands wrapped around the drink with warm smiles, etc.).

DON'T let your dairy delicious drink be lonely!

DO make sure the hot chocolate milk is clearly visible. **DON'T** hide that tastiness!

DO reflect the changing seasons and upcoming school or community events. (e.g., show the hot chocolate milk cup in front of an advertisement for an upcoming activity at the school or community)

DON'T only show one season and forget to promote your school events and activities.

DO use hashtags tagging to make your voice heard. **DON'T** just have plain text in the post caption.

DO include friends, students, and staff who are okay with being shown off.

DON'T include anyone without their written consent. (e.g., signed photo releases are a great way to make sure you are okay to post!)

DO be sure milk is at least mentioned in the caption. **DON'T** exclude milk from both the photo and caption.

HAVE QUESTIONS? WE'RE GLAD YOU ASKED!

For dairy nutrition information and resources please visit MilkMeansMore.org/Hot-Chocolate-in-School.