

SMOOTHIE

SOCIAL MEDIA

- GUIDE -

As the excitement builds around smoothies in your school, we want to make sure you're sharing the 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? These and additional social media images can be downloaded at www.milkmeansmore.org/smoothies-in-school/

Here are some ideas to help you get started. Feel free to get creative!

- SAMPLE SOCIAL MEDIA POSTS -



- Fuel your day the smoothie way! Real yogurt. Real fruit. Real delicious.
#MilkMeansMore #FuelGreatness
- Good mornings start with a smoothie! Grab one in the cafeteria before class. #MilkMeansMore #FuelGreatness
- Fuel up [school name or mascot]! Grab your [flavor] smoothie from the breakfast cart.
#MilkMeansMore #FuelGreatness
- Did someone say "smoothie?!" Get your smoothie punch card in the cafeteria and start earning your way to your 10th smoothie FREE!
#MilkMeansMore #FuelGreatness
- What's new at [insert school name]? We now serve smoothies for breakfast and lunch! Real yogurt. Real fruit. Real delicious.
#MilkMeansMore #FuelGreatness
- Put the "MOO" in "SMOOTHIE." Choose #RealMilk and combine with your favorite fruits to make a healthy smoothie that will fuel your day!
#MilkMeansMore #FuelGreatness
- Nutritious smoothies power up the morning! Grab one in the school cafeteria after your morning workout.
#MilkMeansMore #FuelGreatness



1	2	3	4	5
BUY 9				
SMOOTHIES				
AND GET ONE				
FREE!				
NAME _____				
GRADE _____				
6	7	8	9	

- WHY USE HASHTAGS? -

A hashtag is used on social platforms so users can easily find messages with a specific theme or content. When promoting smoothies at your school, use #MilkMeansMore and #FuelGreatness for your posts and school nutrition program to be featured.

- EXAMPLES OF DO'S AND DONT'S -

DO'S

Do make sure faces or hands are in the photo with the cup.

Do make sure the smoothie is clearly visible.

Do reflect the changing seasons and upcoming school or community events. (e.g. show the smoothie in front of an advertisement for an upcoming activity at the school or community)

Do use hashtags to make your voice heard.

Do include students and staff who are okay with being shown off.

Do be sure ingredients like "dairy", "milk" and/or "yogurt" are mentioned in the caption.

DONT'S

Don't let your dairy delicious drink be lonely!

Don't hide that tastiness!

Don't only show one season and forget to promote your current school events and activities.

Don't just have plain text in the post caption.

Don't include anyone without their permission or written consent.

Don't exclude "dairy", "milk" and/or "yogurt" from both the photo and caption.



MILK MEANS MORE
