

Milk, it's spot on. Social Media Promotions

Create excitement about your school meals program
with digital marketing and social media!

Parents, students, staff and community members use social media to find information, so why not promote your program there too? Here are some tips and tricks to get started showing your love for nutritious milk and meals.

Sample Social Media Posts

Care about the earth? You're not alone. Dairy farmers are working hard to ensure farmland, animals, and people are nourished. #DYK that the U.S. dairy industry only contributes to 2% of overall greenhouse gas emissions? This means a better product, a better earth, and another reason to feel good about drinking milk.

Have you heard the moos? Milk is local. With almost 1,200 dairy farm families in Michigan, milk travels from farm to table in 48 hours so we can drink it fresh, just the way nature intended.

Fuel up with breakfast each day, filling your tank with *[insert breakfast menu options available; i.e. smoothies, lattes, and cereal]* – all starring your favorite drink, milk!

If your body could talk, it would ask for things like calcium, vitamin D and phosphorus. Lucky for you, all you have to do is ask for milk! Each carton gives you essential nutrients, plus 8 grams of protein, all wrapped up in a tasty, all-natural drink you can enjoy with your school meals.

Sample Social Media Contests

Keep promotions alive and encourage students to actively engage with your social media posts by hosting a digital contest! Ask students to follow you and like/comment on your post, or request a post of them enjoying milk with their school meal on their platform and tag you to be entered to win a prize*.

Sample photos/contest ideas:

You can't help but smile when you're spotted drinking milk. Join us in sharing your brightest smile while enjoying your school meal! One lucky winner will win *[insert prize**]*. How to enter: 1) Follow @[your handle] 2) Post a photo of you enjoying milk with your school meal with #MilkItsSpotOn. Contest starts NOW and ends Friday, October 30 at 2 p.m.

It's going to be a good day when you're spotted eating breakfast. Make sure you grab #schoolbreakfast so you don't go to class #hangry. What's your favorite breakfast from school? Let us know! One lucky winner will win *[insert prize**]*. Enter by 1) Follow @[your handle] 2) Like this post 3) In the comments, share your favorite school breakfast item. Contest starts NOW and ends Friday, October 30 at 2 p.m.

Hashtags & Handles:

A hashtag is used on social platforms so users can easily find messages with a specific theme or content. Handles are used when you want to tag a specific user on social media, like our teen platform @Conquerwithmilk. Here are some great ones to start with:

@ConquerwithMilk
#ChooseMilk
@MilkMeansMore
#MilkItsSpotOn
@FUTP60
#FuelGreatness

@SchoolMealsThatRock
#SchoolMealsRock
@schoolnutritionassoc
#SchoolLunch
#SchoolNutrition
#SchoolLunchHeroes

#SchoolBreakfast
#SchoolMeals
#TrayTalk
#RealSchoolMeals
#HealthySchoolMeals
#Feedingthefuture

These are ideas just to get you started. Get creative with it and adapt based on your student and parent audience you'd like to reach!

* Be sure to consider privacy guidelines on social media and terms & conditions for contest rules in your school district when going virtual.

** Milk, it's spot on themed prizes are available from UDIM. Contact your Youth Wellness Manager for details!

IMAGES

Available FREE for download at www.MilkMeansMore.org/milk-its-spot-on

