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

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]







Real Milk. Real Chocolate. Real Good.

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 OUALITY 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
- Food service workers 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

O 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 #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]

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

Sample 3

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

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

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]

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

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]

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]