

# SOCIAL MEDIA GUIDE

We know you're excited to start a latte program in your schools and we want to make sure your students are too! When they are not keeping busy with homework, friends, and extra-curricular activities, social media is where most of them are spending their free time. That's why we're giving you the best tips and tricks to help show the love for nutritious milk and promote healthy lifestyles 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 latte, made with nutrient-rich real milk, for the pick-me-up you need to own your day! #UndeniablyDairy #FuelGreatness

Did you know we are now offering lattes at school breakfast and lunch? Complete your meal with one today. #UndeniablyDairy #FuelGreatness

We're now serving lattes at breakfast and lunch! Made with milk that includes essential nutrients such as protein, calcium, vitamin D, and more. Stop by the cafeteria and try one today!

#UndeniablyDairy #FuelGreatness



What's new at [insert school name]? We now serve lattes! At breakfast and lunch, you can get a latte to enjoy with your meal. Real milk. Real coffee. Real delicious.

#UndeniablyDairy #FuelGreatness

We have a LATTE going on in the school cafeteria! Come check out what's new on the menu!

#UndeniablyDairy #FuelGreatness

Better LATTE than never! Now serving lattes to enjoy at school. Real milk. Real coffee. Real delicious.

#UndeniablyDairy #FuelGreatness

### **Seasonal Posts**

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

It may be cold, but we're warming things up here in the cafeteria! Stop by today and pick up your latte. #UndeniablyDairy #FuelGreatness

It's heating up, so cool down with an ice-cold, refreshing latte! Grab one for breakfast or lunch and fuel up for the day! #UndeniablyDairy #FuelGreatness

It's hot outside, so we're cooling off with ice-cold lattes inside! Grab yours today for breakfast or lunch. Real milk. Real coffee. Real delicious. #UndeniablyDairy #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 latte program at your school, use #UndeniablyDairy 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 dairy beverage. (e.g., sipping the latte, hands wrapped around the drink with warm smiles, etc.)

**DON'T** let your dairy delicious drink be lonely!

**DO** make sure the latte is clearly visible.

**DON'T** hide that tastiness!

**DO** reflect the changing seasons and upcoming school or community events. (e.g., show the latte 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 and 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** have fun! Get creative with a play on the word "latte" (e.g. thanks a latte for teacher appreciation day, better latte than never, sending you a whole latte holiday cheer).

**DON'T** miss the opportunity to get the word out about your lattes!