

Smoothie Social Media GUIDE

WE WANT TO SEE YOUR

inspirations

SHARE your DAIRY enhanced smoothies to social media with **#DairyInSchools** **#FuelGreatness** for a chance to be featured on our page!



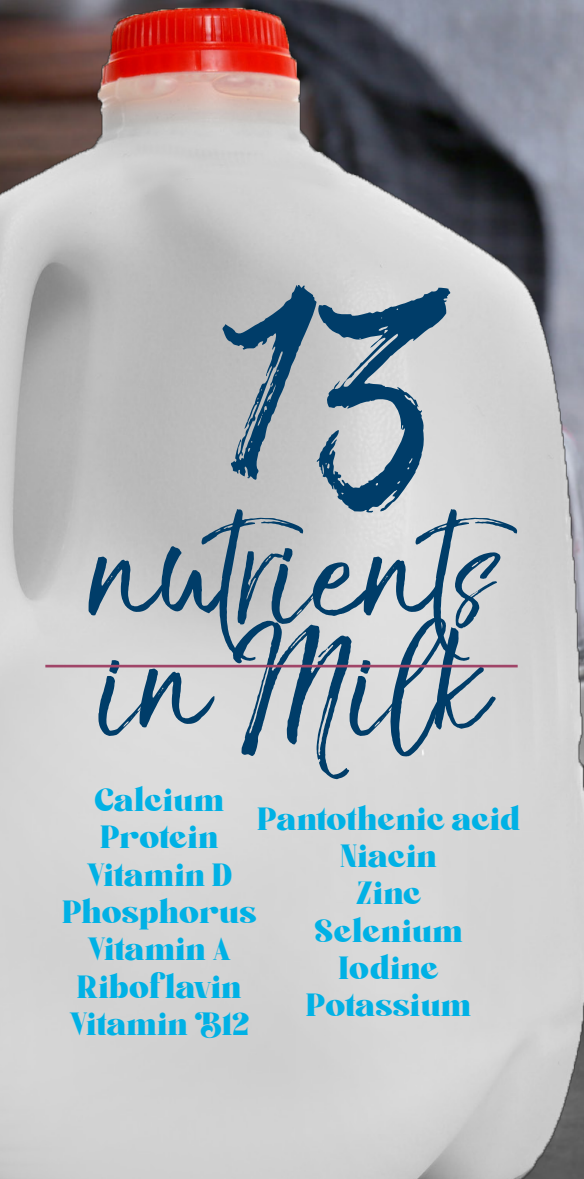
**THE DAIRY
ALLIANCE**

thedairyalliance.com

Smoothie

MEDIA GUIDE & SOCIAL MEDIA POSTS

Make every sip count when you make your smoothie with **real dairy milk** because it contains 13 essential nutrients in every serving, including 8 grams of high-quality protein. Milk's nutrients are linked to immune health, bone and muscle health, reduced inflammation and reduced risk of chronic diseases.



- | | |
|-------------|------------------|
| Calcium | Pantothenic acid |
| Protein | Niacin |
| Vitamin D | Zinc |
| Phosphorus | Selenium |
| Vitamin A | Iodine |
| Riboflavin | Potassium |
| Vitamin B12 | |



*Adapted from United Dairy Industry of Michigan

Smoothie

SAMPLE SOCIAL MEDIA POSTS

- Fuel your day the smoothie way!
Real yogurt. Real fruit. Real delicious.
#DairyInSchools #FuelGreatness
- Good mornings start with a smoothie!
Grab one in the cafeteria before class.
#DairyInSchools #FuelGreatness
- What's new at [insert school name]?
We now serve smoothies for breakfast
and lunch! Real yogurt. Real fruit. Real
delicious. #DairyInSchools
#FuelGreatness
- Put the "MOO" in "SMOOTHIE." Choose
#RealMilk and combine with your
favorite fruits to make a healthy
smoothie that will fuel your day!
#DairyInSchools #FuelGreatness



Posting Tips

- Make sure faces or hands are in the photo with the cup
- Make sure smoothie is clearly visible.
- Reflect the changing seasons and upcoming school or community events.
- Use hashtags
- Include students and staff who are okay with being shown off
- Use ingredients like "dairy", "milk" and /or "yogurt" in the caption

SHARE your DAIRY enhanced smoothies to social media with #DairyInSchools #FuelGreatness for a chance to be featured on our page!



@dairy_alliance



@thedairyalliance



@realdairyrealdelicious