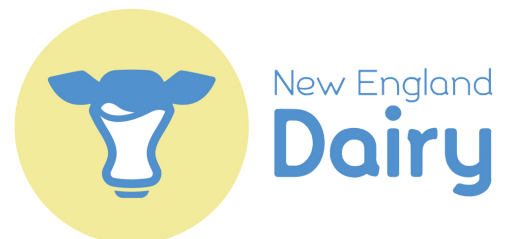


# CONNECTICUT DAIRY DIGITAL AMBASSADOR SOCIAL MEDIA TOOLKIT

**JANUARY: DAIRY NUTRITION**

## IN THIS TOOLKIT:

- Social Media Tips
- Sample Content & Messaging
- General Content Ideas
- Photo Examples



# SOCIAL MEDIA TIPS

- **\*NEW\*** When speaking to health or nutrition, referencing **third-party sources** will increase credibility. For example, referencing the USDA or universities such as UConn.
- Feeling overwhelmed by the number of social media platforms? **Pick one and dig deeper.**
- **Remember the 80-20 Rule:** 80% of your content should entertain and educate, while 20% of your content should directly market your farm or business.
- You can try **breaking out of the “ag bubble”** by inviting new people to your page through small, targeted ad campaigns and individual invites on liked posts; taking risks to get to the next level; tagging other accounts or people outside of your typical group; or collaborating with others on social media to increase reach.
- When composing photos, **think of the Rule of Thirds.** Imagine your photo divided into 9 equal parts, with two vertical lines and two horizontal lines. The most important elements in the scene should be placed along the gridlines or where they intersect. You can configure your camera settings to show the gridlines to make it easier to create your composition.
- Try [Canva](#), a free graphic design tool you can use to create social media posts and templates.
- Ready to take a photo or capture video? **Wipe the lens first!**
- If you get a **tough question or comment** in response to one of your posts: read more about the individual’s perspective; thank them for reaching out; ask clarifying questions; craft your response with research and personal experience; find common ground; thank them for the conversation. You can be kind, too! It’s ok to agree to disagree. [Here is a document](#) with messaging to address negative comments/difficult questions.

# JANUARY MESSAGING THEME

The new year is the perfect time to engage consumers with the **total health and wellness benefits** of dairy, leveraging National Milk Day on January 11th as a point in time to talk about farmers delivering nutritious milk. Farmers can share how dairy fuels their work on the farm and ensures they work at top performance, especially during the winter (leaning into immunity, calm, energy, digestive health). They can also relate cow nutrition to human nutrition and the importance of consuming the ideal mix of nutrients for good health.

**Required Post Hashtags:** #CTDairy #CTDairyAmbassador

Additional optional hashtags to include in your content as you see fit:  
#CTGrown #UndeniablyDairy #GotMilk #Agvocate #NewEngland\_IGers

## PHOTO EXAMPLES



# SAMPLE MESSAGING FOR INSPIRATION

## TOTAL HEALTH & WELLNESS BENEFITS

### Immunity-Boosting\* | Digestion

A strong immune system helps you feel good no matter what comes your way this winter. Milk and other dairy products are a natural source of immune-boosting nutrients like zinc and protein.

Connecticut dairy farmers are committed to getting dairy and its essential nutrients to you and your family. Real milk offers a unique combination of 13 essential nutrients, including vitamin A, vitamin D, zinc, selenium and protein that are vital to a healthy immune system.

Fermented dairy foods like yogurt are linked to health benefits including reduced inflammation, improved digestive health, and healthy immune systems.

*\*Please reach out to New England Dairy if you have any questions regarding immunity messaging. The messages provided surrounding immunity have been approved by the USDA.*

### Calm

Create a moment of calm in the morning with milk. It's delicious and good for your body.

After a hectic week or a stressful day, it can be tough to relax and wind my mind down. What has helped me, and my family, is to make space for our moments of calm. Sometimes, that is a moment to myself at the end of the day with a warm chamomile tea latte, knowing it is good for my body and mind. Take the time to find your moments of calm.

### Energy

When my day starts to drag after an early morning on the farm, I fuel up with milk knowing it is a simple, easy source of high-quality protein when I need to stay energized for a long day ahead. Whatever your day ahead may look like, you can feel good about choosing milk, yogurt, cheese, or other dairy foods to be the pick-me-up you need.



# SAMPLE MESSAGING FOR INSPIRATION

## COW CARE/NUTRITION

If you have ever wondered where our cows go in the cold winter months, they can be found safe and comfy inside our spacious barn. Thanks to their thick skin, hair, and natural insulation, cows actually prefer temperatures between 40 and 65 degrees. When temperatures drop below freezing, our barn offers plenty of space to walk around, eat, and sleep.

While adult cows naturally handle cooler temperatures well, dairy farmers take extra precautions to keep calves who are still growing warm and comfortable during winter. We use calf jackets to help the calves on our farm conserve heat. This allows the calves to use their extra energy to grow strong, rather than keep warm.

The care we provide to the cows ensures the milk purchased in the winter is just as delicious and nutrient rich as milk purchased during sunnier months.

## NATIONAL MILK DAY – TUESDAY, JANUARY 11TH

**#NATIONALMILKDAY**

January 11th is [National Milk Day](#). Many people believe it was the first day milk arrived by delivery in bottles in 1878. National Milk Day commemorates this day and the delivery of this important staple beverage in America. While many of us now get fresh milk from the store, there are still a few milkmen left in New England.

Whether your farm offers milk delivery or not, this can be a day to celebrate and share your farm history and story. Tell the story of how your farm started, maybe you used to deliver milk. Hit home on the fact that milk is a local and nutritious food whether you buy it on the farm or from the grocery store.



New England  
Dairy

# GENERAL CONTENT IDEAS

Are you wondering what to show and tell about your farm or the dairy industry when posting on social media? Here are some ideas to get you started!

- Show us **what you're working on throughout the day**. What's happening at the farm during this time of year? What is being harvested? What are you preparing?
- Share your **(favorite)** cow, machinery, barns, products, view of the landscape, etc.
- **Demonstrate processes**, like milking cows, packaging products, loading trucks, caring for cows, cleaning machinery, preparing food, etc.
- Share a 30-second video capturing the **sounds of the countryside**.
- Tell us about a **favorite family recipe you like to enjoy**.
- Tell us **how you got involved in dairy**.
- Share **how your farm or business got started**.
- What are some "**fun facts**" about the dairy industry? (e.g. how dairy cows are the ultimate recyclers and can eat spent brewers grain)
- Introduce us to the **people you farm or work with**.
- Show us **how your family gets involved** in the work of the farm or business.
- Show us how you are **caring for the environment** in the course of your work.
- Show **what makes you proud** to do what you do and **what you value most**.

# PLANNING PAGE

*Use this page as a guide to plan out your social media content ideas.*

I want to show: \_\_\_\_\_

☐ Photo ☐ Video

Caption:

I want to show: \_\_\_\_\_

☐ Photo ☐ Video

Caption:

I want to show: \_\_\_\_\_

☐ Photo ☐ Video

Caption: