



ACTIVATION GUIDE



GLOBAL DAIRY PLATFORM

Draft



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**WORLD MILK DAY
&
ENJOY DAIRY**

Overview

#EnjoyDairy Rally and #WorldMilkDay

OVERVIEW

World Milk Day, established by the Food and Agriculture Organization of the United Nations, is Saturday, June 1. And there's no better time to share dairy's story as a nutrient rich, sustainable and delicious food that affects the livelihood of more than one billion people across the globe.

This year, in order to help create a positive stream of conversation prior to World Milk Day, Global Dairy Platform (GDP) is encouraging the dairy sector to participate in the #EnjoyDairy Rally from May 29-31.

This #EnjoyDairy Rally focuses on three specific themes (one per day) that will capture consumer attention on social media and give them permission to enjoy dairy again – for all its many benefits.

In this activation guide, you'll find:

- An overview of the #EnjoyDairy Rally and how you can participate beginning May 29, along with downloadable assets and sample social media copy for each day of the initiative.
- Directions on how to participate in #WorldMilkDay along with downloadable assets and sample copy for your social media platforms.



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**ENJOY DAIRY
RALLY**

HOW IT WORKS

Join the #EnjoyDairy Rally Leading Up to World Milk Day!

Background and How To Participate

In November 2018, the sector conducted a pilot test to measure the impact of a collective social media effort designed to share our dairy stories (each day featured a common theme) with consumers across the globe. We're pleased to report the [pilot's success](#) and have implemented key learnings to create a three-day Rally that will generate momentum for World Milk Day. The Rally will focus around three themes (one per day) that created the most awareness and engagement globally: Nutrition, Community and Enjoyment.

We've created ready-to-post video assets of different lengths for Twitter, Instagram and Facebook that transcend global borders. Knowing many organizations may prefer to keep content on their platforms consistent, you are welcome to use your own content that corresponds to the daily themes.

Follow these three easy steps each day of the Rally beginning May 29, 2019:

1. Share the ready-to-post GDP asset corresponding to the theme of the day (below) on your Twitter, Instagram and/or Facebook channels. OR, post your own piece of video content corresponding to each theme of the day.
2. Add #EnjoyDairy and #WorldMilkDay to your post followed by any other hashtags your organization normally uses on social media (if you choose). Using both hashtags is critical as we will use this to track results and generate positive attention and excitement leading into World Milk Day.
3. Please reference Page 9 for how we'll be asking you to report metrics on your social media channels (paid and organic) so we can accurately track our collective results.

#EnjoyDairy Themes	
29 May 2019	Nutrition
30 May 2019	Community
31 May 2019	Enjoyment
1 June 2019	World Milk Day

Join the #EnjoyDairy Rally Leading Up to World Milk Day!

How To Target for Paid Support

We encourage placing paid support behind your social media posts in order to boost organic reach. In order to target your posts, we recommend considering the following criteria:

18-45 + Fitness	18-45 + Nutrient Filled
18-45 + Fresh and Healthy	18-45 + Organics
18-45 + Fresh and Healthy	18-45 + Low-Fat Foods
18-45 + Love Dairy	18-45 + Fresh Meals

Similarly, you may want to consider excluding certain populations or terms, as well as country-specific detractor organizations when you target. For example:

Vegan	World Vegan Day
Veganism	@vegan
Go Vegan	#veganfood
#govegan	Vegan Nutrition
Vegan Society	Boycot Dairy
@plantbasednews	#plateupfortheplanet
#dairyisscary	@veganfuture
Vegan Easy	Vegan Cheese
Vegan Recipes	Vegan Nutrition
Being Vegan	Farm Animal Rights Movement
Animal Rights	Greenpeace International
PETA	Dairy Free

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**ENJOY DAIRY
RALLY**

**ASSETS &
SAMPLE POSTS**

May 29, 2019 - Nutrition

This asset is ready for you to download from [\[INSERT LINK\]](#) - just create a post and add it to your social channels.



Suggested Social Post:

- #WorldMilkDay is coming up on June 1 and we're celebrating early by sharing the nutritious, surprising and delicious benefits of dairy! Rally with us and tell us all your favorite ways to #EnjoyDairy!

May 30, 2019 - Community

This asset is ready for you to download from [\[INSERT LINK\]](#) - just create a post and add it to your social channels.



Suggested Social Post:

- Did you know dairy positively impacts the livelihoods of more than 1 billion people across the globe? Find out more about how dairy changes lives! #WorldMilkDay #EnjoyDairy

May 31, 2019 - Enjoyment

This asset is ready for you to download from [INSERT LINK] - just create a post and add it to your social channels



Suggested Social Post:

- From frothy lattes to melty cheese pulls, dairy is full of flavor and fun and perfect for every occasion. #EnjoyDairy #WorldMilkDay

How We're Measuring

Using both #EnjoyDairy and #WorldMilkDay will be critical in your posts as we will use this to track results. It is also one of the common threads that pull this initiative together.

We will be providing a tracker prior to the start of the initiative to be completed and submitted within one week after World Milk Day.

In it you will be asked to provide:

- Social Channels Utilized
- Amount of Paid Support
- Reach and Awareness – Organic AND Paid Impressions
- Engagement – Likes, Shares, Click Through Rates and Video Completions
- Content Relevance
- Tone/Sentiment

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**WORLD MILK
DAY**

**OVERVIEW &
THEMES**

#WorldMilkDay

Overview

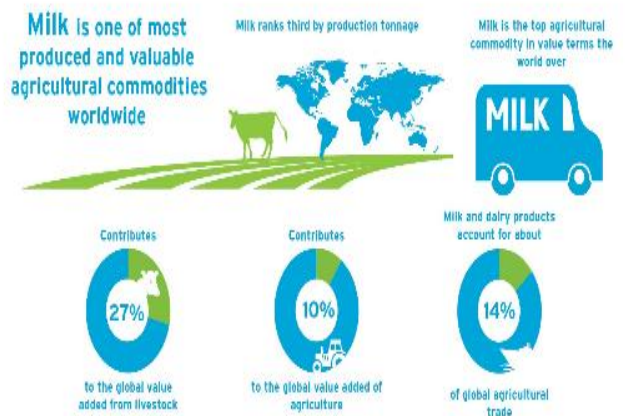
In 2001, the [Food and Agriculture Organisation of the United Nations \(FAO\)](#) selected June 1st as World Milk Day, which celebrates the important contributions of the dairy sector to sustainability, economic development, livelihoods and nutrition.

Across the globe, countries celebrate the important role of dairy in the lives of billions people, and this year is no different. Even though World Milk Day is on a Saturday, we encourage you to join the sector to share the positive stories of dairy around the world and in your own communities.

Last year, more than 80,00 social posts shared dairy farming stories, surprising production facts and important nutrition information that helped make it a great day for the sector, despite detractors who tried to derail the conversation.

This year, we need your help again! In the following pages, we've provided you with messages and downloadable assets you can share throughout the day on your social media platforms, especially Twitter.

Don't forget to use both #WorldMilkDay and #EnjoyDairy to ensure your story is part of the global spotlight.



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**WORLD MILK
DAY**

HOW IT WORKS

#WorldMilkDay

How To Participate

Follow these three easy steps to raise awareness on how important milk and dairy are in supporting the livelihoods of one billion people worldwide!

1. Follow GDP social media channels for a steady stream of content in which you can easily engage. Like, Share or Retweet positive #WorldMilkDay and #EnjoyDairy content you see throughout the day on your social media channels.
2. Create your own posts with pictures, GIFs or videos to share. Post people in your organization drinking milk, share fun and surprising dairy facts, tell farmer stories and more. Please make sure to use both #WorldMilkDay and #EnjoyDairy to keep the conversation positive.
3. No time to create your own? No problem! Download a variety of assets created by GDP. Reference GDP's sample posts or create your own copy, utilizing both #WorldMilkDay and #EnjoyDairy.

Be Aware of Detractors

Last year, 94% of the conversation around World Milk Day was positive or neutral, while only 6% was negative. However, we expect detractors to be a consistent part of the conversation and encourage you to continue to stay active, sharing multiple posts throughout the day and evening to keep the conversation positive and as balanced as possible. Please do not engage directly with detractors, unless your organization has a pre-determined strategy.

Other Helpful Social Media Tips

- Use Visuals** • Photos, GIFS, Videos
- Tag others** • Call on other account handles @WorldMilkDay
- Volume** • Post MANY times a day
- Content** • MILK is the HERO

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**WORLD MILK
DAY**

**ASSETS &
SAMPLE POSTS**

6 ASSETS & SAMPLE POSTS

Following are examples of assets relevant to the World Milk Day themes we'll be rallying around, including nutrition, livelihoods/communities and animal care. A full library of assets along with messaging, issues management protocols, logos and more are available at the [media section of the WorldMilkDay.org site](http://www.worldmilkday.org).

General



Sample Social Post:

#WorldMilkDay was established by the Food and Agriculture Organization of the United Nations in 2001 to celebrate #Milk as a global food. #Dairy is one of the most-produced and valuable Agricultural commodities worldwide. #EnjoyDairy www.worldmilkday.org

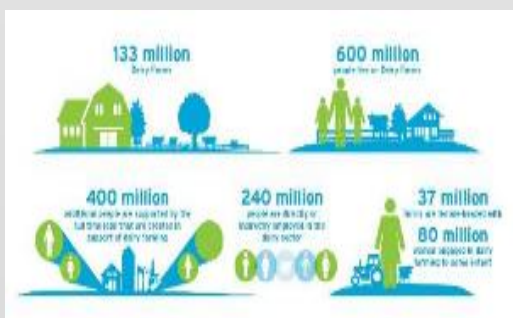
Nutrition



Sample Social Post:

#Milk and #dairy products are nutrient-dense foods supplying energy and significant amounts of #calcium, #protein and #micronutrients. #Milk is essential to reduce hunger and malnutrition. #WorldMilkDay #EnjoyDairy #Healthydiets #Nutrition #FoodSecurity #SDG2

Livelihood/Communities



Sample Social Post:

The dairy sector provides nutrition to 6 billion consumers, and supports the lives of 1 billion people worldwide. #WorldMilkDay #EnjoyDiary www.worldmilkday.org @ILRI @Heifer

Animal Care



Sample Social Post:

#Dairyfarmers care for their cows by providing a nutritious diet and healthy living conditions. June 1 is #WorldMilkDay, so let's celebrate the dairy farmers who provide the highest level of animal care for their cows! #WorldMilkDay #EnjoyDairy

QUESTIONS?

Are you having problems downloading the assets or posting them to your social media channels?

Do you have general questions about the #EnjoyDairy initiative or the #WorldMilkDay rally?

We're here to help. Please contact Kevin Burkum at Kevin.Burkum@GlobalDairyPlatform.com