



2020 Activation Guide 20th Anniversary of World Milk Day



GLOBAL DAIRY PLATFORM



1

**WORLD MILK DAY
&
ENJOY DAIRY
RALLY**

OVERVIEW

1 OVERVIEW

#WorldMilkDay and #EnjoyDairy Rally

Twenty years ago, World Milk Day was established by the Food and Agriculture Organization of the United Nations to recognize the importance of milk as a global food, and to celebrate the dairy sector. Each year since, the benefits of milk and dairy products have been actively promoted around the world, including how dairy supports the livelihoods of one billion people.

This year more than ever, we will reinforce how the global dairy sector remains committed to our communities' health and wellness by providing nutritious dairy products. Given concerns over COVID-19, we don't recommend holding in-person events, but instead suggest focusing efforts on social and traditional media efforts.

To help create a positive stream of conversation, the 2020 celebrations will start with the Enjoy Dairy Rally May 29 – May 31, culminating with World Milk Day on Monday, June 1.

In this activation guide, you will find:

- An overview of the #EnjoyDairy Rally and how to 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 the 20th Anniversary of #WorldMilkDay, along with downloadable assets and sample copy for various social media platforms.



2

**ENJOY DAIRY
RALLY**

HOW IT WORKS

2 ENJOY DAIRY RALLY: HOW IT WORKS

| #EnjoyDairy Themes | |
|--------------------|----------------|
| 29 May 2020 | Nutrition |
| 30 May 2020 | Community |
| 31 May 2020 | Enjoyment |
| 1 June 2020 | World Milk Day |

Background and How To Participate

[Due to its success last year](#), we are bringing the Enjoy Dairy Rally back in 2020. There will be three themes (one each day): Nutrition, Community and Enjoyment. We've created ready-to-post video assets of different lengths for Twitter, Instagram and Facebook. These videos are available for download from the World Milk Day [media bank](#) (login: media, password: WMD20Downloads), or for direct sharing from Global Dairy Platform's [YouTube channel](#). Social Media banners and in-stream visuals have also been created and are available from the [media bank](#) as well.

Participating in the Enjoy Dairy Rally is easy. Starting May 29:

1. Share the ready-to-post video and sample post corresponding to the theme of the day on your Twitter, Instagram and Facebook channels. OR, post your own piece of 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.

2 ENJOY DAIRY RALLY: HOW IT WORKS

How We're Measuring

GDP will provide 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
- Tone/Sentiment

What This Means

- **“Engaged”** refers to users who have seen the campaign and taken action across your social media channels (e.g., likes, comments, views, etc.).
- **“Reach”** refers to the number of people who potentially could have seen a piece of social media content relating to the campaign.
- **“Impressions”** refers to the reach figure + the number of times a post appeared in a user’s timeline.



2 ENJOY DAIRY RALLY: HOW IT WORKS

Targeting Suggestions for Paid Support

We encourage placing paid support behind your social media posts in order to boost their reach. If you don't already have social targeting in place, we recommend considering the following criteria:

| 18-45 + Fitness | 18-45 + Nutrient Filled |
|---------------------------|-------------------------|
| 18-45 + Fresh and Healthy | 18-45 + Organics |
| 18-45 + Love Dairy | 18-45 + Agriculture |

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 |

3 ENJOY DAIRY RALLY: HOW IT WORKS

Be Aware of Detractors

Last year, 96% of the conversation around the Enjoy Dairy Rally and World Milk Day was positive or neutral, while only 4% was negative. However, we expect detractors to be a 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.

We don't recommend engaging directly with detractors, unless your organization has a pre-determined strategy.

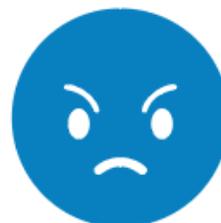
Do consider recruiting influencers, athletes and dairy farmers to help tell dairy's story. Their perspectives can be persuasive with consumers.

Hiding, Deleting Negative Comments

We do not recommend hiding or deleting negative social media comments. However, there are some rare instances where it may be appropriate. For instance, if the comment is offensive or contains profanity, it should be deleted immediately. It may also be appropriate to delete comments that are off-topic, especially if they contaminate the conversation in a specific comment thread.

- To learn how to hide or delete a comment on **Facebook**, [click here](#).
- To learn how to hide or delete a comment on **Instagram**, [click here](#).

Twitter does not screen content or remove potentially offensive content.



3

**ENJOY DAIRY
RALLY**

**ASSETS &
SAMPLE POSTS**

3 ENJOY DAIRY ASSETS & SAMPLE POSTS

All video and photo assets are ready for you to download [here](#) (login: media, password: WMD20Downloads).

Enjoy Dairy Rally: General (May 29-31)

Facebook & LinkedIn: The 20th Anniversary of #WorldMilkDay is coming up on June 1 and now more than ever we recognize how nutritious dairy products nourish our communities. Affordable, accessible, delicious. Rally with us and tell us all your favorite ways to #EnjoyDairy!

Instagram: The 20th Anniversary of #WorldMilkDay is coming up on June 1 and now more than ever we recognize how nutritious dairy products nourish our communities. Affordable, accessible, delicious. Rally with us and tell us all your favorite ways to #EnjoyDairy!

Twitter: The 20th Anniversary of #WorldMilkDay is June 1. Let's celebrate how nutritious dairy nourishes our communities. #EnjoyDairy!

Include links to these videos:

VIDEO – [Milk in coffee is good](#)

VIDEO – [Dairy's billion people story](#)

Enjoy Dairy Rally: May 29, 2020 - Nutrition

Suggested Social Post:



The 20th Anniversary of #WorldMilkDay is June 1 and we're celebrating all the nutritious benefits of dairy! Now more than ever, dairy nourishes families throughout the world. #EnjoyDairy!

Video: Nutrition – 15 second: <https://bit.ly/2Unsk1r>

Video: Nutrition – 30 second: <https://bit.ly/2U5zHvy>

Additional Message Options (+others in Section 5 of this Activation Guide):

Milk is an affordable source of essential nutrients. Two of the nutrients found in dairy, vitamin A and protein, are essential for a healthy immune function. #WorldMilkDay #EnjoyDairy #HealthForAll

Eating a balanced diet with a variety of foods, including dairy, is important to get essential nutrients for a healthy immune function. #WorldMilkDay #EnjoyDairy #HealthForAll

3 ENJOY DAIRY ASSETS & SAMPLE POSTS

Enjoy Dairy Rally: May 30, 2020 - Community

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

Video: Community – 15 second: <https://bit.ly/33AftND>

Video: Community – 30 second: <https://bit.ly/33yDrsJ>

Additional messages:

Today is the 20th Anniversary of #WorldMilkDay! The dairy sector has always been committed to our communities by providing the food people need, at home or in schools. #EnjoyDairy

According to @FAO, 1 billion people rely on the dairy sector for their livelihoods: 600 million live on dairy farms, 400 million rely on full-time jobs in support of the dairy sector. <http://bit.ly/2WqFhKu> #WorldMilkDay #EnjoyDairy #PovertyReduction #GlobalGoals

Dairy is a solution to #povertyreduction. 240 million people are employed in the dairy sector; 80 million are women. <https://youtu.be/mwZGg3n6G6A> @FAO #WorldMilkDay #EnjoyDairy #GlobalGoals #WomenEmpowerment

Enjoy Dairy Rally: May 31, 2020 - Enjoyment

Suggested Social Post:



Tomorrow is the 20th Anniversary of #WorldMilkDay. Now more than ever, dairy is a nutritious and delicious way to nourish your family. #EnjoyDairy

Tomorrow is the 20th Anniversary of #WorldMilkDay. Dairy is safe, accessible and affordable. #EnjoyDairy #HealthForAll

Video: Enjoyment - 15 second: <https://bit.ly/3dg57a8>

Video: Enjoyment - 30 second: <https://bit.ly/2QwMGnQ>

4

**WORLD MILK
DAY**

HOW IT WORKS

4 WORLD MILK DAY: HOW IT WORKS

#WorldMilkDay

This year's overarching theme is the 20th Anniversary of World Milk Day. In light of COVID-19, we also encourage you to talk about the benefits of dairy with regards to health and nutrition, affordability and accessibility, and the sector's passion and commitment for feeding our communities.

How To Participate

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 drinking milk, share fun and surprising dairy facts, tell farmer stories and more. Please make sure to use both #WorldMilkDay and #EnjoyDairy.
3. Rally your influencers, partners, customers, suppliers, brands, health professionals, staff, family members and others to remind them to support #EnjoyDairy and #WorldMilkDay.
4. 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.

Use Visuals

- Photos, GIFS, Videos

Tag others

- Call on other account handles @WorldMilkDay

Volume

- Post MANY times a day

Content

- MILK and the DAIRY sector are HEROES

5

**WORLD MILK
DAY**

**ASSETS &
SAMPLE POSTS**

5 WORLD MILK DAY: ASSETS & SAMPLE POSTS

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](#).

(login: media, password: WMD20Downloads)



We encourage you to use the videos available in multiple languages on the [Global Dairy Platform's YouTube channel](#).

Make sure to use the campaign hashtags: #WorldMilkDay #EnjoyDairy

General



Sample Social Post:

Facebook & LinkedIn: #WorldMilkDay was established 20 years ago by @UN @FAO to recognize the importance of milk as a global food for 6 billion consumers. In these challenging times, the dairy sector remains committed to providing nutritious foods to nourish our communities. Happy Anniversary! #EnjoyDairy

Instagram: #WorldMilkDay was established 20 years ago by @UN @FAO to recognize the importance of milk as a global food for 6 billion consumers. In these challenging times, the dairy sector remains committed to providing nutritious foods to nourish our communities. Happy Anniversary! #EnjoyDairy

Twitter: #WorldMilkDay was established 20 years ago by @UN @FAO to recognize the importance of milk as a global food for 6 billion consumers. #EnjoyDairy

VIDEO – Community 30s: <https://bit.ly/2Qzp1ml>

VIDEO – Community 15s: <https://bit.ly/3bbxPXV>

NOTE: The Hero visuals have been formatted for Facebook, Twitter and Instagram posting. They are available for download from the [media section of the WorldMilkDay.org site](#) (login: media, password: WMD20Downloads)

5 WORLD MILK DAY: ASSETS & SAMPLE POSTS

Health and Nutrition



Sample Social Post:

Facebook & LinkedIn: Today is the 20th Anniversary of #WorldMilkDay! Dairy products are affordable and accessible sources of healthy nutrients, including vitamin A and protein, which are essential for a healthy immune function. Nutritious and delicious, now more than ever. #EnjoyDairy #Nutrition

Instagram: Today is the 20th Anniversary of #WorldMilkDay! Dairy products are affordable and accessible sources of healthy nutrients, including vitamin A and protein, which are essential for a healthy immune function. Nutritious and delicious, now more than ever. #EnjoyDairy #Nutrition

Twitter: Today is the 20th Anniversary of #WorldMilkDay! Dairy products are affordable and accessible sources of healthy nutrients. #EnjoyDairy

Additional messages:

Today is the 20th Anniversary of #WorldMilkDay! With the health challenges posed by COVID-19, it is important to eat a healthy, balanced diet including dairy. #EnjoyDairy #HealthForAll

Today is the 20th Anniversary of #WorldMilkDay! Dairy products are safe, nutritious, accessible and affordable foods for you and your families. #EnjoyDairy #HealthForAll

VIDEO – Nutrition 30s: <https://bit.ly/2xPdYiK>

VIDEO – Nutrition 15s: <https://bit.ly/2U6caKS>

5 WORLD MILK DAY: ASSETS & SAMPLE POSTS

The Dairy Sector's Promise



Sample Social Post:

Facebook & LinkedIn: Today is the 20th Anniversary of #WorldMilkDay! The dairy sector remains committed to providing the safe, nutritious and delicious products you and your families love. #EnjoyDairy

Instagram: Today is the 20th Anniversary of #WorldMilkDay! The dairy sector remains committed to providing the safe, nutritious and delicious products you and your families love. #EnjoyDairy

Twitter: It's the 20th Anniversary of #WorldMilkDay! The dairy sector remains committed to producing safe, nutritious and delicious products. #EnjoyDairy

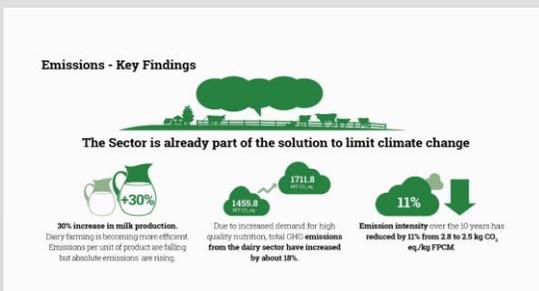
Additional messages:

Today is the 20th Anniversary of #WorldMilkDay! The dairy sector has always been committed to our communities by providing the food people need, at home or in schools. #EnjoyDairy

Today is the 20th Anniversary of #WorldMilkDay! The dairy sector's passion for feeding our communities is stronger than ever. #EnjoyDairy

VIDEO – Dairy's Billion People Story: <https://bit.ly/2VoWVwb>

Sustainability



Sample Social Post:

Facebook & LinkedIn: The global dairy sector is committed to environmental sustainability and is already part of the solution to limit climate change. Analysis conducted by @FAO found dairy's emission intensity (volume of emissions per kilogram of product) declined 11% from 2005-2015. <https://bit.ly/33YjVpT> #WorldMilkDay #EnjoyDairy #sustainability #climatechange

5 WORLD MILK DAY: ASSETS & SAMPLE POSTS

Instagram: The global dairy sector is committed to environmental sustainability and is already part of the solution to limit climate change. Analysis conducted by @FAO found dairy's emission intensity (volume of emissions per kilogram of product) declined 11% from 2005-2015.

#WorldMilkDay #EnjoyDairy #sustainability #climatechange

Twitter: The global dairy sector is committed to environmental #sustainability & is part of the solution to limit #climatechange. Analysis conducted by @FAO found dairy's emission intensity declined 11% from 2005-2015. <https://bit.ly/33YjVpT> #WorldMilkDay #EnjoyDairy

Additional messages:

The @FAO proposes 5 actions for #LowCarbonLivestock: <http://bit.ly/2vwp9fs>

1 Boost efficiency

2 Intensify recycling

3 Ramp-up carbon offsets

4 Strive for healthy diets

5 Drive change with policy

#WorldMilkDay #EnjoyDairy

#Dairyfarmers are responsible stewards of the land. Providing a growing population with valuable food & nutrients in a sustainable manner requires commitment by dairy farmers to look after their land & its resources for the long term. #WorldMilkDay #EnjoyDairy #LowCarbonLivestock

#DidYouKnow: Cow manure is a natural fertilizer which contributes nutrients to the soil to nourish future crops? #Dairyfarmers are adopting innovative manure management & technologies, reducing the impact on air and water quality. #WorldMilkDay #EnjoyDairy #LowCarbonLivestock

VIDEO – Sustainability: Dairy Sustainability Stories: Nobelhurst Farms:

<https://bit.ly/3bcuDLG>

5 WORLD MILK DAY: ASSETS & SAMPLE POSTS

Animal Care



Sample Social Post:

Facebook & LinkedIn: Dairy farmers are committed to providing the best possible health, comfort and care to their animals. Daily animal care practices include milking, feeding, access to water, health monitoring, comfortable housing and rest. #ThankaFarmer for #WorldMilkDay. #EnjoyDairy

Instagram: Dairy farmers are committed to providing the best possible health, comfort and care to their animals. Daily animal care practices include milking, feeding, access to water, health monitoring, comfortable housing and rest. #ThankaFarmer for #WorldMilkDay. #EnjoyDairy

Twitter: Dairy farmers are committed to providing the best possible health, comfort and care to their animals. Daily animal care practices include milking, feeding, drinking, health monitoring, comfortable housing and rest. #ThankaFarmer for #WorldMilkDay #EnjoyDairy

Additional messages:

#DidYouKnow: Dairy farmers work closely with veterinary advisors to ensure the health and well-being of their cows. A healthy cow that is well taken care of gives high-quality milk and increases farmer income #WorldMilkDay #EnjoyDairy #ThankAFarmer #ThankACow

Many dairy farmers engage feed specialists to make sure they provide all the nutrients cows need to be healthy. For dairy farmers, tending to cows is a labor of love. When you are passionate about working with animals, providing the best possible care comes naturally. #WorldMilkDay #EnjoyDairy #ThankAFarmer #ThankACow

Dairy farming is a 24-hour-per-day, 365-day-per-year commitment in order to make sure cows have everything they need. #WorldMilkDay #EnjoyDairy #ThankAFarmer #ThankACow

QUESTIONS?

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](#).
(login: media, password: WMD20Downloads)

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@GlobalDairyPlatform.com