**2025 June Dairy Month Social Media Toolkit**

**Campaign Theme:** "Power Up with the Dairy Aisle"

**Core Message Pillars:** Core Message Pillars are the fundamental themes that should guide all your June Dairy Month content. Think of them as the foundation for every post you create. Here's how to use each pillar:

**1. Everyday Wellness:** Content that highlights nutrition, high-protein benefits, and health-forward choices

**Ideas:**

* Showcase protein-packed breakfasts
* Feature label-reading tips (macronutrients, protein)
* Emphasize yogurt, eggs, and cheese as daily health staples

**Example Posts:**

* “🥣 Fuel your morning with high-protein yogurt + berries—done in 2 minutes flat #JuneDairyMonth”
* “🥚 Eggs, cheese, and yogurt = a quick path to wellness. What's your go-to? #ProteinPower”
* “🧀 Did you know 74% of adults eat eggs for their health benefits? #JuneDairyMonth”

**2. Dairy Aisle Flexibility:** Content that embraces real dairy and dairy alternatives to support modern lifestyles

**Ideas:**

* Compare classic and plant-based options
* Show how flexitarians use both in everyday meals
* Position dairy as inclusive and evolving

**Example Posts:**

* “🥛 Almond milk in your smoothie, cheddar on your salad? Same cart. #DairyYourWay”
* “🧂 Dairy and plant-based together? You’re not alone—61% of shoppers do it too #FlexWithDairy”
* “🥄 Real dairy, real options, real life. Find it all in one aisle. #JuneDairyMonth”

**3. Smart Living:** Content that emphasizes value, convenience, and practical use of dairy staples

**Ideas:**

* Highlight meal planning tips
* Promote private-label options
* Share shelf-life and storage ideas

**Example Posts:**

* “🛒 Make fewer trips with fridge-friendly dairy staples that last all week #SmartSnacking”
* “💰 Stretch your grocery budget with versatile items like cheese, butter, and milk #DairyBasics”
* “🔍 76% of adults say they’ve noticed more organic store-brand dairy #StoreBrandWin”

**4. Family Favorites:** Content that connects refrigerated dairy to everyday family routines and traditions

**Ideas:**

* Share kid-friendly snacks and breakfast ideas
* Highlight cheese boards, yogurt bars, or cooking with kids
* Emphasize easy, reliable options for parents

**Example Posts:**

* “🧁 Turn snack time into family time with yogurt parfait kits! 🍓 #DairyForTheWin”
* “🥪 Lunchbox hack: cheese cubes, apple slices & a yogurt tube = kid-approved”
* “👨‍👩‍👧‍👦 76% of parents say they buy unexpected items in the dairy aisle—because kids know what’s good! #ParentPick”

**5. Seasonal Celebrations:** Content that ties dairy to summer events, gatherings, and lifestyle moments

**Ideas:**

* Highlight dips, spreads, and cold sides for cookouts
* Showcase smoothies and protein snacks for road trips
* Include vacation-ready options (single-serve, packable)

**Example Posts:**

* “🎉 Entertaining this weekend? Your dairy aisle has the dips, cheeses, and spreads covered! #GrillAndChill”
* “🧳 On the go? Grab single-serve yogurts for your next road trip snack stop 🛣️ #PackAndSnack”
* “☀️ Smoothie season is here. Blend up something bright from the dairy aisle #SummerWithDairy”

**Ready-to-Use Social Copy**

**Lifestyle Posts**

* ✨ Start strong. Start with dairy. What's your go-to high-protein breakfast? #JuneDairyMonth
* 🏃‍♀️ Busy morning? Grab cheese sticks, yogurt, or overnight oats and go! #FuelWithDairy
* 🧺 A better lunch starts in the fridge—what’s in your dairy drawer today? #DairyAisleFinds

**Seasonal Posts**

* ☀️ Cheese board season is ON. Build yours with new finds from the dairy aisle #EntertainEasy
* 🎒 On-the-go lunch tip: Add yogurt and a mini spoon—thank us later #PackWithProtein
* 🧁 Summer party essentials: creamy dips, sweet whips, and plenty of cheese #HostWithDairy

**Kitchen Innovation Posts**

* 🥗 Create a better bowl with cottage cheese, chopped veggies & seasoning. Done in 60 seconds #DairyDoesIt
* 🧀 Meal hack: Swap mayo for Greek yogurt in pasta salads for a protein boost #SmartSwaps
* 🥛 Real or plant-based? Either way, you’ll find what you need in the dairy aisle #BalancedCart

**$10,000 Sweepstakes Posts**

* It’s June Dairy Month! Enter the $10,000 Sweepstakes from @EasyHomeMeals for a chance to win a supermarket gift card! <https://www.easyhomemeals.com/giveaways/>
* Win big with the June Dairy Month $10,000 Sweepstakes from @EasyHomeMeals! Enter today: <https://www.easyhomemeals.com/giveaways/>
* What would you stock your fridge with if you won? Enter the $10,000 June Dairy Month Sweepstakes now! <https://www.easyhomemeals.com/giveaways/>
* Last chance to enter! Win a supermarket gift card during June Dairy Month from @EasyHomeMeals! <https://www.easyhomemeals.com/giveaways/>

**📌 Hashtags to Use During June Dairy Month**

* #JuneDairyMonth
* #DairyAndBeyond
* #DairyAisleFinds
* #EasyHomeMeals

**📲 Follow Easy Home Meals on Social Media**

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