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**2019 Summer Favorites Ice Cream & Novelties Social Media Assets & Content**

Below you’ll find social media content and assets, which will help you ignite conversation surrounding ice cream during the June/July Summer Favorites Ice Cream & Novelties promotion! Share these tips, social posts, ideas and recipes in your communications including newsletters, emails, on social media channels and on your website.

**Follow the Easy Home Meals platforms:**

* [Website & Blog](http://easyhomemeals.com/)
* [Twitter](https://twitter.com/EasyHomeMeals)
* [Facebook](https://www.facebook.com/EasyHomeMeals)
* [Pinterest](http://pinterest.com/easyhomemeals/)
* [Instagram](https://www.instagram.com/_easyhomemeals/)
* [YouTube](http://www.youtube.com/easyhomemeals)

**Hashtags to use throughout the Ice Cream promotion:**

* #IceCreamMonth
* #NationalIceCreamMonth
* #icecream
* #recipe
* #dessert
* #summerfavorites

**Ice Cream & Novelties Coupon Giveaway**



The Ice Cream & Novelties Giveaway runs June 3rd through August 4th – promote to your audiences by sharing the giveaway logo and link on your website, blog and social media channels.

**Suggested Ice Cream & Novelties Social Media Content for NFRA Members**

***Facebook***

* (starting 6/3 and ending 8/4) We all scream for COUPONS! Enter the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals! <http://bit.ly/2Ka55EH>
* (starting 6/3 and ending 8/4) Enter the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals for a chance to win FREE ice cream and novelties for a year! <http://bit.ly/2Ka55EH>
* (starting 6/3 and ending 8/4) Celebrate your love for summer favorites—enter to win the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals! <http://bit.ly/2Ka55EH>
* (starting 6/3 and ending 8/4) How would you like to win FREE ice cream for a year? Enter the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals! <http://bit.ly/2Ka55EH>
* (starting 6/3 and ending 8/4) Enter the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals for a chance to win 1 of 6 coupon-filled freezer bags or grand prize ice cream and novelties for a year! <http://bit.ly/2Ka55EH>
* (starting 6/3 and ending 8/4) LAST CHANCE to enter the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals for a chance to win ice cream for a year! <http://bit.ly/2Ka55EH>
* Did you know July is National Ice Cream Month? Get inspired with ice cream recipes from @EasyHomeMeals! <http://bit.ly/2MgTtlR>
* In 1984, President Ronald Reagan designated July as National Ice Cream Month.
* We all scream for ice cream! Year over year ice cream is the best-selling frozen food category.
* Did you know the twin popsicle was invented during the Great Depression so two siblings could share an ice pop and only pay a nickel for it?
* What’s your favorite popsicle flavor? We bet you didn’t know that cherry is the most popular!
* It’s estimated 87% of Americans have ice cream in their freezer at any given time. What’s in your freezer?
* Feel like a kid again by enjoying a tasty ice cream sandwich, fudge bar or another frozen novelty.
* Did you know 1 ½ cups of ice cream equals one dairy serving? Scoop away!
* The average number of licks to polish off a single scoop ice cream cone is approximately 50. Challenge your family tonight to an ice cream licking contest!
* The world’s most popular ice cream topping is chocolate syrup. What’s your go-to topping?
* More ice cream is sold on Sunday than any other day of the week. Talk about a Sundae-Funday!
* Did you know the average American consumes around 48 pints of ice cream per year? That’s a LOT of ice cream!
* Year over year, vanilla ranks #1 in America. What’s your preferred ice cream flavor?
* (July 16th) Here’s the scoop… it’s National Ice Cream Day!
* Nobody likes melted ice cream—make the ice cream aisle your last stop at the supermarket!
* For best results, store ice cream in the main part of the freezer, not on the door where it is subject to more fluctuating temperatures.
* (July 20th) Today is National Ice Cream Soda Day! Ice cream soda was invented in Philadelphia in 1874 by Robert McCay Green, who operated a soda fountain at the Franklin Institute's semicentennial celebration.
* You should always keep your freezer at 0 degrees F to ensure your frozen treats taste their best!
* (July 23rd) There’s surely nothing vanilla about today—it’s National Vanilla Ice Cream Day!
* As temperatures heat up this summer, make sure you pack all ice cream and novelties together in a reusable cooler bag to help maintain their cold temperature on the way home from the store.
* (July 25th) It’s National Hot Fudge Sundae Day! The perfect excuse to indulge in a hot fudge sundae!
* What better way to celebrate Independence Day than with these Star-Spangled Ice Cream-Stuffed Donuts from @MrFoodTestKitchen! <http://bit.ly/2QmwvrZ>
* Layer upon layer, this Crazy Good Ice Cream Cake from @MrFoodTestKitchen is bursting with ice cream and novelty treats! <http://bit.ly/2JyeEhn>
* These Creamy Juice Ice Cream Popsicles from @Cutefetti are completely customizable and fun for the kiddos to make this summer. <http://bit.ly/2wrsSb9>
* Turn this classic campfire treat into these scream-worthy S’mores Ice Cream Balls from @MrFoodTestKitchen! <http://bit.ly/2Wt4JzD>
* As if waffles and ice cream couldn’t get any better, @MrFoodTestKitchen created Waffle Cheesecake Supreme. <http://bit.ly/2Tsjb5Z>

***Twitter***

* (starting 6/3 and ending 8/4) We all scream for #COUPONS! #Enter the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals! <http://bit.ly/2Ka55EH> #giveaway #coupon #icecream #giveawayalert #giveawaycontest #giveaways
* (starting 6/3 and ending 8/4) #Enter the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals for a chance to #win FREE #icecream for a year! <http://bit.ly/2Ka55EH> #coupon #coupons #giveaway #giveawayalert #giveawaycontest #giveaways
* (starting 6/3 and ending 8/4) Celebrate your love for #icecream and novelties—#enter to #win the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals! <http://bit.ly/2Ka55EH> #giveaway #coupon #copons #giveawayalert #giveawaycontest #giveaways
* (starting 6/3 and ending 8/4) How would you like to #win FREE #icecream for a year?! #Enter the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals! <http://bit.ly/2Ka55EH> #coupon #coupons #giveaway #giveawayalert #giveawaycontest #giveaways
* (starting 6/3 and ending 8/4) #Enter the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals for a chance to #win 1 of 9 #coupon-filled freezer bags or grand prize #icecream for a year! <http://bit.ly/2Ka55EH> #coupons #giveaway #giveawayalert #giveawaycontest #giveaways
* (starting 6/3 and ending 8/4) LAST CHANCE to #enter to #win the Ice Cream & Novelties Coupon Giveaway from @EasyHomeMeals! <http://bit.ly/2Ka55EH> #icecream #coupon #coupons #giveaway #giveawayalert #giveawaycontest #giveaways
* In 1984, President Ronald Reagan designated July as #NationalIceCreamMonth! #icecream #IceCreamMonth
* We all scream for #icecream! Ice cream is the best-selling #frozenfood category. #IceCreamMonth
* Did you know the twin #popsicle was invented during the Great Depression so two siblings could share a twin-pop and only pay a nickel? #IceCreamMonth #DYK
* Feel like a kid again by enjoying a tasty #icecream sandwich, fudge bar or other #frozen novelty! #IceCreamMonth #summerfavorites
* It’s estimated 87% of Americans have #icecream in their freezer at any given time. What’s in your freezer? #IceCreamMonth
* Did you know the most popular #popsicle flavor is cherry? #IceCreamMonth #DYK #summerfavorites
* The average number of licks to polish off a single scoop #icecream cone is about 50. Challenge your family to an ice cream licking contest! #IceCreamMonth
* Here’s the scoop—1 ½ cups of #icecream, frozen yogurt and gelato equals one #dairy serving. #IceCreamMonth
* The world’s most popular #icecream topping is chocolate syrup. What’s your go-to topping? #IceCreamMonth
* We bet you didn’t know that California produces the most #icecream in America! #IceCreamMonth
* More #icecream is sold on #Sunday than any other day of the week. Talk about a Sundae-Funday! #IceCreamMonth #SundayFunday
* Did you know the average American consumes around 48 pints of #icecream per year? That’s a LOT of ice cream! #IceCreamMonth #DYK
* Year over year, vanilla ranks #1 in America. What’s your preferred #icecream flavor? #IceCreamMonth
* (July 16th) Here’s the scoop—it’s #NationalIceCreamDay! #IceCreamDay #icecream
* Did you know about 9% of all the #milk produced by U.S. #dairy farmers is used to make #icecream?! That’s moo-tastic! #IceCreamMonth #DYK
* Nobody likes melted #icecream—make the ice cream aisle your last stop at the supermarket! #IceCreamMonth #tips
* Store #icecream in the main part of the freezer, not on the door where it is subject to more fluctuating temperatures. #tips #IceCreamMonth
* (July 20th) Today is #NationalIceCreamSodaDay! The #icecream soda was invented in Philadelphia in 1874 by Robert McCay Green, who ran a soda fountain at the Franklin Institute's semicentennial celebration. #IceCreamSodaDay
* You should always keep your freezer at 0 degrees F to ensure your #icecream and other frozen #treats taste their best! #IceCreamMonth #tips
* (July 23rd) Happy #NationalVanillaIceCreamDay! Sit back and enjoy a bowl of classic #vanillaicecream. #VanillaIceCreamDay #icecream #dessert
* Pack all #icecream and frozen #treats together in a reusable freezer bag to help maintain their cold temperature on the way home from the grocery store! #IceCreamMonth #tips
* (July 25th) #NationalHotFudgeSundaeDay is every excuse you need to indulge in a #hotfudgesundae! #HotFudgeSundaeDay #icecream
* These Star-Spangled Ice Cream-Stuffed Donuts from @Mr\_Food will steal the fireworks' spotlight at your #FourthofJuly party! <http://bit.ly/2QmwvrZ> #recipe #icecream #July4th #IndependenceDay #4thofJuly #dessert
* Turn your favorite flavors of #icecream and frozen novelties into this Crazy Good Ice Cream Cake from @Mr\_Food! <http://bit.ly/2JyeEhn> #recipe #dessert
* Turn this classic campfire treat into these scream-worthy S’mores Ice Cream Balls from @Mr\_Food! <http://bit.ly/2Wt4JzD> #recipe #video #icecream #dessert #smores
* When the summer heats up, cool down with these Creamy Juice Ice Cream Popsicles from @dawnchats. <http://bit.ly/2wrsSb9> #recipe #icecream #dessert
* You’ve never tasted #waffles and #icecream quite like this Waffle Cheesecake Supreme from @Mr\_Food. <http://bit.ly/2Tsjb5Z> #recipe #dessert
* For more decadent #icecream #recipes visit @EasyHomeMeals! <http://bit.ly/2MgTtlR>