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**2020 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
* #summerfavorites
* #novelties

**Ice Cream For A Year Coupon Giveaway**



The Ice Cream For A Year Coupon Giveaway runs June 1st through August 2nd – 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 6/1 and ending 8/2) We all scream for COUPONS! Enter the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals! <https://bit.ly/3cvqwLR>
* (starting 6/1 and ending 8/2) Enter the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals for a chance to win FREE ice cream and novelties for a year! <https://bit.ly/3cvqwLR>
* (starting 6/1 and ending 8/2) Celebrate your love for summer favorites—enter to win the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals! <https://bit.ly/3cvqwLR>
* (starting 6/1 and ending 8/2) How would you like to win FREE ice cream for a year? Enter the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals! <https://bit.ly/3cvqwLR>
* (starting 6/1 and ending 8/2) Enter the Ice Cream For A Year 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! <https://bit.ly/3cvqwLR>
* (starting 6/1 and ending 8/2) LAST CHANCE to enter the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals for a chance to win ice cream for a year! <https://bit.ly/3cvqwLR>
* Did you know July is National Ice Cream Month? Get inspired with ice cream recipes from @EasyHomeMeals! <https://bit.ly/2T7sCK3>
* In 1984, President Ronald Reagan designated July as National Ice Cream Month. What’s your favorite flavor of ice cream?
* 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?
* Whether you’re looking for low calorie, high protein or non-dairy options, the ice cream aisle has it all.
* (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!
* Celebrate Independence Day than with these Star-Spangled Ice Cream-Stuffed Donuts from @EasyHomeMeals. <http://bit.ly/2QmwvrZ>
* Everyone will fall head over heels for these “Hearty” Berry Sundae Bowls from @EasyHomeMeals. <http://bit.ly/36V9aV0>
* This Ice Cream Party Cake from @EasyHomeMeals is bursting with ice cream and novelty treats! <http://bit.ly/2JyM8cO>
* One sip of this Monstrous Milkshake Madness from @EasyHomeMeals and you’ll be mind-blown. <http://bit.ly/2Lsb9K0>
* When you’re craving something salty and sweet, these Ice Cream Pretzel Squares from @EasyHomeMeals are the perfect treat. <https://bit.ly/2AlOaMq>
* Turn this classic campfire snack into these scream-worthy S’mores Ice Cream Balls from @EasyHomeMeals! <http://bit.ly/2Wt4JzD>
* As if waffles and ice cream couldn’t get any better: Waffle Cheesecake Supreme from @EasyHomeMeals. <http://bit.ly/2Tsjb5Z>
* Did you know the popsicle was accidentally invented by 11-year-old Frank Epperson in 1905? Check out these Surprisingly Sweet Ice Cream Facts from @EasyHomeMeals: <http://bit.ly/2XTISOt>

***Twitter***

* (starting 6/1 and ending 8/2) We all scream for #COUPONS! #Enter the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals! <https://bit.ly/3cvqwLR> #giveaway #coupon #icecream #giveawayalert #giveawaycontest #giveaways
* (starting 6/1 and ending 8/2) #Enter the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals for a chance to #win FREE #icecream for a year! <https://bit.ly/3cvqwLR> #coupon #coupons #giveaway #giveawayalert #giveawaycontest #giveaways
* (starting 6/1 and ending 8/2) Celebrate your love for #icecream and novelties—#enter to #win the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals! <https://bit.ly/3cvqwLR> #giveaway #coupon #coupons #giveawayalert #giveawaycontest #giveaways
* (starting 6/1 and ending 8/2) How would you like to #win FREE #icecream for a year?! #Enter the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals! <https://bit.ly/3cvqwLR> #coupon #coupons #giveaway #giveawayalert #giveawaycontest #giveaways
* (starting 6/1 and ending 8/2) #Enter the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals for a chance to #win 1 of 9 #coupon-filled freezer bags or grand prize #icecream for a year! <https://bit.ly/3cvqwLR> #coupons #giveaway #giveawayalert #giveawaycontest #giveaways
* (starting 6/1 and ending 8/2) LAST CHANCE to #enter to #win the Ice Cream For A Year Coupon Giveaway from @EasyHomeMeals! <https://bit.ly/3cvqwLR> #icecream #coupon #coupons #giveaway #giveawayalert #giveawaycontest #giveaways
* Did you know July is #NationalIceCreamMonth? Get inspired with #icecream #recipes from @EasyHomeMeals! <https://bit.ly/2T7sCK3> #IceCreamMonth #DYK
* 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 #summerfavorites
* Feel like a kid again by enjoying a tasty #icecream sandwich, fudge bar, sundae cone or other frozen novelty! #IceCreamMonth #summerfavorites #novelties
* It’s estimated 87% of Americans have #icecream in their freezer at any given time. What kind of ice cream or #novelties do you have in yours? #IceCreamMonth #summerfavorites
* Did you know the most popular #popsicle flavor is cherry? <http://bit.ly/2XTISOt> #IceCreamMonth #DYK #summerfavorites #novelties #infographic
* 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
* 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? <http://bit.ly/2XTISOt> #IceCreamMonth #infographic
* 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! <http://bit.ly/2XTISOt> #IceCreamMonth #DYK #infographic
* Year over year, #vanilla ranks the #1 #icecream flavor in America. What’s your preferred flavor? #IceCreamMonth
* Whether you’re looking for low calorie, high #protein or non-#dairy options, the #icecream aisle has it all. #IceCreamMonth #vegan #dairyfree
* (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?! #IceCreamMonth #DYK
* Nobody likes melted #icecream—make the ice cream aisle your last stop at the supermarket! #IceCreamMonth #tips
* Store #icecream and other #novelties in the main part of the freezer, not on the door where it is subject to more fluctuating temperatures. #tips #IceCreamMonth #summerfavorites
* (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, #novelties and other frozen #treats taste their best! #IceCreamMonth #summerfavorites #tips
* (July 23rd) Happy #NationalVanillaIceCreamDay! Sit back and enjoy a bowl of classic #vanillaicecream. #VanillaIceCreamDay #icecream
* 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 @EasyHomeMeals will steal the fireworks' spotlight at your #FourthofJuly party! <http://bit.ly/2QmwvrZ> #recipe #icecream #July4th #IndependenceDay #4thofJuly #dessert #donuts
* Show your family just how special they are with these “Hearty” Berry Sundae Bowls from @EasyHomeMeals. <http://bit.ly/36V9aV0> #recipe #icecream
* Turn your favorite flavors of #icecream and frozen #novelties into this Ice Cream Party Cake from @EasyHomeMeals! <http://bit.ly/2JyM8cO> #recipe #dessert #cake #party
* You’ve never had a #milkshake quite like this Monstrous Milkshake Madness from @EasyHomeMeals. <http://bit.ly/2Lsb9K0> #recipe #icecream
* A little bit salty, a little bit sweet, these Ice Cream Pretzel Squares from @EasyHomeMeals are the perfect #treat. <https://bit.ly/2AlOaMq> #recipe #icecream #dessert
* Turn this classic campfire treat into these scream-worthy S’mores Ice Cream Balls from @EasyHomeMeals! <http://bit.ly/2Wt4JzD> #recipe #video #icecream #dessert #smores
* You’ve never tasted #waffles and #icecream quite like this Waffle Cheesecake Supreme from @EasyHomeMeals. <http://bit.ly/2Tsjb5Z> #recipe #dessert
* Check out these Surprisingly Sweet Ice Cream Facts from @EasyHomeMeals: <http://bit.ly/2XTISOt>. #icecream #novelties #infographic #IceCreamMonth