



IDFA Social Media Toolkit for Dairy Innovator Dialogues

This toolkit includes suggested content for use on your social media platforms—primarily Facebook, Twitter, LinkedIn, and Instagram—to promote IDFA Dairy Innovator Dialogues. Please customize the text as you see fit, but please remember to include links to the accompanying blog or YouTube video where appropriate.

When posting, please also be sure to use the hashtag #DairyInnovates. Thank you!

IDFA's Dairy Innovates Webpage and Social Handles

- Dairy Innovates URL: <https://www.idfa.org/dairyinnovates>
- Twitter: [@dairyIDFA](https://twitter.com/dairyIDFA)
- LinkedIn: <https://www.linkedin.com/company/idfa>
- Instagram: <https://www.instagram.com/dairyidfa/>
- Facebook: <https://www.facebook.com/dairyIDFA/>

Share Our Posts

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- On [LinkedIn](https://www.linkedin.com/company/idfa)
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Dairy Innovator Dialogues: Ep. 2: Patrick Criteser, President & CEO, Tillamook County Creamery Association

- YouTube Link: <https://youtu.be/znCs5mPGzts>
- IDFA Blog: <https://www.idfa.org/news/dairy-innovator-dialogues-patrick-criteser-of-tillamook-creamery>
- About the Episode:
 - o Patrick Criteser, president and CEO at Tillamook County Creamery Association, sat down with Michael Dykes, D.V.M., president and CEO of IDFA, to discuss Tillamook's history of innovation, meeting consumer preferences, and achieving stewardship goals in this episode of Dairy Innovator Dialogues. Tillamook County Creamery Association is a dairy cooperative founded in 1909 in Tillamook County, Oregon. Criteser spoke to dairy's importance to farm families and communities in northwest Oregon.

Sample Tweet:

In Ep.2 of @dairyidfa's Dairy Innovator Dialogues, @michaeldykesdc sits down w/ @TillamookDairy CEO Patrick Criteser to discuss innovation, meeting consumer preferences, and achieving sustainability goals #DairyInnovates Watch the full episode:

<https://youtu.be/bTxZK-LXA2I>

(Please download [this high resolution image](#) to accompany your tweet)

Sample Facebook/LinkedIn Post:

In Ep.2 of IDFA's Dairy Innovator Dialogues, Tillamook CEO Patrick Criteser sits down with IDFA President and CEO Michael Dykes, D.V.M., to discuss innovation, meeting consumer preferences, and achieving sustainability goals #DairyInnovates

Watch full the full episode here: <https://youtu.be/bTxZK-LXA2I>

(Please download [this high resolution image](#) to accompany your social media posts)

Quotes from Patrick Criteser episode for your use

"We're looking for ways to serve as thought leaders and conveners around the critical issues facing the community. So for example, the shortage of affordable housing here in the community, the shortage of early childcare options here in this community, food insecurity in the community, how we support healthful children and do agricultural advocacy in this community where agriculture is such an important aspect."

"Dairy is a great source of protein, a great source of healthy fat, and something that can taste fantastic...(We're also) well positioned to serve around sustainability, and consumers expectations of products and companies, as it relates to transparency, as it relates to impact on the environment and communities, and every other constituency or stakeholder that the business is affecting."

About Dairy Innovator Dialogues

Dairy Innovator Dialogues is a video and multimedia series presented by IDFA that goes behind the scenes with today's most innovative dairy leaders and companies. Each episode of Dairy Innovator Dialogues, hosted by IDFA President & CEO Michael Dykes, demonstrates how U.S. dairy is leading the world in sustainable business practices, applying data and technology to solve multiple challenges, and connecting with today's consumer at a deeper, more meaningful level than any other category within the food and beverage industry.