



2025 World Milk Day Activation Guide



GLOBAL DAIRY PLATFORM

Overview



#WorldMilkDay #EnjoyDairy

Let's Celebrate The Power of Dairy.

SUNDAY, JUNE 1, 2025



World Milk Day was established in 2001 by the [Food and Agriculture Organization of the United Nations](#) (FAO) to recognize the importance of milk as a global food. The day serves as a platform to showcase the dairy sector's impact and contributions.

Coordinated by the **Global Dairy Platform (GDP)**, each year people around the world come together to celebrate the benefits of dairy products, including how dairy supports a billion livelihoods, contributes to nourishing people of all ages, continuously innovates to support a more sustainable world and strengthens local economies. Farmers share how they care responsibly for their animals, land and communities.

[In 2024](#), the global campaign reached 924.4 million impressions and 2.7 million engagements on a variety of platforms from hundreds of countries.

The [#WorldMilkDay](#) 2025 celebrations will take place on **Sunday, June 01**. With the theme “**Let’s Celebrate The Power of Dairy**” this year’s campaign will focus on highlighting the power of dairy through evidence of the solutions it offers to people, economies and the planet.

This activation guide contains resources, tips and assets that you can use on your digital platforms and for in-person events to celebrate this important day.



For more information, visit the World Milk Day [Website](#)

WORLD MILK DAY 2025

HOW YOU CAN GET INVOLVED

There are many ways through which you can take part in #WorldMilkDay 2025:

- **Become a Mobilizer** - World Milk Day Mobilizers will receive real-time updates on June 1 tailored to your time zone, along with curated content for further dissemination. Share your name, organisation (if applicable) and country to milkday@emergingag.com to become a mobilizer.
- **Social Media** - Share engaging posts, visuals, and story updates on your digital platforms to spread awareness about the benefits of dairy. Let's amplify the voice of the dairy industry together
 - Some notes:
 - See pre-developed messages and visuals that you can use.
 - Post original photos, videos, stories and facts from your region to showcase the global diversity of the dairy sector.
 - Use the campaign hashtags (**#WorldMilkDay** and **#EnjoyDairy**) to maximize reach and engagement.
 - Increase the visibility of your campaign through paid advertising - this could be through social media ads or sponsored content
- **Follow GDP social media channels ([X](#), [Facebook](#) and [Instagram](#))** for a steady stream of content with which you can easily engage.
- **Live Events** - Bring communities together to celebrate and learn more about your work in the dairy sector.
- **Partnerships** - Rally influencers, consumers, industry leaders, farmers, and organizations to amplify your campaign's impact.

Don't forget to submit your campaign results to be featured in the final report - Share results of your campaign activities along with visuals to be spotlighted in the official World Milk Day final report. Click [here](#) to fill the and submit your campaign results form by June 10.

For downloadable assets, [click here](#)

WORLD MILK DAY 2025 RESOURCES

A full library of assets – including logos, social media graphics, pre-prepared messages, photos, and videos for posting on your digital platforms – is available on the [World Milk Day website](#).

More information - Please see the [Frequently Asked Question](#).



For downloadable assets, [click here](#)

WORLD MILK DAY

BEST PRACTICES FOR SHARING ONLINE



USING EMOJIS

Consider using emojis in your social media posts, as they are increasingly popular and help increase visibility. Below is a set of campaign-specific emojis for your use.

For additional emojis, please take a look at emojipedia.org.



CAMPAIGN EMOJIS

You can copy and paste any of the below emojis to share:

- World Showing Americas: 🌎
- World Showing Asia-Australia: 🌏
- World Showing Europe-Africa: 🌍
- Farmer: 🧑🌾 🧑🌾 🧑🌾 🧑🌾 🧑🌾 🧑🌾 🧑🌾 🧑🌾 🧑🌾 🧑🌾 🧑🌾 🧑🌾
- Cow: 🐮 🐮
- Cheese: 🧀
- Butter: 🧈
- Ice Cream: 🍦 🍧
- Pizza: 🍕
- Pastry: 🍰
- Hot beverage: ☕

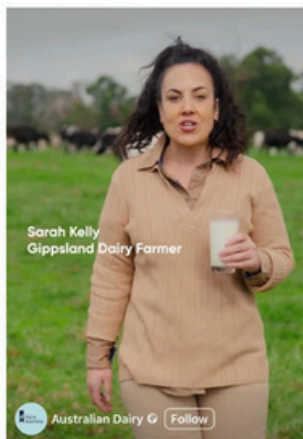


QUESTIONS?

Are you having problems downloading the assets or posting them to your social media channels?

Do you have general questions about #WorldMilkDay?

We're here to help. Please contact:
info@worldmilkday.org



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