



# Social Media Guidelines



Our animal-free dairy protein is the first of its kind. The following guidelines provide best practices for messaging and community management.

We encourage our brand partners to take the lead on branded and co-branded messaging, but when it comes to deeper detail about Perfect Day's ingredient, process, or brand story, please tag us so that we can provide support.

Tag [@perfectdayfoods](#) in all social posts where our partnership is mentioned, or our logo is shown; including but not limited to Instagram, Facebook, and Twitter. Brand approved hashtags include the following:

- #KinderGreenerDairy
- #AnimalFree
- #AnimalFreeDairy

## ✓ Animal-free dairy is...

- Animal-free** We do not use animals anywhere in our process.
- Dairy-identical** Our animal-free milk protein is genetically and nutritionally identical to cow's milk protein
- Lactose-free** While Lactose naturally occurs cow's milk, Perfect Day's milk proteins are animal free, making them naturally lactose free.
- Cruelty-free** No animals are used anywhere in our process.
- Hormone-free** There are no natural or synthetic antibiotics and hormones in our product.

⚠ **Contains Milk Protein** Our animal-free dairy is not suitable for customers with a milk protein allergy.

## ✗ Animal-free dairy is NOT...

*Disclaimer: the following terms and verbiage are for internal understanding and not intended for public use.*

- Dairy-free or non-dairy** For the first time ever, you can enjoy real dairy that is cow-free.
- Genetically modified** Genetic engineering is part of our process, but no genetic materials are present in our non-animal milk protein.
- Animal-derived** Our ingredient is identical to milk proteins, but completely cow-free.
- Lab-milk** We make our ingredient in food-grade facilities.



## 2 Community Management



### **If Perfect Day is tagged in a comment or post that contains a question on your channels:**

We will respond to ingredient, process, or brand related questions. Unless you request our support, we won't respond to questions around the co-branded product, such as flavors, quality, order issues, etc.

### **If both Perfect Day and your brand are tagged and there's no question:**

We will contribute to the conversation when necessary but will put you at the center of our response. For example, 'so glad you like it, @[partner handle] did such a great job with these flavors!'

### **If Perfect Day is not tagged, but sees a conversation happening:**

We may respond, depending on the conversation, but will ALWAYS tag you and link to your website. In some cases, we will share the post.

### **If you encounter "sticky" questions and/or believe a response should come from Perfect Day, and Perfect Day is not tagged:**

We are here to help! Please flag the conversation via DM or email [marketing@perfectdayfoods.com](mailto:marketing@perfectdayfoods.com).

## 3 Common Questions



*The following responses are for internal purposes only and should not be shared publicly. This is sample language that can help guide your own messaging in your unique brand voice.*

### **What is animal-free dairy protein?**

For the last 10,000 years if you wanted milk, you needed a cow. Perfect Day has created the first animal-free dairy protein, that's identical to protein in cow's milk, but produced through fermentation.

### **Why don't we call it dairy-free?**

Our product is NOT dairy-free. Products made with Perfect Day's protein are animal-free dairy because these products contain milk-identical protein but are made completely without animals. This means that people with milk protein allergies need to treat it with the same caution they would any other dairy products.

### **How is this product vegan if it contains milk protein?**

Though identical to protein from cow's milk, our protein is made completely without animals, making it vegan, as well as lactose and hormone free.

### **I have a milk protein allergy.**

#### **Will I be able to consume products containing your protein?**

Our protein is not suitable for anyone with a milk protein allergy. Since our protein is identical to those found in cow's milk, we encourage you to take the same precautions with products containing our protein as you would with any other food containing dairy, and to rely on the expertise of a health professional.