

Guide to Social Media



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EXECUTIVE SUMMARY

Objective

This document provides clients of C3RN that are either seeking, or have already obtained social equity or economic empowerment status from the Massachusetts Cannabis Control Commission (CCC) with the necessary resources to navigate cannabis related social media marketing. The success of businesses operating with a social equity or economic empowerment status is essential to utilize the legalization of cannabis to aid communities disproportionately targeted during the war on drugs.

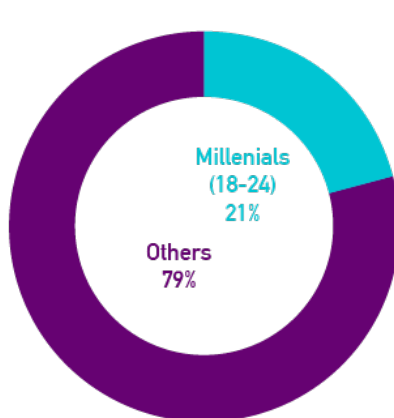
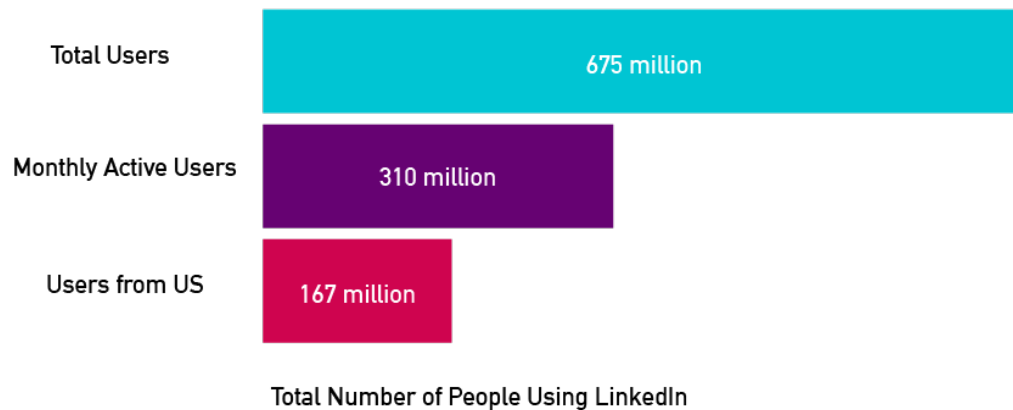
These resources include information on the top four social media platforms that should be part of any company's sales mix (Instagram, Facebook, Twitter, and LinkedIn) as well as the CCC's regulations. For each platform we have collected data about the user demographics of each site to inform and contextualize the nature of each platforms' ad strategy. This document also consolidates each platform's regulations concerning the advertising and posting of cannabis related content. In addition, this resource includes annotated examples of successful cannabis advertising campaigns to provide clients with models to follow when crafting their new posts.

Overall, this document provides C3RN's clients an understanding of cannabis related social media marketing's complex nature. This information is current as of April 2020, but due to the changing nature of cannabis regulation, individual platforms' regulations may change.

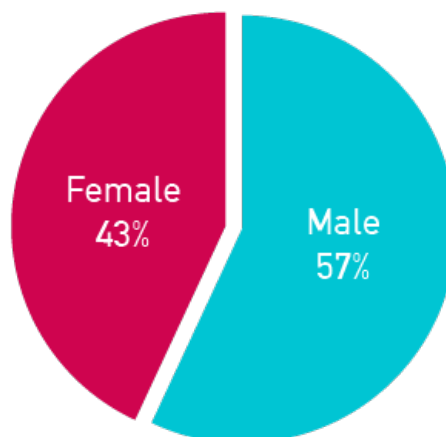


Demographics

- Total Number of LinkedIn Users: 675 million
- Total Number of Monthly Active LinkedIn Users: 310 million
- Total Number of LinkedIn Users from the US: 167 million
- Percentage of LinkedIn Monthly Active Users: 56.9%
- 21% of Millennials (18-24) use LinkedIn (87 million Millennials)
- 57% Male Users and 43% Female Users
- 51% of US College Graduates use LinkedIn



Percentages of Users by Ages



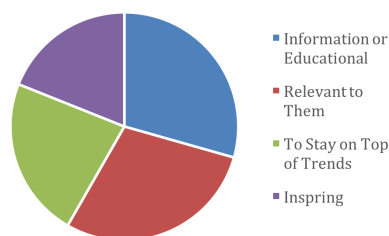
Percentages of Users by Gender

LinkedIn User Content Marketing

- 6 out of 10 users actively look for industry insights
- Professional content gets 15 times more content impressions than job postings
- LinkedIn makes up more 50% of all social traffic to business to business websites and blogs
- 92% of business to business marketers include LinkedIn in their digital marketing mix
- 80% of business to business leads come from LinkedIn vs. 13% on Twitter & 7% on Facebook

Top reasons LinkedIn members say they engage in content:

1. Informative or educational (62%)
2. Relevant to them (61%)
3. To stay on top of the latest trends (48%)
4. Inspiring (40%)



LinkedIn's Ad Guidelines

"Drugs, Illegal Substances and Related Products. Even if legal in the applicable jurisdiction, LinkedIn does not allow ads related to prescription pharmaceuticals, drugs or any related products or services. Ads that promote illegal drugs, highs, herbal medicines and treatments, psychoactive effects of substances, or aids to pass drug tests are all prohibited."

LinkedIn is one of the most cannabis business-friendly mainstream social media platforms available. B2B marketers in other industries have the option to target marijuana and cannabis related businesses by:

- LinkedIn will allow you to run pay-per-click ads to this audience
 - Find your target audience using LinkedIn ads
 - Target cannabis businesses by location. Gives an overview of how many people LinkedIn thinks are living in states where cannabis is legal
 - Post industry trends and inspiring stories that are relevant to your audience, your engagement will likely increase.
 - Target cannabis and marijuana businesses by groups. Groups give people a private area to connect and build relationships in the cannabis industry. Utilize the "Consider Adding" feature to quickly add multiple
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groups. This will enable you to find a large audience of people who are in groups related to the marijuana industry.

- Understand what is going to be most relevant to your audience and make an effort to share that content.
- Ads with photos do much better on LinkedIn. Use highly targeted video ads to promote content, build brand awareness and help you reach your business goals
- Define the action C3RN wants taken after someone clicks on your ad
- Encourage your employees and partners to share your posts.

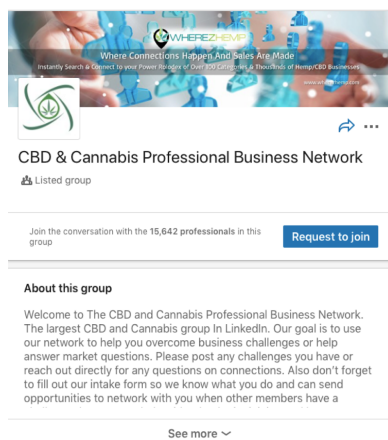
LinkedIn Messaging

LinkedIn messaging gives you a way to introduce yourself to new people, connect directly, and build and grow relationships in the industry. It is a great way to reach out to new people you want to connect with.

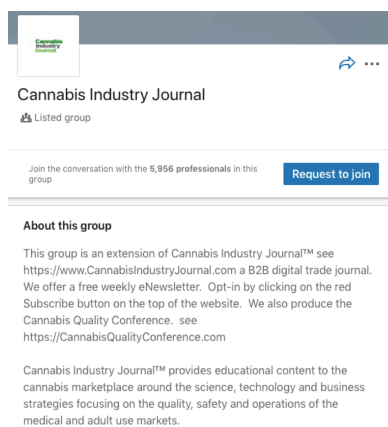
LinkedIn Elevate

For companies to encourage employee advocacy and the sharing of on-brand cannabis content. LinkedIn Elevate is an easy way to engage your employees to be ambassadors that allows clients to combine cannabis branded content as well as topics related to their business. Employees can easily share the content out to their network. This helps them build their personal brand while helping your company extend its reach. There is a cost associated for companies to use Elevate. The cost of LinkedIn Elevate is based on the size of your company.

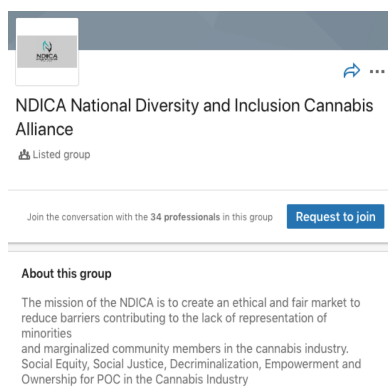
Templates



Small Business. An example of a LinkedIn group that small businesses would benefit from. This is an open network that encourages those to post any relevant info that the group may find useful. This specific group's goal is to help network with other members, overcome business challenges, and help answer market questions.



Researchers. A LinkedIn group that has a targeted audience for researchers. Provides educational content to the cannabis marketplace around the science, technology and business strategies focusing on the quality, safety and operations of the medical and adult use markets.

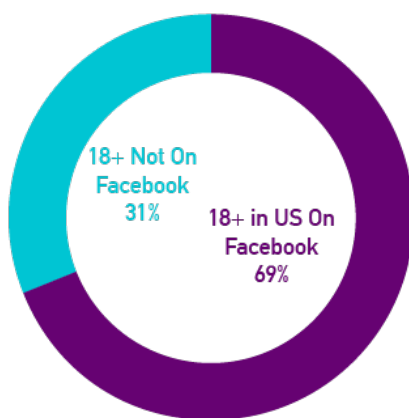
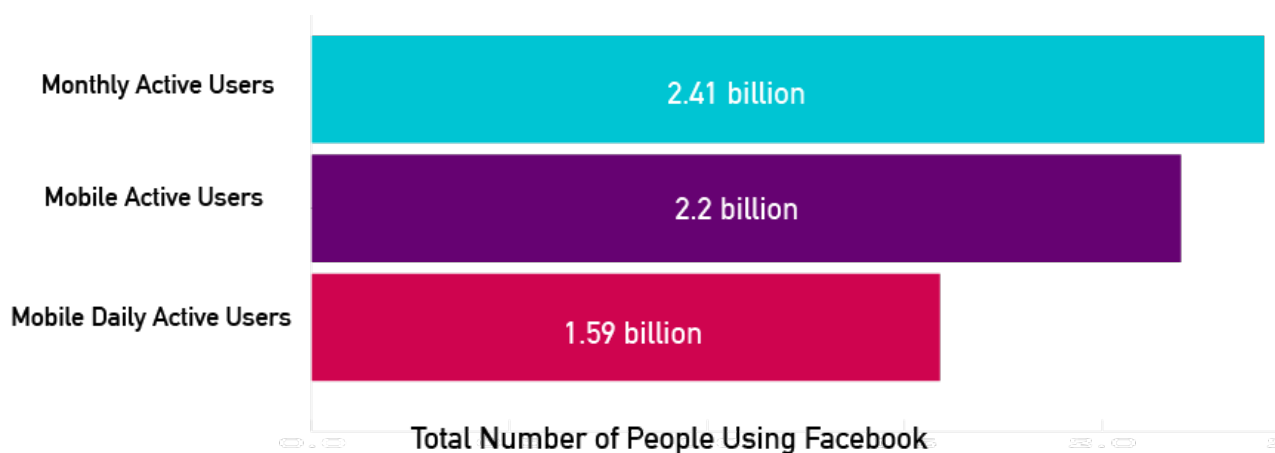


Social Justice. A LinkedIn group that targets social justice and advocacy. Provides information regarding the lack of representation of minorities and marginalized community members in the cannabis industry, including: social equity, social justice, decriminalization, empowerment and ownership for POC in the cannabis industry.

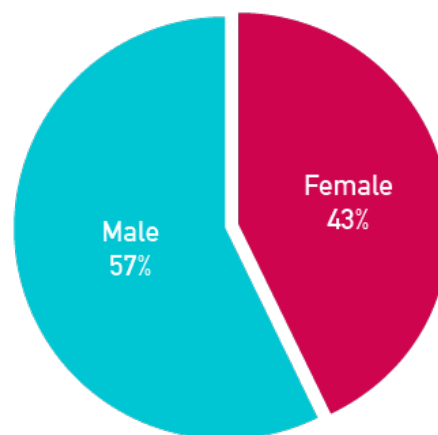


Demographics

- Total Monthly Active Users: 2.41 billion
- Total Number of Mobile Active Users: 2.2 billion
- Total Number of Mobile Daily Active Users: 1.59 billion
- Percentage of Online Users who use FB 18-29: 88%
- Percentage of Online Users who use FB 30-49: 84%
- Percentage of Online Users who use FB 50-64: 72%
- Percentage by Binary Gender: 43% female, 57% male
- Percentage of College Educated Users: 82%



Percentages of US adults who are on Facebook



Percentages of Users by Gender

Facebook User Content Marketing

- Facebook has over 5 million advertisers as of 2017
- 93% of marketers use Facebook advertising regularly
- Images account for 75-90% of Facebook advertising effectivity/performance
- 20% of Facebook's mobile ad revenue comes from Instagram
- The Average CPC for Facebook Ads is \$1.72, Average CTR is 0.9%, and Average CPM is \$7.92
- Facebook's share in the global digital advertising market is 19.7%
- Facebook's potential reach of advertising is 1.9 billion

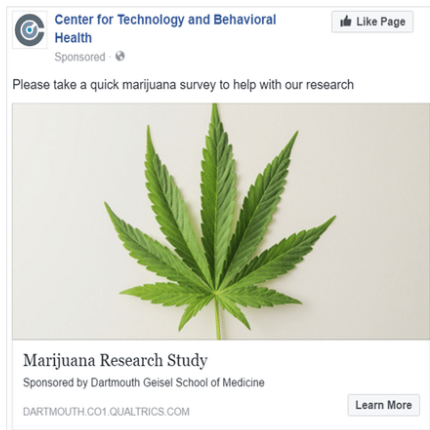
Facebook's Specific Guidelines

- Ads must not promote the sale or use of illegal, prescription, or recreational drugs.
- Drug-related paraphernalia, such as bongs, rolling papers, and vaporized delivery devices
- Avoid using images of either recreational or medical marijuana.
- Avoid using images of smoking-related accessories (like bongs and rolling papers)
- Avoid using images that imply the use of a recreational drug.
- 11am - 1pm on Monday is the hotspot for Facebook Ads
- Advertisers are allowed to run ads for topical hemp across Facebook. Advertisers can run ads that direct to landing pages that feature ingestible hemp and topical CBD. But the ads cannot specifically feature those products. Facebook is still prohibiting ads for ingestible CBD, including ads that direct to landing pages with those products.
- Use photos with a Call to Action tagline, this will induce more clicks
- Paid vs Organic Ad

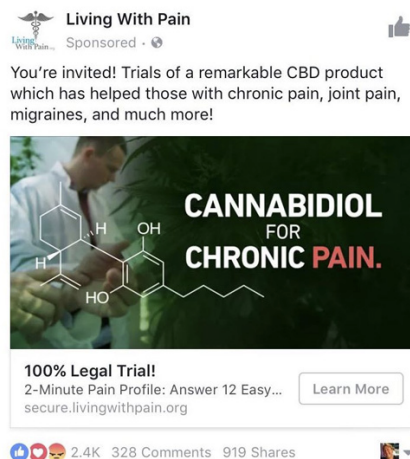
Facebook Laws on Cannabis and Cannabis Advertisement

- "Facebook doesn't allow people or organizations to use the platform to advertise or sell marijuana, regardless of the seller's state or country. Our policy prohibits any marijuana seller, including dispensaries, from promoting their business by providing contact information like phone numbers, email addresses, street addresses, or by using the "contact us" tab in Facebook Business Accounts. However, we do allow people to include a website link in their bio information."
 - As reported earlier in March 2019, Facebook has formed a working group to examine its approach to cannabis, which indicates that it could be moving towards a more permissive stance. In the meantime, state legal cannabis businesses are allowed to create verified business pages on Facebook, and appear in search results (they were previously blocked from search). Allowing state-legal cannabis businesses to advertise is the next logical step and publishers and cannabis brands alike will be closely watching to see if Facebook revises its current policies.
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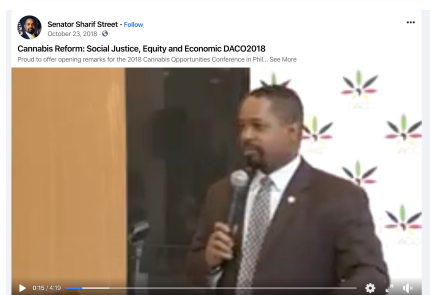
Templates



Research. This template is a good example because it does not violate the policy on Facebook. Facebook now allows the advertisement of medical use of cannabis. This advertisement shares the information on medical research on cannabis.



Small Business. This template is a good example because it follows the Facebook policy. Facebook now allows cannabis advertisements that are with medical assistance. However, the advertisement itself should not feature the product.



Social Justice. This template is good because it contains visuals that can catch people's attention. Facebook also has a system where it automatically plays the video on the timeline so it will allow people to watch the video no matter what. As long as the video mainly contains information about the product itself, it will be fine to upload.



Demographics

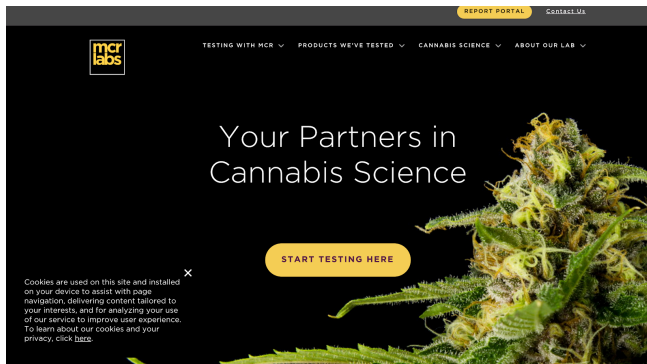
- Total approved applications: 4977
 - Pending: 429
 - Denied: 4
 - Withdrawn: 448
 - Approved: 284
 - Incomplete: 3812
- License awarded by type:
 - Retailer: 115
 - Cultivator: 91
 - Product Manufacturer: 67

CCC's Specific Guidelines

- May develop a business name or logo that does not have medical symbols, image of marijuana, and colloquial references of marijuana
 - May post prices in the store and may response to questions about pricing
 - May engage in reasonable marketing, advertising, and branding practices that do not jeopardize the public health, welfare or safety of the general public or promote the diversion of adult-use marijuana use
 - At least 85% of the audience is reasonably expected to be 21 years of age or older as determined by reliable and current audience composition data
 - All marketing, advertising and branding produced by or on behalf of a CMO shall include the following warning, including capitalization
 - Avoid outwardly using the word "cannabis" or "marijuana" in your ad copy or landing page
 - Have a generic URL instead of specific name
 - Need universal symbol and notation to indicate that it may be harmful to children
 - Prohibited practices:
 - Advertising and marketing in such a manner that is deemed to be deceptive, false, misleading, or untrue, or tends to deceive or create a misleading impression, whether directly, or by ambiguity or omission
 - Advertising and marketing that utilizes statements, designs, representations, pictures or illustrations that portray anyone younger than 21 years old
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- Advertising and marketing including, but not limited to, mascots, cartoons, brand sponsorships and celebrity endorsements, that is deemed to appeal to a person younger than 21 years of age
 - Make sure there is specific but simple guidelines of how to receive a license
 - Educate the cannabis users and dispensaries dos and don'ts in much simpler ways
 - Point out application requirements and advertising/marketing requirements
 - The use of:
 - 935 CMR 500: Adult Use of Marijuana
 - 935 CMR 502: Colocated Adult Use and Medical Use Marijuana Operations
 - General facts:
 - The CCC website is a website for necessary informations on receiving a license for the use of cannabis
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Templates

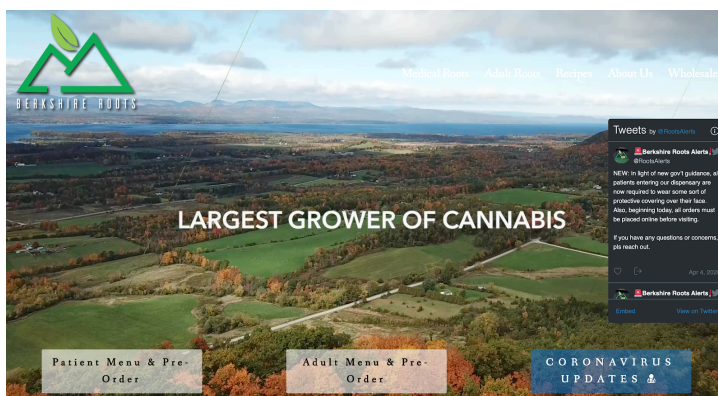


Research. This laboratory was approved by the Cannabis Control Commission in October of 2018. MCR Labs work with Registered Marijuana Dispensaries, patients, doctors, and caregivers to ensure the safety of their products and assist with regulatory compliance measures set by the state governing bodies. This is a good example because it benefits the cannabis industries of both medical and recreational purposes by presenting the scientific information.



Freshly Baked Company was founded in 2018 by disabled veterans Philip Smith and Jenny Roseman who found cannabis to be an effective way of managing PTSD associated with their service to our country. Philip is an Iraq combat Marine and Jenny was a 9/11 first responder at the Pentagon while in the Air Force. Motivated by their experience with cannabis, they aspired to start a company that could help others who suffer from PTSD.

Social Justice. This company was approved by the Cannabis Control Commission as an approved participant in the Massachusetts Social Equity program. Freshly Baked is a disabled veteran, female, minority owned micro-business, that also . helps others who suffer from PTSD.. This example demonstrates ways to include information about the social groups it intends to help.



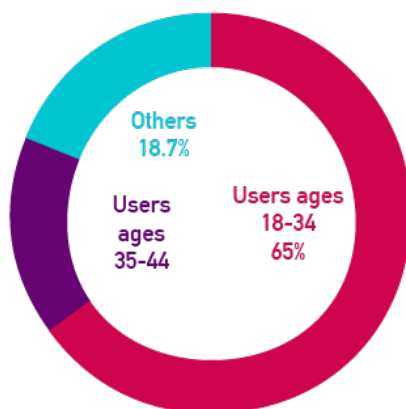
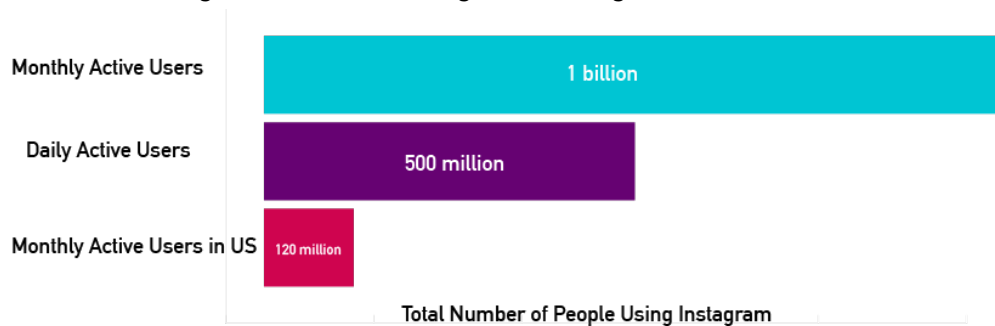
Small Business. This company was approved by Cannabis Control Commission in February of 2019. Is a largest indoor grower of cannabis in western Massachusetts. The goal for this company is to become the #1 destination for cannabis products and therapies in Berkshire County and beyond by offering customers and patients unparalleled care, quality, selection, education, value and convenience. This is a good example because it does not portray the product directly, yet it contains information about purchasing the product.



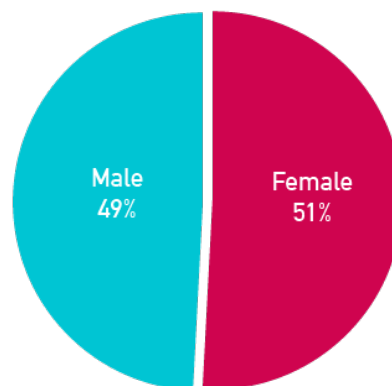
Instagram

Demographics

- Total Monthly Active Users: 1 billion
- Total Daily Active Users: 500 million
- Total Daily Active Users US: 63% of Americans
- Total Monthly Active United States Users: 68 Million
- Users in the US: 120.7 million
- 37% of adults in the US use Instagram
- Percentage of Users 18-24: 30%
- Percentage of Users 25-34: 35%
- Percentage of Users 35-44: 16.3%
- Percentage by Binary Gender: 51% female, 49% male
- Percentage of College Educated Users: “43% of U.S. adults who use Instagram have a college degree or more, according to Pew. Meanwhile, 37% of users have some college education. Per the same study, just 33% of Instagram users have a “high school degree or less.”



Percentage of Users by Ages



Percentage of Users by Genders

Instagram User Content Marketing

- 69% of US marketers plan to spend most of their influencer budget on Instagram
- “After seeing a product or service on Instagram, 79% searched for more information, 37% visited the retail store and 46% made a purchase.”
- 43% of consumers want brands to take a stand when it impacts the business directly and 38% want it when it relates to the brand’s values.
- Posts with at least one hashtag average 12.6% more engagement
- Instagram Users Engage More on Weekdays with Tuesday and Thursday showing most engagement

Instagram’s Specific Guidelines

“Instagram doesn’t allow people or organizations to use the platform to advertise or sell marijuana, regardless of the seller’s state or country. Our policy prohibits any marijuana seller, including dispensaries, from promoting their business by providing contact information like phone numbers, email addresses, street addresses, or by using the “contact us” tab in Instagram Business Accounts. However, we do allow people to include a website link in their bio information.”

Best Time to Post

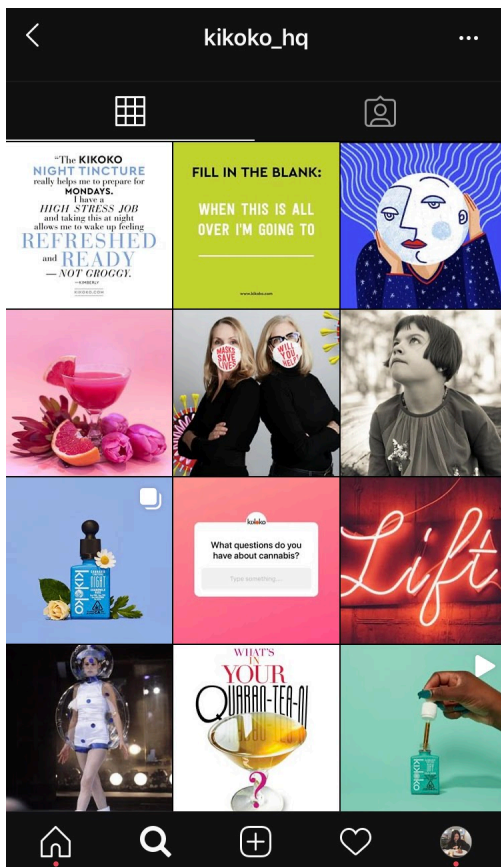
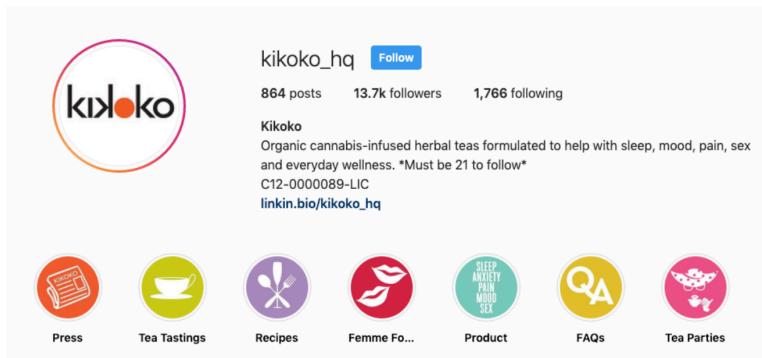
- Sunday: 10:00 a.m. to 2:00 p.m.
- Monday: 11:00 a.m. to 2:00 p.m.
- Tuesday: 8:00 a.m. to 6:00 p.m.
- Wednesday: 5:00 a.m., 11:00 a.m. to 3:00 p.m.
- Thursday: 5:00 a.m., 9:00 a.m. to 4:00 p.m.
- Friday: 5:00 a.m., 9:00 a.m. to 4:00 p.m.
- Saturday: 9:00 a.m. to 11:00 a.m.
- Check your Instagram’s analytics in order to see when your followers usually engage more with your account.

How to Increase Engagement

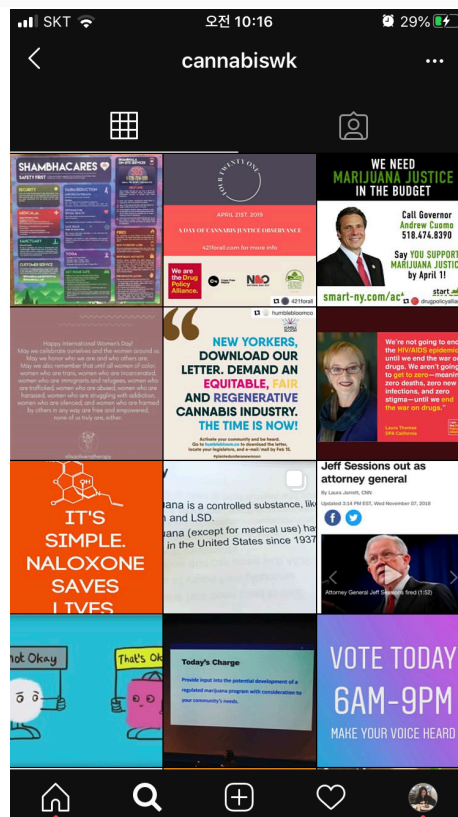
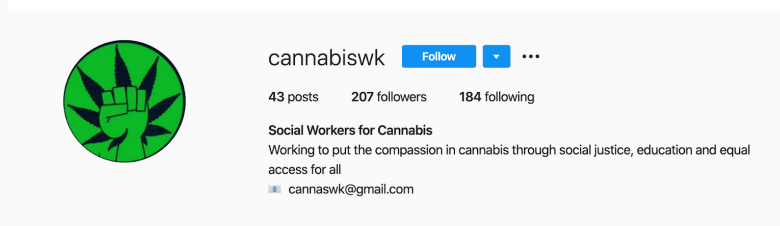
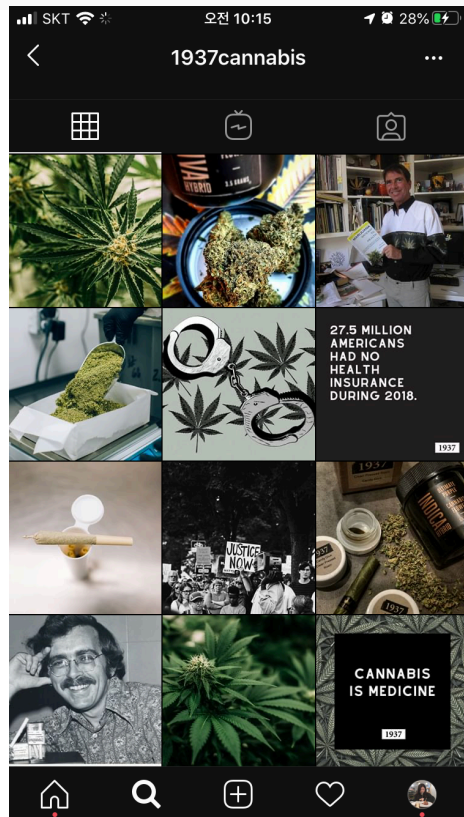
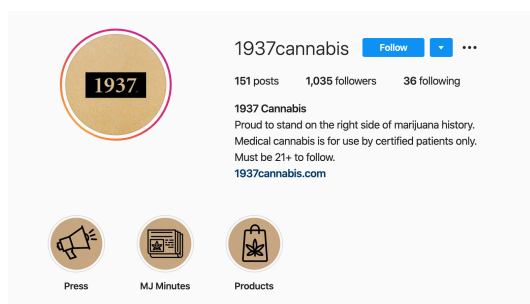
- Post a variety of images and videos promoting the customer experience and lifestyle your brand reflects. For instance, post images with stories about their employees and activities.
 - Post regularly, you need to be visible on Instagram or people won’t see your content. Be active and engage with other people to get your brand noticed, known, and trusted.
 - Use hashtags to increase engagement (at least one increases 12.6% more engagement)
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- Ideas for hashtags:
 - Indicating product or service
 - Indicating location
 - Special events or seasons
 - Branded hashtag: a hashtag that is unique to your company
 - Do not use random hashtags! Use hashtags only relevant to your business.
 - Post Instagram Stories (you can put hashtags here as well)
 - Use the stickers available on Instagram stories to interact with your followers.
 - Invest in Instagram ads.
 - Have a compelling bio
 - Geotag your posts to attract local users.
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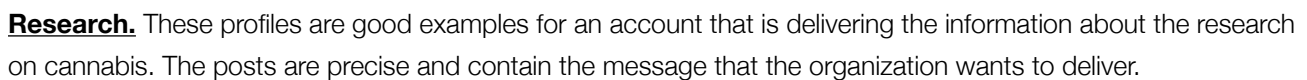
Templates



Small Businesses. This profile is effective because it is delivering their business messages to the consumers, but it is also following the Instagram guidelines on cannabis. Their use of posts, stories and archived stories demonstrates the brand's personality.



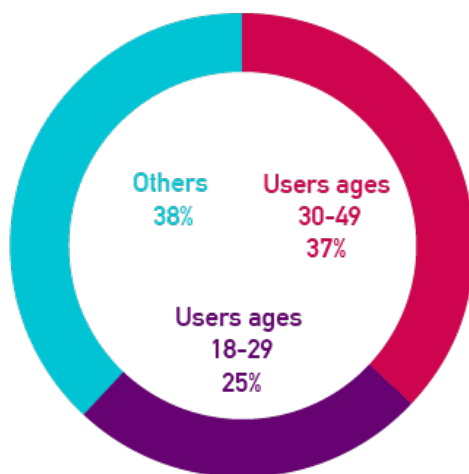
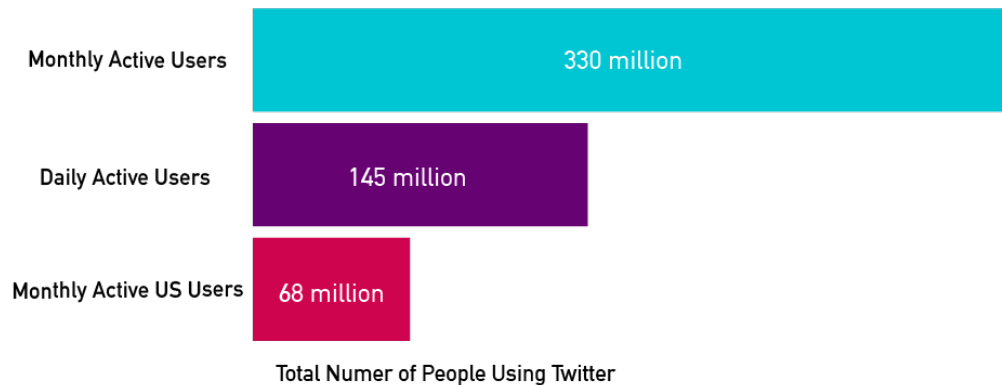
Social Justice. These profiles are good examples of reporting from the social justice group. The posts show the social justice related information. This is a good example because it catches people's attention with colorful images.



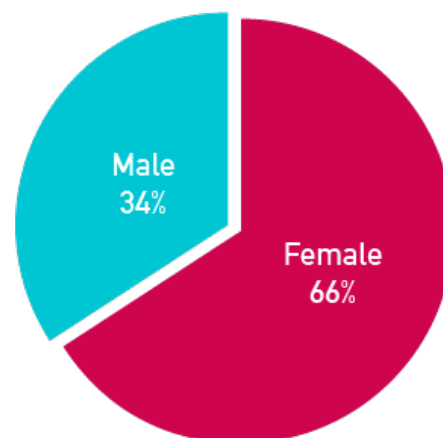


Demographics

- Total Monthly Active Users: 330 million
- Total Daily Active Users: 145 million
- Total Monthly Active United States Users: 68 Million
- Percentage of Users 18-29: 37%
- Percentage of Users 30-49: 25%
- Percentage by Binary Gender: 34% female, 66% male



Percentage of Users by Ages



Percentages of Users by Gender

Twitter's Specific Guidelines

- “Twitter prohibits the promotion of drugs and drug paraphernalia”
 - Examples of drugs and drug paraphernalia include:
 - Illegal drugs including cannabis (federal)
 - Recreational and herbal drugs
 - Accessories associated with drug use
 - Drug dispensaries
 - Depictions of hard drug use
- United States Specific CBD guidelines
 - Advertisers must be licensed by the appropriate authorities and pre-authorized by Twitter
 - CBD products advertised must be non-ingestible, legally derived CBD topical products
 - Advertisers may only target areas that they are licensed to promote these products or services
 - Prohibited states: Georgia, Idaho, Iowa, Mississippi, Missouri, Nebraska, Oklahoma, South Dakota, and Virginia.
 - Advertisers may not target users under the age of 21

Twitter Advertising Facts

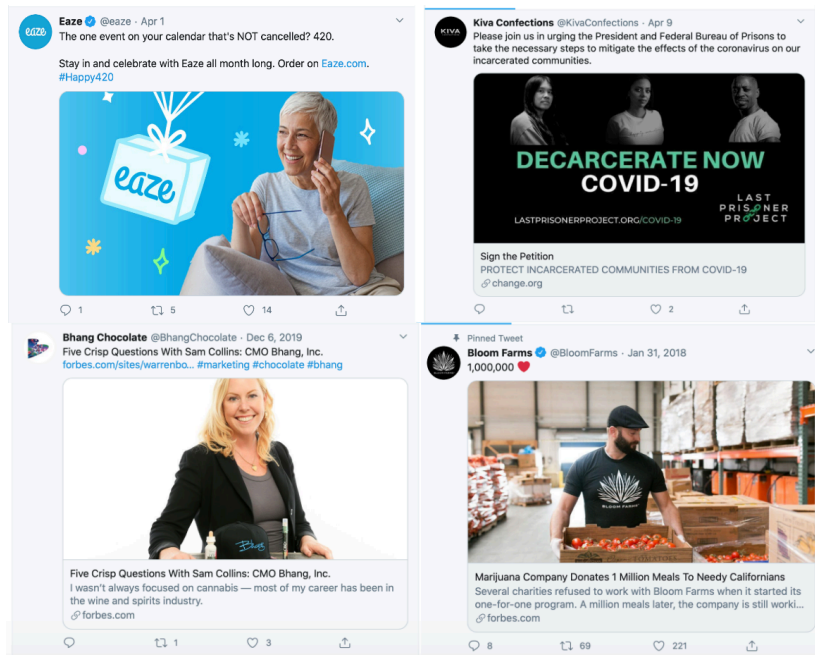
- 67% of B2B marketers use Twitter
- 40% of users report purchasing something after seeing it on Twitter
- 60% of Twitter Users are more likely to like brands that are transparent and inclusive
- Ads with videos are 50% cheaper in cost-per-engagement
- Users spend 24% more time with ads posted by “Creators”
- Tweets with hashtags have 100% more engagement

Best Time to Post

- B2C Companies: 8:00 - 10:00am, 12pm, 7:00 - 9:00pm
 - Consumers are on social media all day. However, consumers do their heaviest web and social media browsing when they wake up and go to sleep
 - B2B Companies: Business people follow a similar trend as B2C when it comes to web and social media browsing
 - Healthcare Companies: 6:00am, 9:00pm
 - Healthcare workers get to work early and leave late in the day
 - Higher Education: 8:00am, 5:00pm, 7:00pm, 9:00pm
 - Stick to mornings and evenings as those in higher education tend to be in environments that are not likely to give them time to browse the web or social media
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Templates

Small Businesses.



Eaze

This is a great example of advertising a cannabis business in a way that respects what's happening in the world and shows a progressive vision of cannabis.

- The older woman breaks down age stigmas associated with cannabis use
- It also invites in that age group with a model that looks like them
- Visuals are simple and not cannabis related
- Link directs you to where you can actually access the products
- The caption is humorous and reflects current events

Kiva Confections

This post is effective because it points people towards a social justice issue related to cannabis (incarceration). This shows customers that this brand cares about the many other reasons cannabis has been legalized.

Bhang Chocolate

This is a really good post to highlight the legitimacy of the cannabis business
The linked article is from Forbes, a respected cite, and highlights their female CMO

Bloom Farms

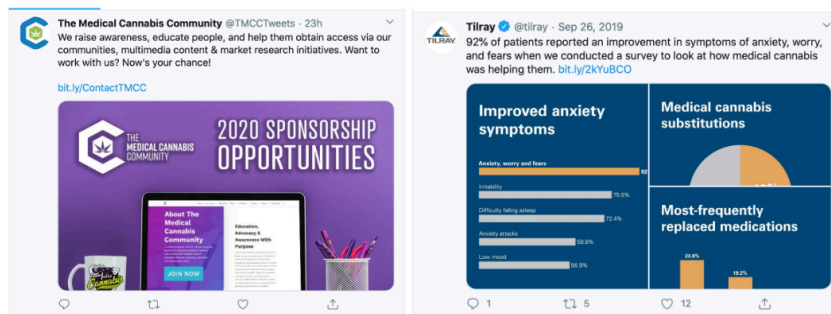
This tweet is great for linking the cannabis industry to a greater cause.

It establishes a brand that gives back to the community

The brand image is not the picture, rather the shirt the volunteer is wearing

Places the company within a greater system of justice and associates the brand with community of giving back

Research.



The Medical Cannabis Community

- This is a call to action post for sponsors, something all research and educational groups will need.
- Active tone in the message, encouraging people to sponsor their clients
- Repetition of the logo pushes their brand image
- Consistent colors

Tilray

- This an example of a company that does research on the medicinal effects of cannabis
- The caption is a dramatic statistic that makes viewers likely to investigate the rest of the study.
- Graphics are easy to understand and focus on simple comparisons to make a clear point

Social Justice.



This post by the Minority Cannabis Business Association is a great example of reporting by a cannabis social justice group

The caption is informative, but grabs audience engagement with questions regarding the report.