Brand: Marley Coffee.

Tweets:

1. **Evergreen Tweet**:
   - Feed the Green! Ten reasons why saving your coffee grinds can benefit your garden.

2. **Timed to a Campaign or a Time of the Year:**
   - Marley Coffee. is committed to giving back to the Earth. Help us celebrate World Soil Day on December 5 through @OneTreePlanted for a chance to win a Tree Kit. Show your support and comment below with the hashtag #GetUpStandUp.

3. **Promoting Event or Presence:**
   - Giving some love to the Canadian Coffee and Tea Show for having Marley Coffee. Present at the Toronto Congress Centre! Come visit us and all the other amazing coffee connoisseurs here until 3 pm. Unite under the love of coffee. #OneLove
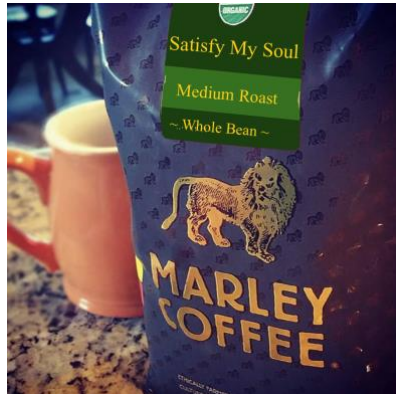
4. **Negative Review with a Response:**
   - o Ellie Smith:
     - Misleading advertising! Marley Coffee. might say their coffee pods are recyclable but this is a fictitious lie. The recycling system in Toronto doesn't accept coffee pods and will go to the landfill. Why does your box say otherwise?

   - o Marley Coffee. Reply:
     - Hi Ellie! Thank you for bringing this to our attention. Marley Coffee. strives to make recycling a simple task for our coffee lovers. We understand not all cities have the same recycling capabilities. For this reason, we disclaim "recycling facilities may not exist in your area."

5. **Positive Review with Response:**
   - o Jodie Atwell:
     - Happy Monday! Where would I be without my cup of Marley Coffee. in the morning. One Love is the best!
   - o Reply:
     - "Thanks Jodie! What a great way to start off your week! #RiseandGrind #OneLove

Facebook Post:

"When we bend a new java,
We support a whole nation,
When you indulge in a cup of coffee,
You feel like you support the whole nation,
We all satisfy our souls.

All new, arabica and medium roast bend to satisfy your coffee craving. A cup of love to unite us all. #Sustainable #Fairtrade #SatisfyMySoul"

Instagram Post:

"The world can change through a cup of coffee. From what we take, we give back. To the Earth, to our people, to the world. Unite for the love of coffee. #OneTreePlanted #SustainablySourced #Fairtrade #OneLove."