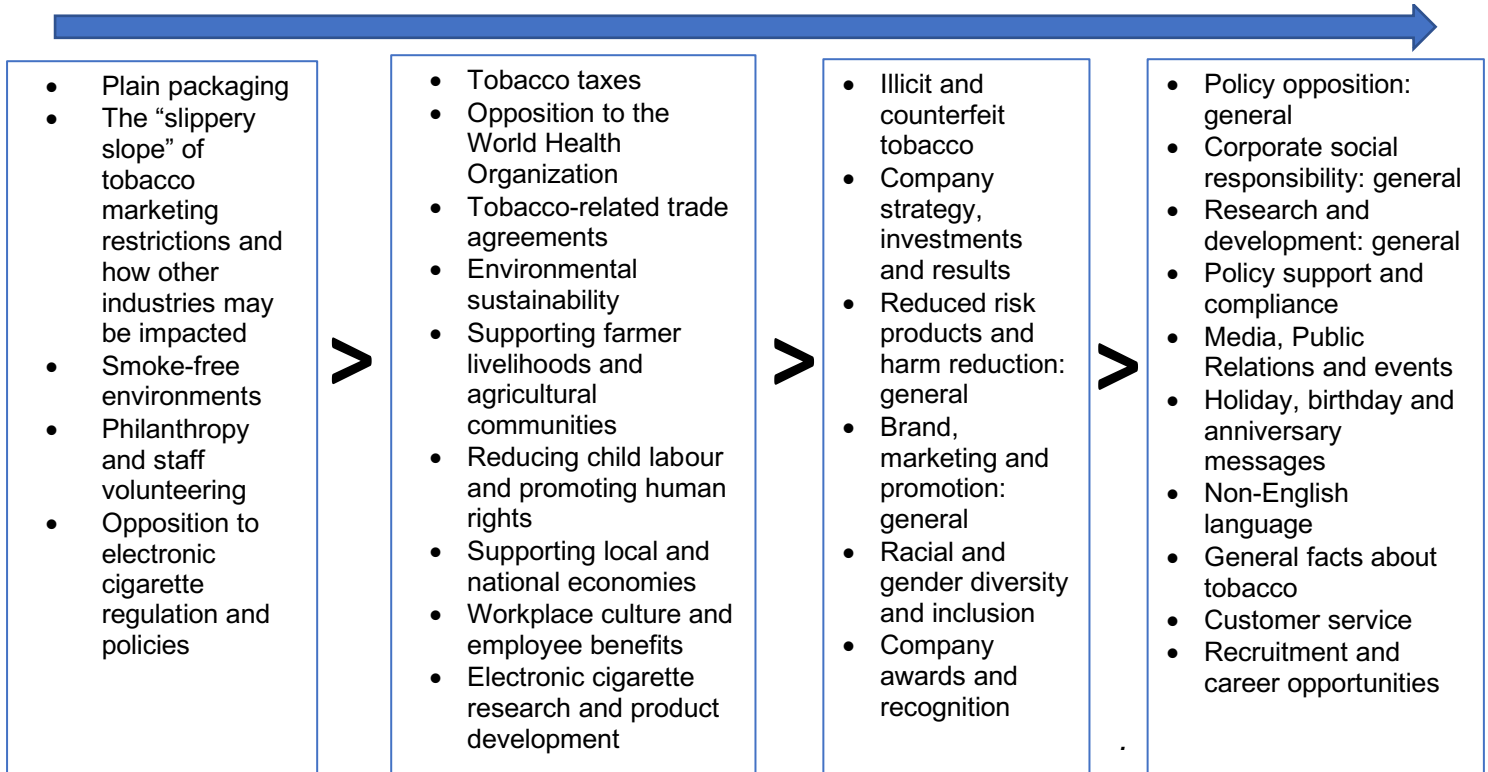# Twitter Coding Guidelines

Use the coding definitions below to allocate one category to each tweet according to the following hierarchy: (For example, if a tweet mentions illicit tobacco as well as plain packaging, code as plain packaging.)

Most important   **Least important**

Most important			Least important
• Plain packaging • The "slippery slope" of tobacco marketing restrictions and how other industries may be impacted • Smoke-free environments • Philanthropy and staff volunteering • Opposition to electronic cigarette regulation and policies	• Tobacco taxes • Opposition to the World Health Organization • Tobacco-related trade agreements • Environmental sustainability • Supporting farmer livelihoods and agricultural communities • Reducing child labour and promoting human rights • Supporting local and national economies • Workplace culture and employee benefits • Electronic cigarette research and product development	• Illicit and counterfeit tobacco • Company strategy, investments and results • Reduced risk products and harm reduction: general • Brand, marketing and promotion: general • Racial and gender diversity and inclusion • Company awards and recognition	• Policy opposition: general • Corporate social responsibility: general • Research and development: general • Policy support and compliance • Media, Public Relations and events • Holiday, birthday and anniversary messages • Non-English language • General facts about tobacco • Customer service • Recruitment and career opportunities

Coding category	Definition
Policy opposition: general	Tweets that resist or oppose public health or tobacco policy generally. This includes 'nanny state' arguments, tweets opposing anti-tobacco advocates or public health lobbying and tweets resisting regulation. For example: *MEPs vote on proposals to amend the #TPD. We're very concerned about the scale of ill-informed & excessive regulation set to be imposed*
Illicit and counterfeit tobacco	Tweets about illicit trade, counterfeit tobacco and the impacts of illicit tobacco. For example: *660 billion illegal cigarettes (and rising) are smoked globally every year #globalproblem #tobaccotrafficking	http://t.co/ZhvKOueFex*
Brand marketing and promotion: general	Tweets that resist or oppose regulations that control or ban brand advertising, marketing and promotional activities. For example: *Extreme new #EU tobacco laws come into force tomorrow https://t.co/OzU6u78Elx #TPD2016* *Or*

	Tobacco display ban 'unnecessary', says grocers' association boss #tobacco #EUecigBAN http://t.co/2IcYL4W35q
Plain packaging	Tweets that resist or oppose plain packaging legislation and/or graphic health warnings. This includes tweets that may also have a focus on illicit tobacco (see coding hierarchy). For example: *Daily Mail on #plainpacks: The clever government proposals that will INCREASE the number of teenage smokers http://t.co/KpjbWMSR*
The 'slippery slope' of tobacco marketing restrictions and how other industries may be impacted	Tweets that warn that other industries will also be impacted by the brand marketing and promotion regulations that is imposed on the tobacco industry. For example: *Mars recognises #plainpacks for confectionery would 'make counterfeits easier to produce' says their General Counsel http://t.co/mBCKWvAXwM*
Opposition to electronic cigarette regulation and policies	Tweets that oppose regulations and policies which restrict the use of and/or promotion of electronic cigarette products. For example: *If #ecigs are classified as tobacco products, regulatory hurdles will make it harder for smokers to access less risky alternatives #WNTD*
Tobacco taxes	Tweets that oppose of resist tobacco taxes. This includes tweets that also refers to illicit tobacco (see hierarchy). For example: *Excise increases equal #illegaltobacco growth. Read BAT Australia's media release here ➜ https://t.co/PbIpy9WOE0 #auspol*
Opposition to the World Health organization	Tweets that undermine the work of the World Health Organization. For example: *WHO proposals put livelihoods of 2.7m Filipino farmers at risk without offering economically viable alternatives http://t.co/rxTwQe3b #fctc*
Tobacco-related trade agreements	Tweets that oppose the exclusion of tobacco from trade agreements. For example: *Want to #carveout tobacco in #freetrade agreements? Simon says, think twice #COP7FCTC. #slipperyslope https://t.co/gSoibySbNa @TheWorldPost*
Smoke-free environments	Tweets that oppose smoke-free environment measures. For example:*This year marks the 10th anniversary of the public smoking ban in Ireland - "It was wrong then and it's wrong now" http://t.co/4Kpx5xoDRP*
Corporate social responsibility: general	Tweets about Corporate Social Responsibility activities generally. This includes reports or awards relating to CSR. For example: *We are committed to operating to the highest standards of corporate conduct and transparency #sustainability ➜ http://t.co/bVRRbmZyvq*

Philanthropy and staff volunteering	Tweets about the company's philanthropic works and/or staff volunteering activities. For example: *#Bali beach clean-up to support the local community and celebrate #Indonesia #IndependenceDay in style! https://t.co/QZ9e0pPkUP*
Environmental sustainability	Tweets that focus on protecting and/or sustaining the natural physical environment. For example: *#Recycling is part of the way we work. In the #Philippines, farmers use old transport containers for storage #upcycle http://t.co/BEDcZenk8C*
Supporting farmer livelihoods and agricultural communities	Tweets about the support the company is giving to farmers and/or agricultural communities in general. For example: *Beyond respect for labor rights, we can help farming communities thrive with better yield, productivity & income: https://t.co/U7PssMOd8n*
Reducing child labour and promoting human rights	Tweets that focus on reducing child labour and promoting human rights generally and/or the work the company is doing to prevent or stop child labour or human rights abuses in their tobacco farming communities. For example: *What are the challenges of tackling child labor in tobacco growing communities? #nochildlabor https://t.co/xSP5HoTEjv*
Racial and gender diversity and inclusion	Tweets about inclusion and acceptance of all genders, cultures, races, religions and sexual preferences, or diversity and inclusion more generally. For example: *Inclusion means overcoming bias. ACT to #UNLABEL! #Diversity & #Inclusion* *Or* *Fewer than 5% of firms have a female #CEO. How can we inspire future female leaders?*
Supporting local and national economies	Tweets about the positive impact of the industry on local and national economies. This impact may be on a large scale or small scale. For example: *Italian Chamber of Commerce in Japan recognizes JT for its international business' commitment to the Italian economy… https://t.co/p6djJfG6Xo*
Policy support and compliance	Tweets that highlight policy compliance, product quality compliance and/or support to policies for both tobacco products and electronic cigarettes. For example: *We believe youth smoking prevention programmes and consumer education campaigns can be effective in achieving public health objectives #ysp* *Or* *We also support regulation that allows appropriate innovation, usage, marketing and distribution freedoms, enabling #ecigs to take off*
Workplace culture and employee benefits	Tweets that highlight the benefits of working at their companies and to promote the positive working environments and culture. This also includes tweets about workplace health and safety and positive work spaces. For example: *1 in 4 employees promoted or*

	changed job in 2015! That's why we're a #TopEmployer in #France! https://t.co/QX8mDTPI6H
Company awards and recognition	Tweets that announce and celebrate general business (i.e. awards for the company/business as a whole) and employment awards, nominations and certifications received. For example: *Congratulations to our colleagues in Brazil, South Africa & @BATRussiaMedia for their @topemployer certification!*
Recruitment and career opportunities	Tweets referring people to job advertisiements, career opportunities, graduate programs or traineeships. This category also includes tweets about career/recruitment specific fairs and events. For example: *Unlimited career opportunity! PMI seeks Physical & Distribution Security Manager Guadalajara*
Research and development: general	Tweets about general research, innovation and the development and new products. For example: *Our first Science & Technology Report has been published, providing an overview of the #research we are undertaking ➜ http://t.co/oD3yKzYfui*
Reduced risk products and harm reduction: general	Tweets about 'next generation' products that have a reduced risk or aim to reduce harm. This does not include tweets about e-cigarettes as these are coded separately. For example: *Our Harm Reduction Focus Report features an expert view from our MD of Next Generation Products, Kingsley Wheaton… https://t.co/47iDve3uyM*
Electronic cigarette research and product developments	Tweets specifically about electronic cigarette research and information about new products and the development of such products. For example: *Interesting new study that adds to growing body of evidence suggesting benefit of #e-cigs to smokers' health*
Company strategy, investments and results	Tweets about strategic direction, financial results, annual and quarterly reports and acquisitions and mergers. For example: *We've issued our Q3 Interim Management Statement today - you can read it here: http://t.co/9ZIvmqR8xy*
Customer service	Tweets that respond to tweets posted by other twitter accounts. For example: *@nudjed Thanks for the invite. We've passed it to our HR team, hopefully they'll be in touch in due course*
Media, public relations and events	Tweets that refer to media interviews, press articles, company announcements and events. For example: *A great read - the latest Bloomberg BusinessWeek cover story on tech innovations in our industry… https://t.co/CUWoVuSIPs* OR

	Today we announced the appointment of our new Finance Director http://t.co/clI4zLWXv1
Holiday, birthday and anniversary messages	Tweets about anniversaries, holiday greetings, and birthdays. For example: *Warm holidays season's greetings from the JTI family https://t.co/ylhB0Xmf7p*
Non-English language	Tweets that are not in English.
General facts about tobacco	Tweets that highlight facts and information about tobacco and the manufacturing process. For example: *#nicotine is not added to cigarettes, it occurs naturally in the tobacco leaf. Read some facts on the subject ➜ http://t.co/BbFyqoGnCv*