

Category	Description	Tweet examples
Personal communication	Tweets posted by individual users; express personal experiences, opinions and thoughts	<p>"At work, munching on edibles"</p> <p>"Going to rip a few dabs"</p>
Media/official communication tweets	News reports, scientific study results, and other information shared by official sources, including government agencies, non-profits, and media sources.	<p>"Marijuana Legalization In Ohio 2015: Voters Could Decide To Legalize Weed In November As Measure Moves Forward http://t.co/cguOscOxZ7"</p>
Retail-related tweets	Information shared by retail organizations about product and service promotion	<p>"It's CBD Sunday! 10% off all CBD flower, tincture, edibles and concentrates!"</p>