



Just One Cup Social Media Guide

Celebrate Fair Trade Certified™ coffee in honor of National Coffee Day on September 29, 2020

Why It's Important to Post

Due to the unique circumstances this year with the pandemic exacerbating the issues of an already-turbulent coffee industry, we need your support to raise awareness to begin to understand the plight of coffee farmers.

Decreased demand is one of the huge issues for producers this year, so encouraging your audience to “seek the seal” and purchase Fair Trade Certified coffee will go a long way in ensuring that coffee producers are also reaping the benefits of Community Development Funds during this critical time.

By encouraging customers to choose #JustOneCup of your Fair Trade Certified™ offerings for International Coffee Day, you're empowering them to take action, building positive association with your brand, and laying the foundation for a better, stronger coffee industry.

Timing

The #JustOneCup campaign will run **Sept. 16–29**. We recommend posting **at least twice** – the first week and again on International Coffee Day, Sept. 29 – to maximize engagement.

Posting Mechanics

For all social media posts, please:

- Use #JustOneCup
- Tag and mention **Fair Trade Certified**. We are **@FairTradeCertified** on Instagram and Facebook and **@FairTradeCert** on Twitter.

Sample Post Language

Below you'll find recommended copy for your #JustOneCup social posts. You are welcome to tailor the suggestions to your unique brand voice. They can be paired with the graphics provided in the next section or with your own brand images.

All posts should drive to the #JustOneCup landing page: fairtrd.us/justonecup

Post 1: Sept. 16–20

This year's social assets are meant to tell the story of the current coffee crisis through a series of impactful statements set on the backdrop of images from fair trade coffee farms.



Asset 1	Need coffee? Coffee needs you more!
Asset 2	Coffee prices are at 13 year lows. Well below the cost of production.
Asset 3	Volatile prices, decreased demand, and labor shortages are driving farmers out of business.
Asset 4	Something has to change! It starts with our choices.
Asset 5	Fair trade is the only mainstream model that guarantees a minimum price.
Asset 6	A choice for fair trade is a choice to support the livelihoods of coffee farmers.

We recommend that you post these assets as a multi-image swipe series within your Instagram feed with the recommended copy below.

COPY

International Coffee Day is September 29th. This year we ask that you make your cup matter like never before! We invite you to enjoy a cup of fair trade coffee with us and help spread the critically important information below with a pic of your favorite blend and the hashtag #JustOneCup.

An ongoing global coffee price crisis and the pandemic have created the perfect storm in the coffee industry, keeping coffee prices at 13-year lows, well below the cost of production in most countries. Prices are only expected to become more unstable as the #pandemic unfolds. Labor shortages, price volatility, and decreased demand are driving farmers out of business and threatening the survival of the coffees we love.

Something has to change in order to save the future of coffee. It starts with our choices! Fair trade guarantees a minimum price to help coffee producers through hard times like these. On top of that, producers who sell on fair trade terms earn an additional amount per pound in Community Development Funds to spend on addressing community needs. Over the last 21 years, @FairTradeCertified coffee has generated over \$740 million in financial benefit to producers.

From now until #InternationalCoffeeDay on 9/29, please join us and coffee producers around the globe in raising your mug to help build awareness. #JustOneCup is all it takes to make a real contribution. Click the link in our bio to learn more [\[fairtrd.us/justonecup\]](https://fairtrd.us/justonecup)

Post 2: International Coffee Sept. 29

Happy International Coffee Day! Let's all raise our mugs in unison this year to support the fair trade coffee producers who need us now more than ever. On September 29th we ask that you share our main Just One Cup asset (below) across your social channels. We've provided this image sized for each of your channels.



Feel free to use the copy we have provided below or your own.

COPY

Instagram/Facebook

Happy International Coffee Day! Today we raise our mugs to thank #fairtrade coffee farmers around the world and celebrate YOU! In 2019 alone, producers of @FairTradeCertified coffee earned an all-time yearly record of \$37 million of additional income through the Community Development Funds that are generated from each and every one of your fair trade coffee purchases.

#JustOneCup of Fair Trade Certified coffee supports coffee farmers in a big way. Let's continue to support today and every day. Individually we make a choice. Together we make a difference!

Twitter

Happy #InternationalCoffeeDay! Last year, producers of @FairTradeCertified coffee earned a record \$37 million of additional income through Community Development Funds generated from each #fairtrade coffee purchase. #JustOneCup is all it takes [insert link: fairtrd.us/justonecup]

DON'T FORGET!

If you encouraged your followers to share their own photos with the #JustOneCup, you may want to show them some social media love and share their pics of your branded brew.

Social Graphics

The full suite of social media graphics are available for download at: fairtrd.us/graphicsjustonecup

Want more images? Our Photo Library is your go-to for coffee photos from a wide range of origins. The password to download all images is "FTUSA". Also feel free to use your own brand images.

Thank you!

We look forward to seeing your #JustOneCup posts.