The Coding Framework Used During Data Collection

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Strategy	Definition	Response
OBJECTIVE STRATEGIES		
Format	**Photo only, photo with text, reposted photo:** Post is an image with or without text, including those that have been reposted **Video only, video with text, reposted video:** Post is a video with or without text, including those that have been reposted **Text only:** No image or video is used, only text is provided	*Selected from list*
Video duration	Duration recorded as minutes: seconds. Short videos <01:00, long videos >01:00	*If 'video' is selected above, a numeric response is to be recorded.* *If not selected, leave blank*
Origin of post	**Uploaded content:** Post is uploaded to the platform by the profile **Reposted content:** Post is uploaded through the platform's 'share' button or an application, that automatically gives credit to the original profile that posted it	*Selected from list*
No. of people shown	Number of non-digitally created humans within the post. Several body parts must be seen to be counted i.e. showing only hands is not counted as a person	*Numeric*
Caption Count	Number of words/emoji's within the caption, excluding hashtags	*Numeric*
Hashtags	All words within the caption that follows a # symbol, excluding those found in the comments	If provided, copy text If not provided, leave blank
Links to other social media profiles*	Post provides link(s) to another social media profile	*Yes/No*
Type of social media platform linked	Facebook, Instagram, Pinterest, Snapchat, Twitter, Websites, YouTube, other	*If 'yes' is selected above, response is selected from list* *If 'no' is selected above, leave blank*
Links to purchase/download an item*	Post provides a link to purchase/download their product or a brand's product	*Yes/No*
Links to health information*	Post provides a link to health information	*Yes/No*

Strategy	Definition	Response
Type of health information linked	**Accredited Practising Dietitian (APD) website:** Post provides a link to an APD website, excluding their own **Government website:** Post provides a link to a government website that provides health information, excluding their own **Own website:** Post provides a link to their own website, including those with an Accredited Practicing Dietitian (APD) accreditation or government social media page linking their own we **Third-party website:** Post provides a link to any website that may contain health information	*If 'yes' is selected above, response is selected from list* *If 'no' is selected above, leave blank*
Product promotion	Post actively and obviously promotes a product	*Yes/No*
Content-type	**Body image:** Post talks about body image (not to be confused with weight loss) **Dietary patterns:** Post promotes or talks about dietary patterns **Food/beverage:** Post promotes or talks about food and/or beverage **Physical activity:** Post promotes or talks about exercise or physical activity **Other:** Any content not falling under the above categories e.g. weight loss, fashion	*Selected from list*
Prompting engagement	**Announcement:** Post announces something e.g. an event, a launch **Fill in the blank:** Post prompts users to fill in missing words **Game:** Post provides a link to or gives an idea of a game, or the post itself is an interactive game **Poll:** Post allows users to vote on their opinion from a list of options **Question:** Post asks users a question relating to the post, including rhetorical questions **Sign up:** Users are encouraged to sign up to an account, emailing list, trial or subscription **Tagging:** Users are encouraged to hyper-link other users within the comments section **N/A:** No strategies listed are applicable	*Selected from list*
Relationship building	**Audience-generated content:** Content of the post (image, video or caption) is generated by the audience and not the profile itself **Competition:** Post promotes users to partake in something to receive a prize **Event photo:** Images displayed are taken from an event **Organisation content:** Content of the post (image, video or caption) originates from an external Organisation and not the profile itself **Reply-direct** Post responds directly to a user/follower/fan **Reply-general:** Post responds to followers in general **N/A:** No strategies listed are applicable	*Selected from list*

Strategy	Definition	Response
Real-world-tie-ins	**Celebrity/expert endorsement:** The caption is written by or contains a quote from a celebrity or expert, or they are the face of the product promoted **Link to culture:** Post targets or relates to a specific culture **Link to event:** Post relates to an event or major holiday **Link to sponsorship:** A company or Organisation sponsors the post **Location:** Post is captured at a specific place, such as one that is well known to the user **N/A:** No strategies listed are applicable	*Selected from list*
Encouragement to eat	**Encouragement to drink water:** Post encourages users to drink water, such as providing its benefits **Encouraging balanced food choices:** Post provides information on the benefits of a balanced diet and/or adverse effects of an unhealthy diet **Food shown:** Food or meal is shown **Food shown with encouragement to eat:** Food or meal is shown, and the post encourages users to consume that food **Food shown with encouragement not to eat**: Food or meal is shown, and the post encourages users to avoid that food **Recipe provided:** Recipe is found within caption, on post or in video and measurements are provided **Specific day:** Post encourages food to be eaten on a certain day e.g. Monday or on a certain holiday **Specific place:** Post encourages food to be eaten at a specific place e.g. Movie theatre **Recipe provided:** Recipe is found within caption, on post or in video and measurements are provided **N/A:** No strategies listed are applicable	*Selected from list*
Encouragement to exercise	**Event photo:** An event is promoted in which people partake in exercise **Results:** Post provides the results of exercise e.g. before and after transformation images **Shows someone exercising:** Video or photo displays someone exercising **Specific day:** Post encourages exercise on a certain day **Specific place:** Post encourages exercise at a specific place **Specific time:** Post encourages exercise at a certain time of day **Statistics:** Post provides facts on exercise **Talking about exercise:** Post caption discusses exercising, such as its benefits or exercise tips **Workout:** Image or video of a workout or workout plan is shown **N/A:** No strategies listed are applicable	*Selected from list*

Strategy	Definition	Response
SUBJECTIVE STRATEGIES		
Emotion inducing	**Appetite:** Post uses food or drink to raise users' appetite and hunger **Awe-inspiring:** Post arouses awe through being impressive or formidable **Fear:** Post makes users feel scared **Humour:** Post is seen as humorous by the user **Inspirational**: Post motivates the user to do something **Outrage:** Post elicits feelings of shock/anger **Sadness:** Post makes users feel sad **Sexual attraction:** Post creates attraction to an individual in the post, in a sexual manner **N/A:** No strategies listed are applicable	*Selected from list*
Association with success	**Health:** Product or information provided implies improvement in users' diet, physical health or mental wellbeing **Sexual:** Product or information provided implies improvement in users' sexual health **Social:** Product or information provided implies gaining social influence, being recognised or making friendships **Sporting:** Product or information provided implies improvement in a type of sport or sporting goal **Weight loss:** Product or information provided implies users will lose weight or depicts someone who lost weight using the product or method **N/A:** No strategies listed are applicable	*Selected from list*
Tone	**Excited:** Very enthusiastic and eager (often portrayed with overuse of exclamation marks or multiple emoji's) **Humorous:** Causing laughter and amusement; comedic **Informative:** Providing useful or interesting information **Joyful:** Feeling, expressing, or causing great pleasure and happiness **Optimistic:** Hopeful and confident about the future or optimistic about the audience's future wellbeing; positive viewpoint **Pessimistic:** Tending to see the worst aspect of things or believe that the worst will happen; negative viewpoint **Sad:** Feeling or showing sorrow; unhappy **Serious:** Acting or speaking sincerely and in earnest, rather than in a joking or wholehearted manner **Thoughtful**: Absorbed in or involving thought/showing consideration for the needs of other people	*Selected from list*

Strategy	Definition	Response
Strategy used	**Free item/giveaway:** Users partake in an activity to receive a free item or enter a giveaway **Friendship:** Creators promote friendships by sharing personal information, to allow users to gain insight into their life **Life-hack:** Providing strategies to help manage users' time and daily activities in a more efficient way **Meme:** Post contains an image/video/text, typically humorous in nature, that is copied and spread rapidly by internet users **Pop culture:** Modern popular culture transmitted via the mass media and aimed particularly at younger people **Price promotion:** Post indicates a drop in product price or special deal **Product launch:** Post highlights the launch of a new product **Pun:** Word(s) used in post sound like other words that have different meanings, often humorous in nature **Relatable content:** Post uses information that users can relate to **Statistics:** Post provides statistics/facts about its content **Story:** Post tells a story or anecdote **Visually-appealing:** Post is pleasurable to the user's eye e.g. bright colours are used	*Selected from list*

*Contained within the main caption. It can include both those hyper-linked and those not. Does not include any links found in the profile's biographic

Definitions are adapted from those previously published by Klassen *et al*, 2018, DOI 10.2196/10227. For a glossary of terms, refer to that previously published by Communicating Health (McCaffrey *et al*, 2019, DOI 10.26180/5dba66279373e)