

Draft RESOME reporting: Round 1

Section	Item no	Description
Title and abstract		
	1a	Indicate the use of social media in the title or abstract.
	1b	Indicate the social media platform(s) in the title or abstract.
Methods		
Study design	2a	Specify study design e.g., observational, experimental, qualitative
	2b	Specify if this study reports an evaluation of an existing social media campaign (e.g., a process evaluation) or a novel intervention.
	2c	Specify the trial registration details and/or previously published protocol, if applicable.
Participants and data	3a	Describe the eligibility criteria for participants to be involved in the study, or the population targeted by the intervention.
	3b	Describe any methods used to identify participants.
	3c	Describe how participants were recruited into the study.
	3d	Explain if the data are publicly available and where it can be accessed.
	3e	Describe the methods used to collect data e.g., search terms, social media metrics or data mining.
Setting	4a	Provide a summary of the social media platform(s), including the main features and how it is used.
	4b	Provide information about the number of users of the social media platform(s) and their characteristics.
	4c	Describe any relevant algorithms employed by the social media platform(s) at the time of the research which may have an impact on the way that information is shared and viewed.
	4d	Provide details of any social, political and economic contextual factors relevant to the project e.g., ongoing public debates or events.
	4e	Provide dates of exposure, follow-up, and data collection.
Intervention	5a	Describe the primary and secondary aims of the intervention or campaign (e.g., change in knowledge, awareness, intentions, behaviours, or health outcomes)
	5b	Describe how the social media intervention or campaign works with reference to behaviour change techniques, mechanisms of action, and targeted behaviour change.
	5c	State whether the intervention or campaign was paid for or not.
	5d	Describe the purchase model if used for any advertisements or promoted posts.
	5e	Describe the implementation strategy for the social media campaign and any incentives for participants.
	5f	Describe the resources required for the campaign or intervention e.g., time, money, technology, equipment, and partners.
	5g	Provide a description of the intervention with sufficient detail to allow replication, including any links to audio/visual materials.
	5h	Specify whether the intervention materials are subject to a copyright license or can be reused e.g., through a public or creative common license.
	5i	Describe the creative process underlying the development of intervention materials including an acknowledgement of any outside agencies involved in developing creative materials.
	5j	Describe any aspects of the intervention which took place outside of social media e.g., television, print and radio communications.
	5k	Describe any secondary features of the intervention or campaign which may impact the outcome measures e.g., sponsors, collaborators and links to other websites.

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Measures	6a	Reach: Describe the demographic data of included participants, if applicable.
	6b	Low-medium level engagement: Describe which measures were used to measure engagement with the intervention e.g., likes, comments, reposts.
	6c	High-level engagement: Describe any measures for change in knowledge, awareness of offline activities e.g., measures of behaviour change, intentions, or health-related outcomes.
Ethics	7a	Provide details of any ethical implications related to consent, privacy issues and data protection.
	7b	Provide details of any safeguarding measures e.g., moderation of discussion.
	7c	Describe any commercial interests related to the project e.g., funding, sponsorship, advertisements, endorsements.
	7d	Describe how any commercial interests were communicated to participants.
Results		
Participant flow diagram	8	Include a flow-diagram showing the number of people who were targeted, exposed to the intervention, engaged with the intervention, and included in the analysis, if applicable.
Participant characteristics	9	Include a table showing demographic information for participation (by group if a control group is used), if applicable.
Outcomes	10a	Report descriptive statistics of social media metrics such as reach, views, likes and reposts.
	10b	Include a description of novel content such a conversations, videos or images.
	10c	For measures of high-level engagement, provide an estimation of differences between groups or over time with a measure of precision (such as 95% confidence interval).
Discussion		
Summary of results	11	Describe the main results in the context of the objectives described in the methods section and any previously published research protocols or trial registrations.
Feasibility	12	Discuss the feasibility of the campaign and intervention for wider implementation with reference to the benefits in relation to the resources required.
Generalisability	13	Discuss which components are generalisable to other social media platforms and contexts e.g., for different target behaviours, socio-demographic groups or countries.