Table S1. Instagram Post and Story Characteristics: Definitions and Examples.

Details	Instagram Post and Story Characteristics: Definitions and Examples	Total *n* = 513	%
	Health Risks and Benefits		
Smoking cessation	Post contains references to smoking, quitting, switching from combustible cigarettes and/or “make the switch” or similar. 	50	9.7%
Contains Nicotine	Post contains statements that product contains nicotine. 	144	28.1%
Addiction warnings	Post contains warnings about nicotine addiction and/or "Nicotine is an addictive substance" or similar. 	39	7.6%
	Featured Events		
Music festivals/gigs	Post contains references to organised music concerts or series of concerts (festival).	98	19.1%

Motorsport	Post contains references to a sports event involving racing cars or other motor vehicle events. 	6	1.2%
Expos	Post contains references to an exhibition event tradeshow. 	9	1.8%
Other	Post contains references to other events including sporting events e.g., boxing matches, awards ceremonies or other. 	4	0.8%
	Giveaways and competitions		
Events	Post contains a competition or giveaway where the prize is event entry.	54	10.5%

Products	Post contains a competition or giveaway where prizes are products including e-cigarette devices, e-liquid refills, food vouchers, vouchers and/or other products. 	46	9.0%
Lifestyle marketing			
Influencers (tagged)	Post contains individuals with more than 500 followers AND are tagged in the post using their Instagram handle e.g., "@XXXX" 	47	9.2%
Models/People	Post contains individuals who are paid models, or members of the public who feature in posts AND are not tagged using their Instagram handle 	188	36.6%
Everyday items	Post contains personal and everyday items including laptops, headphones, smartphones and/or cameras.	25	4.9%

Devices			
Pod	Post contains a compact e-cigarette device that uses a pod chamber to hold e-liquid. 	157	30.6%
Modifiable	Post contains a modifiable “mod” device with refillable chambers to hold e-liquid. 	54	10.5%
Disposable	Post contains a disposable single use device -	0	0.0%
Product Features			
Style	Post contains statements that refer to aspects of style such as colour, individuality and/or discrete size. 	65	12.7%
Ease of use	Post contains statements that refer to design features that make the product	58	11.3%

	simple to use including referencing to being easy to use and/or for beginners 		
Quality	Post contains aspects of quality such as scientific standards. 	23	4.5%
Environmentally friendly	Post contains aspects of positive environmental impacts including recycling, biodegradable materials, sustainability and/or palm oil free. 	5	1.0%
	Price Promotions		
Discounts	Post contains references to price discounts. 	26	5.1%
Deals	Post contains references to pricing deals including bundles, gifts with purchase.	6	1.2%

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