

**Table S1.** Higher education institutions with fossil fuel divestment campaigns in study sample and URL of Facebook page used for each campaign.

| HEI                                     | Campaign Facebook Page                                                                                                                |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Allegheny College                       | <a href="https://www.facebook.com/acdivest/">https://www.facebook.com/acdivest/</a>                                                   |
| American University                     | <a href="https://www.facebook.com/FossilFreeAu">https://www.facebook.com/FossilFreeAu</a>                                             |
| Amherst College                         | <a href="https://www.facebook.com/DivestAmherst/">https://www.facebook.com/DivestAmherst/</a>                                         |
| Appalachian State University            | <a href="https://www.facebook.com/DivestAppalachian/">https://www.facebook.com/DivestAppalachian/</a>                                 |
| Auraria Campus                          | <a href="https://www.facebook.com/AurariaCampusFossilFuelDivestment/">https://www.facebook.com/AurariaCampusFossilFuelDivestment/</a> |
| Barnard College                         | <a href="https://www.facebook.com/barnarddivest/">https://www.facebook.com/barnarddivest/</a>                                         |
| Bates College                           | <a href="https://www.facebook.com/FossilFreeBates/">https://www.facebook.com/FossilFreeBates/</a>                                     |
| Binghamton University                   | <a href="https://www.facebook.com/Binghamton-Divest-141934309312614/">https://www.facebook.com/Binghamton-Divest-141934309312614/</a> |
| Boston College                          | <a href="https://www.facebook.com/BCFossilFree">https://www.facebook.com/BCFossilFree</a>                                             |
| Boston University                       | <a href="https://www.facebook.com/DivestBU/">https://www.facebook.com/DivestBU/</a>                                                   |
| Bowdoin College                         | <a href="https://www.facebook.com/BowdoinClimateAction/">https://www.facebook.com/BowdoinClimateAction/</a>                           |
| Brandeis University                     | <a href="https://www.facebook.com/divestbrandeis/">https://www.facebook.com/divestbrandeis/</a>                                       |
| Brevard College                         | <a href="https://www.facebook.com/Divest-Brevard-1374860096082820/">https://www.facebook.com/Divest-Brevard-1374860096082820/</a>     |
| Brown University                        | <a href="https://www.facebook.com/FossilFreeBrown/">https://www.facebook.com/FossilFreeBrown/</a>                                     |
| Bryn Mawr College                       | <a href="https://www.facebook.com/DivestBMC/">https://www.facebook.com/DivestBMC/</a>                                                 |
| Buffalo State College                   | <a href="https://www.facebook.com/fossilfreeub/">https://www.facebook.com/fossilfreeub/</a>                                           |
| California Polytechnic State University | <a href="https://www.facebook.com/slopeace/">https://www.facebook.com/slopeace/</a>                                                   |
| California State University System      | <a href="https://www.facebook.com/fossilfreecsu/">https://www.facebook.com/fossilfreecsu/</a>                                         |
| California State University, Chico      | <a href="https://www.facebook.com/DivestChicoState/">https://www.facebook.com/DivestChicoState/</a>                                   |
| Carleton College                        | <a href="https://www.facebook.com/DivestCarleton">https://www.facebook.com/DivestCarleton</a>                                         |
| Clark University                        | <a href="https://www.facebook.com/clarkclimatejustice/">https://www.facebook.com/clarkclimatejustice/</a>                             |
| Clarkson University                     | <a href="https://www.facebook.com/FossilFreeClarkson/">https://www.facebook.com/FossilFreeClarkson/</a>                               |
| College of the Holy Cross               | <a href="https://www.facebook.com/HC-Fossil-Free-624386357724234/">https://www.facebook.com/HC-Fossil-Free-624386357724234/</a>       |
| Colorado College                        | <a href="https://www.facebook.com/ccfossilfree/">https://www.facebook.com/ccfossilfree/</a>                                           |
| Columbia University                     | <a href="https://www.facebook.com/ColumbiaDivestforClimateJustice/">https://www.facebook.com/ColumbiaDivestforClimateJustice/</a>     |
| Cornell University                      | <a href="https://www.facebook.com/divestnowcornell/">https://www.facebook.com/divestnowcornell/</a>                                   |
| Dartmouth College                       | <a href="https://www.facebook.com/DivestDartmouth/">https://www.facebook.com/DivestDartmouth/</a>                                     |
| Davidson College                        | <a href="https://www.facebook.com/DivestDavidson/">https://www.facebook.com/DivestDavidson/</a>                                       |
| DePauw University                       | <a href="https://www.facebook.com/Divest-DePauw-148901021942185/">https://www.facebook.com/Divest-DePauw-148901021942185/</a>         |
| Dickinson College                       | <a href="https://www.facebook.com/reinvestdickinson">https://www.facebook.com/reinvestdickinson</a>                                   |
| Drexel University                       | <a href="https://www.facebook.com/ffDrexel/">https://www.facebook.com/ffDrexel/</a>                                                   |
| Eckerd College                          | <a href="https://www.facebook.com/ECdivest/">https://www.facebook.com/ECdivest/</a>                                                   |
| Emerson College                         | <a href="https://www.facebook.com/divestemerson/">https://www.facebook.com/divestemerson/</a>                                         |
| Florida State University                | <a href="https://www.facebook.com/FSUDivest/">https://www.facebook.com/FSUDivest/</a>                                                 |
| Fordham University                      | <a href="https://www.facebook.com/FordhamDivestment/">https://www.facebook.com/FordhamDivestment/</a>                                 |
| Fort Lewis College                      | <a href="https://www.facebook.com/DivestFortLewis/">https://www.facebook.com/DivestFortLewis/</a>                                     |
| George Washington University            | <a href="https://www.facebook.com/sunrisemvmtgwu/">https://www.facebook.com/sunrisemvmtgwu/</a>                                       |

| HEI                                   | Campaign Facebook Page                                                                                                        |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Georgetown University                 | <a href="https://www.facebook.com/GuFossilFree/">https://www.facebook.com/GuFossilFree/</a>                                   |
| Gonzaga University                    | <a href="https://www.facebook.com/FossilFreeGonzaga/">https://www.facebook.com/FossilFreeGonzaga/</a>                         |
| Green Mountain College                | <a href="https://www.facebook.com/DivestGreenMountain/">https://www.facebook.com/DivestGreenMountain/</a>                     |
| Gustavus Adolphus College             | <a href="https://www.facebook.com/divestgustavus/">https://www.facebook.com/divestgustavus/</a>                               |
| Harvard University                    | <a href="https://www.facebook.com/divestharvard/">https://www.facebook.com/divestharvard/</a>                                 |
| Indiana University Bloomington        | <a href="https://www.facebook.com/reinvestIU/">https://www.facebook.com/reinvestIU/</a>                                       |
| Ithaca College                        | <a href="https://www.facebook.com/DivestIC">https://www.facebook.com/DivestIC</a>                                             |
| James Madison University              | <a href="https://www.facebook.com/DivestJMU/">https://www.facebook.com/DivestJMU/</a>                                         |
| Johns Hopkins University              | <a href="https://www.facebook.com/RefuelOurFuture/">https://www.facebook.com/RefuelOurFuture/</a>                             |
| Kalamazoo College                     | <a href="https://www.facebook.com/divestkcollege/">https://www.facebook.com/divestkcollege/</a>                               |
| Lehigh University                     | <a href="https://www.facebook.com/LUGreenAction">https://www.facebook.com/LUGreenAction</a>                                   |
| Lesley University                     | <a href="https://www.facebook.com/divestlesley/">https://www.facebook.com/divestlesley/</a>                                   |
| Lewis & Clark College                 | <a href="https://www.facebook.com/LCDivestFossilFuels/">https://www.facebook.com/LCDivestFossilFuels/</a>                     |
| Loyola University New Orleans         | <a href="https://www.facebook.com/divestloyola/">https://www.facebook.com/divestloyola/</a>                                   |
| Macalester College                    | <a href="https://www.facebook.com/FossilFreeMacalester/">https://www.facebook.com/FossilFreeMacalester/</a>                   |
| Massachusetts Institute of Technology | <a href="https://www.facebook.com/FossilFreeMIT/">https://www.facebook.com/FossilFreeMIT/</a>                                 |
| Middlebury College                    | <a href="https://www.facebook.com/DivestMiddlebury/">https://www.facebook.com/DivestMiddlebury/</a>                           |
| Mount Holyoke College                 | <a href="https://www.facebook.com/mhcdinvest/">https://www.facebook.com/mhcdinvest/</a>                                       |
| New York University                   | <a href="https://www.facebook.com/nyudivest">https://www.facebook.com/nyudivest</a>                                           |
| Northeastern University               | <a href="https://www.facebook.com/DivestNU/">https://www.facebook.com/DivestNU/</a>                                           |
| Northern Arizona University           | <a href="https://www.facebook.com/FossilFreeNAUNow/">https://www.facebook.com/FossilFreeNAUNow/</a>                           |
| Northland College                     | <a href="https://www.facebook.com/pg/DivestNorthland/">https://www.facebook.com/pg/DivestNorthland/</a>                       |
| Northwestern University               | <a href="https://www.facebook.com/fossilfreeNU/">https://www.facebook.com/fossilfreeNU/</a>                                   |
| Occidental College                    | <a href="https://www.facebook.com/FFoccidental/">https://www.facebook.com/FFoccidental/</a>                                   |
| Oregon State University               | <a href="https://www.facebook.com/OSUDivest/">https://www.facebook.com/OSUDivest/</a>                                         |
| Pennsylvania State University         | <a href="https://www.facebook.com/fossilfreepsu/">https://www.facebook.com/fossilfreepsu/</a>                                 |
| Pitzer College                        | <a href="https://www.facebook.com/claremontclimatejustice/">https://www.facebook.com/claremontclimatejustice/</a>             |
| Pomona College                        | <a href="https://www.facebook.com/divestpomona/">https://www.facebook.com/divestpomona/</a>                                   |
| Portland State University             | <a href="https://www.facebook.com/divestportlandstate/">https://www.facebook.com/divestportlandstate/</a>                     |
| Princeton University                  | <a href="https://www.facebook.com/princetonsustainableinvesting/">https://www.facebook.com/princetonsustainableinvesting/</a> |
| Reed College                          | <a href="https://www.facebook.com/FossilFreeReed/">https://www.facebook.com/FossilFreeReed/</a>                               |
| Rhode Island School of Design         | <a href="https://www.facebook.com/DivestRisid/">https://www.facebook.com/DivestRisid/</a>                                     |

| HEI                                      | Campaign Facebook Page                                                                                              |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| Roanoke College                          | <a href="https://www.facebook.com/DIVRC">https://www.facebook.com/DIVRC</a>                                         |
| Rutgers, University                      | <a href="https://www.facebook.com/RUDivested">https://www.facebook.com/RUDivested</a>                               |
| Saint Lawrence University                | <a href="https://www.facebook.com/DivestSLU">https://www.facebook.com/DivestSLU</a>                                 |
| Saint Mary's College of California       | <a href="https://www.facebook.com/fossilfreestmarysca/">https://www.facebook.com/fossilfreestmarysca/</a>           |
| Salem State University                   | <a href="https://www.facebook.com/FossilFreeSalemState/">https://www.facebook.com/FossilFreeSalemState/</a>         |
| San Francisco State University           | <a href="https://www.facebook.com/FossilFreeSFSU/">https://www.facebook.com/FossilFreeSFSU/</a>                     |
| Smith College                            | <a href="https://www.facebook.com/DivestSmithCollege/">https://www.facebook.com/DivestSmithCollege/</a>             |
| Stanford University                      | <a href="https://www.facebook.com/FossilFreeStanford/">https://www.facebook.com/FossilFreeStanford/</a>             |
| State University of New York Plattsburgh | <a href="https://www.facebook.com/DivestPburgh/">https://www.facebook.com/DivestPburgh/</a>                         |
| Swarthmore College                       | <a href="https://www.facebook.com/SunriseSwarthmore/">https://www.facebook.com/SunriseSwarthmore/</a>               |
| Syracuse University                      | <a href="https://www.facebook.com/SUFFDC/">https://www.facebook.com/SUFFDC/</a>                                     |
| The College at Brockport                 | <a href="https://www.facebook.com/SUNYBrockportDivest/">https://www.facebook.com/SUNYBrockportDivest/</a>           |
| Thomas Jefferson University              | <a href="https://www.facebook.com/fossilfreephilauandtju/">https://www.facebook.com/fossilfreephilauandtju/</a>     |
| Towson University                        | <a href="https://www.facebook.com/FossilFreeTU/">https://www.facebook.com/FossilFreeTU/</a>                         |
| Tufts University                         | <a href="https://www.facebook.com/tuftsclimateaction">https://www.facebook.com/tuftsclimateaction</a>               |
| University of California San Diego       | <a href="https://www.facebook.com/ucsdffossilfree/">https://www.facebook.com/ucsdffossilfree/</a>                   |
| University of California System          | <a href="https://www.facebook.com/FossilFreeUC/">https://www.facebook.com/FossilFreeUC/</a>                         |
| University of California, Berkeley       | <a href="https://www.facebook.com/fossilfreecal/">https://www.facebook.com/fossilfreecal/</a>                       |
| University of California, Davis          | <a href="https://www.facebook.com/FossilFreeUCDavis/">https://www.facebook.com/FossilFreeUCDavis/</a>               |
| University of California, Los Angeles    | <a href="https://www.facebook.com/FossilFreeUCLA/">https://www.facebook.com/FossilFreeUCLA/</a>                     |
| University of California, Santa Barbara  | <a href="https://www.facebook.com/fossilfreeucsb/">https://www.facebook.com/fossilfreeucsb/</a>                     |
| University of California, Santa Cruz     | <a href="https://www.facebook.com/ffucsc/">https://www.facebook.com/ffucsc/</a>                                     |
| University of Chicago                    | <a href="https://www.facebook.com/StopFundingClimateChange/">https://www.facebook.com/StopFundingClimateChange/</a> |
| University of Cincinnati                 | <a href="https://www.facebook.com/UCFossilFree/">https://www.facebook.com/UCFossilFree/</a>                         |
| University of Colorado Denver            | <a href="https://www.facebook.com/FossilFreeCUDenver/">https://www.facebook.com/FossilFreeCUDenver/</a>             |
| University of Colorado System            | <a href="https://www.facebook.com/fossilfreeCU/">https://www.facebook.com/fossilfreeCU/</a>                         |
| University of Florida                    | <a href="https://www.facebook.com/DivestUF/">https://www.facebook.com/DivestUF/</a>                                 |
| University of Georgia                    | <a href="https://www.facebook.com/divestuga/">https://www.facebook.com/divestuga/</a>                               |

| HEI                                      | Campaign Facebook Page                                                                                                |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| University of Hawaii                     | <a href="https://www.facebook.com/divestuh/">https://www.facebook.com/divestuh/</a>                                   |
| University of Kansas                     | <a href="https://www.facebook.com/KU-Divest-453989961352828/">https://www.facebook.com/KU-Divest-453989961352828/</a> |
| University of Kentucky                   | <a href="https://www.facebook.com/DivestUK/">https://www.facebook.com/DivestUK/</a>                                   |
| University of Maine System               | <a href="https://www.facebook.com/divest.umaine">https://www.facebook.com/divest.umaine</a>                           |
| University of Massachusetts System       | <a href="https://www.facebook.com/divestumass/">https://www.facebook.com/divestumass/</a>                             |
| University of Miami                      | <a href="https://www.facebook.com/FossilFreeUMiami/">https://www.facebook.com/FossilFreeUMiami/</a>                   |
| University of Michigan                   | <a href="https://www.facebook.com/divestandinvest/">https://www.facebook.com/divestandinvest/</a>                     |
| University of Missouri                   | <a href="https://www.facebook.com/climateleadersmu/">https://www.facebook.com/climateleadersmu/</a>                   |
| University of Missouri-Kansas City       | <a href="https://www.facebook.com/FossilFreeUMKC/">https://www.facebook.com/FossilFreeUMKC/</a>                       |
| University of Montana                    | <a href="https://www.facebook.com/umontanadivestment/">https://www.facebook.com/umontanadivestment/</a>               |
| University of Nebraska-Lincoln           | <a href="https://www.facebook.com/divestUNL/">https://www.facebook.com/divestUNL/</a>                                 |
| University of Nevada, Las Vegas          | <a href="https://www.facebook.com/fossilfreeunlv">https://www.facebook.com/fossilfreeunlv</a>                         |
| University of New England                | <a href="https://www.facebook.com/FossilFreeUne/">https://www.facebook.com/FossilFreeUne/</a>                         |
| University of New Hampshire - Durham     | <a href="https://www.facebook.com/DivestUNH">https://www.facebook.com/DivestUNH</a>                                   |
| University of New Mexico                 | <a href="https://www.facebook.com/fossilfreeunm">https://www.facebook.com/fossilfreeunm</a>                           |
| University of North Carolina Asheville   | <a href="https://www.facebook.com/uncadivest/">https://www.facebook.com/uncadivest/</a>                               |
| University of North Carolina Chapel Hill | <a href="https://www.facebook.com/UNCDivestCoal/">https://www.facebook.com/UNCDivestCoal/</a>                         |
| University of North Carolina Greensboro  | <a href="https://www.facebook.com/FossilFreeUNCG/">https://www.facebook.com/FossilFreeUNCG/</a>                       |
| University of North Carolina System      | <a href="https://www.facebook.com/ncreinvestcoalition/">https://www.facebook.com/ncreinvestcoalition/</a>             |
| University of North Carolina Wilmington  | <a href="https://www.facebook.com/350UNCW/">https://www.facebook.com/350UNCW/</a>                                     |
| University of Notre Dame                 | <a href="https://www.facebook.com/WeAre9ND/">https://www.facebook.com/WeAre9ND/</a>                                   |
| University of Pennsylvania               | <a href="https://www.facebook.com/FossilFreePenn/">https://www.facebook.com/FossilFreePenn/</a>                       |
| University of Pittsburgh                 | <a href="https://www.facebook.com/FossilFreePitt">https://www.facebook.com/FossilFreePitt</a>                         |
| University of Rhode Island               | <a href="https://www.facebook.com/divesturi/">https://www.facebook.com/divesturi/</a>                                 |
| University of Richmond                   | <a href="https://www.facebook.com/DivestUR/">https://www.facebook.com/DivestUR/</a>                                   |
| University of Rochester                  | <a href="https://www.facebook.com/fossilfreerochester/">https://www.facebook.com/fossilfreerochester/</a>             |

| HEI                                   | Campaign Facebook Page                                                                                                                        |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| University of South Florida           | <a href="https://www.facebook.com/USFDivest/">https://www.facebook.com/USFDivest/</a>                                                         |
| University of Utah                    | <a href="https://www.facebook.com/DivestTheU">https://www.facebook.com/DivestTheU</a>                                                         |
| University of Vermont                 | <a href="https://www.facebook.com/VermontStudentClimateCulture/">https://www.facebook.com/VermontStudentClimateCulture/</a>                   |
| University of Virginia                | <a href="https://www.facebook.com/DivestUVa/">https://www.facebook.com/DivestUVa/</a>                                                         |
| University of Washington              | <a href="https://www.facebook.com/DivestUW/">https://www.facebook.com/DivestUW/</a>                                                           |
| University of Wisconsin-Stevens Point | <a href="https://www.facebook.com/fossilfreesp/">https://www.facebook.com/fossilfreesp/</a>                                                   |
| University System of Maryland         | <a href="https://www.facebook.com/FossilFreeMD/">https://www.facebook.com/FossilFreeMD/</a>                                                   |
| Vanderbilt University                 | <a href="https://www.facebook.com/DivestVandy/">https://www.facebook.com/DivestVandy/</a>                                                     |
| Vassar College                        | <a href="https://www.facebook.com/DivestVC/">https://www.facebook.com/DivestVC/</a>                                                           |
| Virginia Commonwealth University      | <a href="https://www.facebook.com/DivestVCU/">https://www.facebook.com/DivestVCU/</a>                                                         |
| Virginia Tech                         | <a href="https://www.facebook.com/DivestVT/">https://www.facebook.com/DivestVT/</a>                                                           |
| Washington University in St. Louis    | <a href="https://www.facebook.com/FossilFreeWashu/">https://www.facebook.com/FossilFreeWashu/</a>                                             |
| Wellesley College                     | <a href="https://www.facebook.com/Fossil-Free-Wellesley-325324910920909/">https://www.facebook.com/Fossil-Free-Wellesley-325324910920909/</a> |
| Wesleyan University                   | <a href="https://www.facebook.com/WesDivest/">https://www.facebook.com/WesDivest/</a>                                                         |
| Western Washington University         | <a href="https://www.facebook.com/divestwesternnow/">https://www.facebook.com/divestwesternnow/</a>                                           |
| Whitman College                       | <a href="https://www.facebook.com/DivestWhitman">https://www.facebook.com/DivestWhitman</a>                                                   |
| Willamette University                 | <a href="https://www.facebook.com/DivestWU/">https://www.facebook.com/DivestWU/</a>                                                           |
| Williams College                      | <a href="https://www.facebook.com/DivestWilliams/">https://www.facebook.com/DivestWilliams/</a>                                               |
| Worcester Polytechnic Institute       | <a href="https://www.facebook.com/S4JSF/">https://www.facebook.com/S4JSF/</a>                                                                 |
| Worcester State University            | <a href="https://www.facebook.com/DivestWSU">https://www.facebook.com/DivestWSU</a>                                                           |
| Yale University                       | <a href="https://www.facebook.com/FossilFreeYale/">https://www.facebook.com/FossilFreeYale/</a>                                               |