

Table S1: Research included in the review

No.	Author	Publication year	Geographical focus	Industry/ Sector	Sample Size	Sample Tweet Number	Journal
					Twitter Accounts	Tweets/ Retweets/ Replies	
1	Amin et al.	2021	UK		not disclosed	67.908	International Journal of Accounting Information Systems
2	Baboukardos et al.	2021	global, Canada, USA, Australia, China, Japan, Germany, Italy, Spain UK		483	4.484	Corporate Governance: The International Journal of Business in Society
3	Burton et al.	2017	USA		63	32.641	The Journal of Brand Management : An International Journal
4	Chae & Park	2018	global		not disclosed	178.908	Sustainability
5	Cortado & Chalmers	2016	Spain		20	5.106 + 416 FB postings	Cogent Business & Management
6	Dong & Rim	2018	USA		65	5.859	Public Relations Review
7	Esposito et al.	2021	Italy	Education	1	not disclosed	Administrative Sciences
8	Etter	2013	global		30	41.864	Public Relations Review
9	Etter	2014	global		30	41.864	Journal of Communication Management
10	Fröhlich & Knobloch	2021	Germany		36	154.770	Public Relations Review
11	Giacomini et al.	2021	Italy	News Media	6	6.666	Corporate Governance: The International Journal of Business in Society.
12	Gómez-Carrasco et al.	2021	Spain	Banking	41	2.816	The European Accounting Review
13	Grover et al.	2019	global		93	194.644	International Journal of Information Management
14	Holiday et al.	2021	global	Consumer Brands	3.093	44.432	Journal of Interactive Advertising
15	Jiang & Park	2022	global		71	22.951	Public Relations Review
16	Joo et al.	2021	USA	Alcohol	175*	n.a.	International Journal of Advertising
17	Kaul & Chaudhri	2019	India		34	4.091	CSR Communication Conference
18	Kollat & Farache	2017	UK		507*	n.a.	The Journal of Consumer Marketing
19	Lee et al.	2013	global		222	not disclosed	Journal of Business Ethics
20	Lee et al.	2019	USA	Alcohol	177*	n.a.	Journal of Interactive Advertising
21	Lee et al.	2020	USA	Alcohol	839*	n.a.	Journal of Interactive Advertising

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22	Maani-Hessari et al.	2019	UK, Ireland, Australia	Alcohol	6	1.805	International Journal of Environmental Research and Public Health
23	Maiorescu-Murphy	2022	USA		5	2.217	Public Relations Review
24	Mamic & Almaraz	2013	Spain		35	5.352	International journal of market research
25	Okazaki et al.	2020	global		8	428.000	Journal of Business Research
26	Overton et al.	2021	USA		219*	n.a.	Public Relations Review
27	Patuelli et al.	2021	Italy		417	917.864	PLOS ONE
28	Pilar et al. Ivana Tichál and Martina Chalupová	2019	global		223.476	414.926	Sustainability
29	Pons et al.	2021	global	Mining	not disclosed	2.000.000	Resources Policy
30	Reilly & Larya	2018	global	Consumer Apparel	11	187.177	Environmental Communication
31	Rodríguez & Chalmeta	2020	global		50	127.811	International Journal of Web Based Communities
32	Saxton et al.	2019	global		38	1.125	Journal of Business Ethics
33	Saxton et al.	2021	global		42	163.402	Journal of business ethics
34	Shi	2020	global		41	1.079	International Journal of Strategic Communication
35	Steenkamp Rensburg	2018	South Africa	Banking	2	2.719	Communicatio
36	Suárez-Rico et al.	2018	Chile, Colombia, Mexico, Peru		93	1.657	Sustainability
37	Uzunoglu et al.	2017	Turkey		253*	n.a.	Public Relations Review
38	Vo et al.	2019	USA	Airline	6	not disclosed	Journal of Business Ethics
39	Watts et al.	2019	International with focus on UK, USA & Japan	Tabacco	4	3.301	Tabacco Control
40	Xu & Saxton	2019	USA		198	not disclosed	Nonprofit and Voluntary Sector Quarterly : Journal of the Association for Research on Nonprofit Organizations and Voluntary Action
41	Yuan	2019	China, Japan		30 + 54 FB accounts	2.672	Chinese Journal of Communication
42	Zhou et al.	2022	global	Container Shipping	8	6.566	Marine Policy

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*experiment participants