

Supplemental Online Table 1. Brand Sponsored Pages: Facebook Likes

Products	< 500	500-999	1,000-4,999	5,000-9,999	10,000-49,999	> 50,000
Hookah (27)	5	3	14	2	3	0
e-cigarettes (50)	7	6	22	4	9	2
Cigars (29)	1	3	5	4	14	2
Smokeless (2)	1	1	0	0	0	0
Total (108)	14 (13%)	13 (12%)	41 (38%)	10 (9%)	26 (24%)	4 (4%)