

Supplemental Tables:

Supplemental Table 3. Characteristics of Instagram Posts by the Official JUUL Account (As of February 15th, 2018)

Category	# of Posts	# of Likes	# of Comments	Types	# of Posts	# of Likes	# of Comments	Year	# of Posts	# of Likes	# of Comments
Cartoon Images	1	277	28	Picture	123	88,196	7,448	2016	26	4,820	1,313
Celebrity/Model Images	5	2,491	130	GIF	3	1,134	115	2017	73	59,465	4,870
Customer feedback/ Testimony	21	6,541	1,319	Video	3	2,070	172	2018	30	27,115	1,552
Fashion Images	5	3,721	224								
Flavor Images	15	6,226	1,457								
Lifestyle Appeal Images	43	27,352	1,579								
Sponsored Events	1	1,105	35								
Product Images	38	42,687	2,963								
Total	129	90,400	7,735	Total	129	90,400	7,735	Total	129	90,400	7,735