

SUPPLEMENTARY TABLE

Supplementary Table 1. Hashtag-based search terms used to identify JUUL posts (row 1) and language-based filter search term terms to classify lifestyle-related content in retrieved JUUL-relevant posts (row 2).

JUUL hashtag search terms	Hashtags: #doit4juul, #girlswhojuul, #justjuul, #juuhit, #juul, #juul_university, #juulbabes, #juulbabies, #juulbong, #juulboys, #juulbreak, #juulcentral, #juulchin, #juulcompatible, #juulers, #juulfanatics, #juulfavorite, #juulforsale, #juulforyou, #juulgang, #juulgirls, #juulgirlz, #juulhigh, #juulhighschool, #juulhumor, #juuling, #juulinstock, #juuljob, #juulkit, #juullife, #juullovers, #juulluge, #juullyfe, #juulmangopods, #juulmoment, #juulnation, #juulpen, #juulpod, #juulpods, #juulrealm, #juuls, #juulsjuuls, #juulskins, #juulstarterkit, #juulstick, #juulvapar, #juulvape, #juulvapes, #juulvapor, #switchtojuul
Lifestyle-relevant search terms	"vapenation", "juulgang", "vapelife", "juulnation", "vapelyfe", "vapefam", "vapecommunity", "vapedaily", "vapestagram", "doit4juul", "di4j", "juullife", "vapelove", "vapesociety", "dripclub", "instavape", "vapeworld", "girlswhovape", "vapefamous", "tricklyfe", "coilporn", "vapefamily", "cloudchaser", "teamcoolsmokestricks", "vapeallday", "vapehard", "vapegram", "calivapers", "vgodnation", "vapegirls", "cloudchasing", "vappix", "vapemodels", "party", "entertainment", "vapestyle", "juultricks", "vapelifestyle", "instadaily", "eastcoastvapers", "vaperazzi", "vaporwave", "vapecrew", "vapefriends", "collegelife", "collegedays", "westcoastvapers", "vapefriendly", "doit4buzz", "cloudsovercanada", "doitforthegram", "gqstyle", "highlife", "vapeclouds", "juulmoment", "cool", "vapingsavedmylife", "lifestyle", "weoutheredoe", "fashion", "beruthless", "eastcoastvaper", "juulgangshit", "guyswhovape", "di4s", "juulgirls", "indoclouds", "smokestricks", "igvapes", "sendzone", "juulfam", "lowell", "juulbabe", "cloudporn", "vapingstyle", "juultography", "vapeusa", "epicgamerstyle", "highsociety", "oldrow", "vapephotography", "life", "hightimes", "vapegirl"