

Supplementary Table 1. Social media user information and tobacco-related policies.

Platform	Total users Month/ Year	% of Youth use ¹	% of Young Adult use ²	Can restrict visibility of posts by age?	Policies related to tobacco advertising ³
Facebook	2.23 billion 06/2018 ⁴	51%	80%	Yes	Ads must not promote the sale or use of tobacco products and related paraphernalia. Advertisements must not promote electronic cigarettes, vaporizers, or any other products that simulate smoking. Blogs or groups connecting people with tobacco-related interests [are acceptable] as long as the service does not lead to the sale of tobacco or tobacco-related products."
YouTube	1.9 billion 07/2018 ⁵	85%	94%	Yes	"We also restrict Content that intends to sell certain regulated or illegal goods and services through direct sales or links to sites that sell these items. These items include, but may not be limited to, drugs, pharmaceuticals that require a prescription, alcohol, nicotine products, online gambling casinos, counterfeit documents, or stolen credit card information."
Instagram	1 billion 06/2018 ⁶	72%	71%	Yes (by restricting all content on account)	Advertising follows the same regulations as Facebook.
Twitter	335 million 06/2018 ⁷	32%	45%	Yes (but must restrict content to followers <u>and</u> require followers to be of age)	"Twitter prohibits the promotion of tobacco products, accessories, and brands globally." This applies to Twitter's paid advertising, not to tweets.
Pinterest	250 million 06/2018 ⁸	Unknown	Unknown	No	"You can't promote tobacco products like cigarettes, e-cigarettes and chewing tobacco, or paraphernalia like pipes, pipe cleaners or rolling papers." This extends to content: "We remove content used to sell or buy regulated goods, like drugs, alcohol, tobacco, firearms and other hazardous materials."
Tumblr	550 million 06/2018 ⁹	9%	Unknown	No	"Tumblr does not allow the promotion of cigarette, cigar, or tobacco products and/or smoking in our advertising."
Snapchat	188 million 06/2018 ¹⁰	69%	78%	No	Under prohibited content for ads it says: "Cigarettes (including e-cigarettes), cigars, smokeless tobacco, and other tobacco products."

¹Of all youth aged 13-17 years. Information from: Anderson, M. & Jiang, J. (2018). Teens, Social Media & Technology 2018. *Pew Research Center*. Retrieved from <http://www.pewinternet.org/2018/05/31/teens-social-media-technology-2018>

²Of all young adults aged 18-24 years. Information from: Smith, A., & Anderson, M. (2018). Social Media Use in 2018. *Pew Research Center*. Retrieved from http://assets.pewresearch.org/wp-content/uploads/sites/14/2018/03/01105133/PI_2018.03.01_Social-Media_FINAL.pdf

³Based on the platform's U.S. Terms of Service, FAQs, or other information posted on their U.S. website.

⁴ Facebook. *Stats*. Retrieved from <https://newsroom.fb.com/company-info/>

⁵ Indo-Asian News Service. (2018, July 23). YouTube now has 1.9 billion monthly active users, 180 million hours watched on TV screens everyday. *Gadgets 360*. Retrieved from <https://gadgets.ndtv.com/entertainment/news/youtube-now-has-1-9-billion-monthly-active-users-180-million-hours-watched-on-tv-screens-every-day-1887916>

⁶ Constine, J. (2018, June). Instagram hits 1 billion monthly users, up from 800M in September. *Tech Crunch*. Retrieved from <https://techcrunch.com/2018/06/20/instagram-1-billion-users/>

⁷ Spangler T. (2018, July 27). Twitter posts strong Q2 earnings, but monthly users drop by 1 million amid cleanup effort. *Variety*. Retrieved from <https://variety.com/2018/digital/news/twitter-q2-2018-earnings-monthly-users-drop-1202887959/>

⁸ Gesenhues A. (2018, September 10). Pinterest says it has 250 million active monthly users: The social media platform touts more than 1175 billion pins, up 75 percent over last year. *Marketing Land*. Retrieved from <https://marketingland.com/pinterest-says-it-has-250-million-active-monthly-users-247779>

⁹ Ninov, V. (2017, February 9). Review of the Top 10 Social Networks ranked by number of active users 2017. *Medium*. Retrieved from <https://medium.com/@webhitsio/review-of-the-top-10-social-networks-ranked-by-number-of-active-users-2017-724250bce4c3>

¹⁰ Constine, J. (2018, July). Snapchat shrinks by 3M users to 188M despite strong Q2. *Tech Crunch*. Retrieved from <https://techcrunch.com/2018/08/07/snapchat-earnings-q2-2018/>