

	Building a relationship with users/fans/followers	5 (15)	3 (6)	6 (21)	8 (14)	0 (0)	22 (10)	
	Relatable	9 (26)	9 (18)	3 (11)	14 (24)	18 (32)	53 (23)	
Emotion-Inducing, n, (%)								<.001
	Appetite-inducing	6 (18)	43 (84)	21 (75)	14 (24)	21 (38)	105 (46)	
	Positive	14 (41)	7 (14)	5 (18)	37 (64)	31 (55)	94 (41)	
	Negative	4 (12)	0 (0)	0 (0)	0 (0)	1 (2)	5 (2)	
Real-world tie-ins, n (%)								<.001
	Yes	19 (56)	5 (10)	7 (25)	8 (14)	15 (27)	54 (24)	
Encouragement to eat, n (%)								<.001
	Recipe given	2 (6)	4 (8)	0 (0)	11 (19)	11 (20)	28 (12)	
	Food shown	7 (21)	22 (43)	23 (82)	7 (12)	11 (20)	70 (31)	
	Encouragement to make balanced choices or drink water	12 (35)	0 (0)	0 (0)	1 (2)	0 (0)	13 (6)	
	Occasion-specific	3 (9)	17 (33)	3 (11)	0 (0)	0 (0)	23 (10)	
Encouragement to exercise, n (%)								<.001
	Encourage exercise	8 (24)	0 (0)	0 (0)	14 (24)	10 (18)	32 (14)	
Link to purchasable or downloadable item(s), n (%)								<.001
	Purchasable link	1 (3)	49 (96)	1 (4)	32 (55)	33 (59)	116 (51)	
Link to health information, n (%)								<.001

	Organic	34 (100)	25 (49)	28 (100)	50 (86)	56 (100)	193 (85)	
	Paid	0 (0)	26 (51)	0 (0)	8 (14)	0 (0)	34 (15)	
	Hashtag(s) used, n (%)	26 (76)	13 (25)	10 (36)	9 (16)	33 (59)	91 (40)	<.001
	Text word count (words), mean (SD)	43.32 (19.74)	31.69 (26.99)	19.00 (14.25)	74.40 (182.07)	61.54 (91.37)	50.00 (105)	.026 ^c
	Video duration (minutes), mean, SD	1.06 (1.24)	0.37 (0.79)	0.13 (0.09)	1.61 (2.86)	0.55 (0.39)	0.92 (1.86)	.147 ^c

^aChi-square test

^bADG: Australian Dietary Guidelines [28]

^cOne-way analysis of variance (ANOVA) test with post-hoc Bonferoni test, significant differences between food industry and lifestyle