

Multimedia appendix 7 - Content of posts on healthcare social media

Study	Manifest Content	Latent Content	Posting behaviour
Brooks Midwives United Kingdom Public Health organisation [1]		Knowledge work Φ – 88% (172) - Tacit knowledge – 20% (39) - Explanatory force to suggested resolution 20% (39) Information work Ψ – 9% (16) Dispersed leadership and collegial support – 32.6% (63)	44 of 96 staff - 18 staff midwives posted 51% (36/70) - 6 graded \geq sister - 3 community midwives - 17 posted without demonstration
Brooks Cardiology and geriatric Nurses; Midwives United Kingdom Public Health organisation [2]	Cardiology - 15 months - 21 threads with 71 posts Older persons – 7.5 months - 6 threads with 18 posts Obstetrics – 1.5 months - 11 threads with 70 posts	Cardiology - Knowledge work Φ – 30% - Information work Ψ -70% Older persons - Knowledge work Φ – 74% - Information work Ψ – 26% Obstetrics - Knowledge work Φ – 92% - Information work Ψ – 8%	Cardiology - 26 contributors - 15 RN (<2yrs); 8 RN- E; 9 experienced RNs; 1 nurse manager Older persons - 11 contributors - 1 RN <2yrs experience; 10 experienced RNs; 1 nurse manager Obstetrics – 29 contributors - 18 midwives; 3 community midwives; 2 incharge midwives; 4 midwifery managers
Berman Social workers Israel Two topic specific Lists [3]	Email traffic - List 1 – 369 emails/37 days - List 2 - 194 emails/43 days	Discussion of issues: - List 1 43.4%; List 2 56.3% Information request only: - List 1 22.8%; List 2 10.9% Information transfer only: - List 1 10.7%; List 2 12.5%	List 1 168 posters - 38 posters/ 58.8% of emails List 2 – 64 posters - 8 participants / 51% of emails
Bowers Psychiatric nursing United Kingdom – International [4]	Email traffic – 16 months - Threads <3 emails = 130 - Threads > 3 emails = 45 (range 4-33)	Topics of importance: - Nursing models – 33 emails/ Advanced Practice – 27/ Lurking – 26/ Mental health laws – 23/ Labels (of patients) – 22/ Violence - 22	Not described
Thomas General practitioners United Kingdom [5]	May 1995 Traffic - 155 emails (daily average 5) January 1998 - 1160 (daily average 40)	13 Topics – humor 283, technical 232, clinical 226 - From survey Topics of greatest value: General discussion (75%); camaraderie (17%); clinical discussion (3%)	May 1995 - 59 posters; lurking 62% January 1998 - 182 posters; lurking 71% Range – 1 email/65 ;2-10 emails/392; 11-30 emails/12; >30/4, one person sent 14
Reutzel School nurses US-International Professional organisation US [6]	Email traffic – 5 months 71 threads on medication management Emails per thread 1-27	Components of medication administration that present as problems - Administration 21%; Therapeutic appropriateness 19%; Use 17%; Storage 13%; Documentation 9%; Transfer 7.5%;	Not evaluated

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		Liability 7%; Information 2% - Sources of Authority - Practices 37 %; Opinions 28%; Policies 17%; Legalities 15%; guidelines 3%	
Cervantez Rehabilitation nurses US-International Professional organisation US [7]	Email traffic – 18 months - 2053 emails - 551 initiations - 1678 responses - 178 both	- Administration -29% - Clinical procedures – 26% - Professional issues – 16% - Impairment/disability – 15% - Clinical documentation – 8% - Miscellaneous – 5%	- 67% (318/475) posted Range 1-91 (mean 6.4) - 27.8% - 1 post - 10 members - > 30 posts - 551 initiated postings
Smith Medical librarians United States [8]	Email traffic - 1991 – 123 ; 1992 – 162; 2002 – 201 Singleton messages - 1991 – 22%; 1992 - 42.7%; 2002 – 68.2% - Thread length – mean(SD) - 1991 – 4.2 (1.6); 1992 – 2.8 (1); 2002 -2.1 (0.2)	- Discussion (exchange of opinion, practices, product evaluation) o 1991 – 58.5%; 1992 -35.2%; 2002 – 21.4% - Information exchange o 1991 – 13.5%; 1992 -22.2%; 2002 – 49.3% - Meta discussion (comments on List itself) o 1991 – 8.1%; 1992 -6.8%; 2002 – 0% - Noise o 1991 – 8.9%; 1992 -11.7%; 2002 – 2% - Thanks o 1991 – 0.8%; 1992 -1.9%; 2002 –16.9% - Miscellaneous o 1991 – 10.6% ; 1992 -22.2%; 2002 – 10.5%	- Member contributions - 1991 – 6% (n=5) → 30.1% - 1992 – 12.1% (n=13) → 29.6% - 2002 – 15.5% (n=20) → 29.4%
[9] Advanced practice critical care nursing United States	Email traffic – first two weeks of each month for 12 months - 1059 emails Query to response rate: 1.68-1	Types of online activities - 1119 thematic units - Sharing knowledge - 56.2%; Solicitation – 33.4 %; Job posting – 6.1 %; miscellaneous 3.3% Types of knowledge shared - Book knowledge – 8.7% - Practical knowledge – 92.3% : Institutional practice – 53.5%; Personal opinion – 24.7%; Personal suggestion – 13.2; Cultural knowledge - 0	Not measured
Hew Advanced practice critical care nursing United States [10]	Email traffic – 6 weeks (first two weeks of March 2003-2006)	Types of knowledge shared - Institutional practice 57.3% - Personal opinion - 26.3% - Personal suggestion 10.3% - Book knowledge 6.1%	Not measured

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Rodriguez-Recio Radiology professionals Spain Professional organisation [11]	1998-2003 – 2700 emails Distribution - Monthly mean 44.3 (SD 26, range 0-107)	Categories - Scientific information 43.4% (n=1185) 130 subjects identified - Information request 24.7% (n=293) - Answer – 53.8% (n=638) - Information spreading 21.4 (n=254) - Discussion – 21.7 (n=592) - Announcement – 15.7% (n= 436) - Noise – 13.5% (n=368) - Clinical case – 5.4% (n=148)	No of messages - % of subscribers (n=) - >200 - 0.3 (1) - 41-50 - 1.3 (5) - 31-40 - 1.6 (6) - 21-30 - 2.4 (9) - 11-20 - 5.5 (21) - 5-10 - 8.5 (32) - 2-4 - 20.6 (78) - 1 only - 13.5 (51) - None - 46.5 (175)
Macdonald Travel medicine Multi-disciplinary International Professional organisation [12]	Email traffic 1710 messages over 8 months Primary – 26% (n=389) Response – 74% (n=1120) Mode – 1 (Range 1-51)	Message types - Administration – 12% (n=204) - Educational – 88% (n=1506) Topics - 27 - Vaccine preventable diseases – 37% - Vector-borne diseases – 22% - General – 16% - Pre-travel – 12% - Miscellaneous - 13%	369 users (41% of List members) - Doctors - 68% (n=252) – 68% posts - Nurses – 22% (n=80) – 27% posts - Location: US & Canada – 65%; Europe – 18%; Oceania – 6%; Asia – 5%; Africa – 2% Users - 20 most frequent users – 43% total posts - 10 most frequent users – 30% total posts
Morken Occupational health (OH) Multidisciplinary Norway Professional organisation [13]	Email traffic - 1997-2006 -5269 emails – - Messages per year:1997-417; 2000-746; 2006 -315	- Chemical hazards – 19% (n=1001) - Organisation of OH services – 17% (n= 890) - Methods in health, safety and environment – 10% (n=554) - Ergonomics – 8% (n=436) - Noise and radiation – 5% (n=5) August-October 2006 activity - 46 subjects: 28 posed as questions; 13 as pure information; 5 irrelevant - Of questions: 64% (n=18) were answered satisfactorily; 32% (n=9) partially answered; 18% (n=5) were not answered	Messages per list member: 1997-2.1; 2004-0.6 - Contributors (n=132): occupational hygienists (27%); doctors (14%); physiotherapists (13%); nurses (13%) - Mean messages per contributor: 2.4 (range 1-20) - 2% (11/467 list members) contributed 26% (n=83) messages
Long Paediatric occupational therapists Australia Healthcare organisation [14]	Email traffic – 12 months - 2104 posts [843 initial posts) - Mean reciprocity – 2.5 (SD 2.8)	- Practice and organisational – 26.69% (n=225) - Performance component– 21.12% (n=178) - Performance area – 17.91% (n=15) - Health conditions – 6.76%(n=57)	430 of possible 600 posted - Low level (< 4) – n=239 contributed 20.48% of total posts - Medium level (4-20) – n=179 contributed 62.32% of total posts - High level (19-59) – n=12 contributed 17.2% of total posts
Cook-Craig	- Jan 07 - 10 discussion forums with 1750 hits	Not evaluated	Jan 07 - 200 users/1000 members

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social workers Israel Public Health organisation [15]	<ul style="list-style-type: none"> - Jan 08 – across 16 discussion forums with 6800 hits - May 08 – across 18 discussion forums with 7000 		<ul style="list-style-type: none"> - 8.75 hits/user Jan 08 - 1200 users/3000 members - 5.66 hits/user May 08 – 1500 users/4200 members - 4.66 hits/user
Franko Twitter Orthopedic [16]	-	<ul style="list-style-type: none"> - Last 10 tweets - 64 - News - 71.8% - Personal - 56.2% - Professional - 37.5 - Opinions - 12.5% - Product/promotion - 6.3 - Other - 9.4 	<ul style="list-style-type: none"> - 1 tweet % n=69 - Within 1 week - 34.7% - Within 1 month - 46.3 <p>Within last year - 71%</p>
Foong India Plastic surgeons Discussion forum [17]	2217 emails in a calendar year 330 discussion threads (average 6.7 emails per)	<p>Categories - 4</p> <ol style="list-style-type: none"> 1. Advice on treatment – 40% 2. Education (meetings; courses; fellowships) – 25% 3. Case reports – 25% 4. Introduction of new members – 4% <p>Topics</p> <ol style="list-style-type: none"> 1. Training & courses – 26.7% 2. Cleft – 15.4% 3. Aesthetics – 13.1% 4. Trauma – 12.5% 5. Head & Neck – 8.4% 6. Cutaneous – 6.4% 7. Perineal/genital – 6.1% 8. Scar – 4.7% 9. Other – 6.7% 	Not evaluated
Abrahamson International discussion forum for nurses Themed forums [18]	294 discussion threads – over one month -	<p>25 categories</p> <ol style="list-style-type: none"> 1. Technical or Clinical – 17% 2. Non-clinical – 83% - 24 categories <ol style="list-style-type: none"> a. Career advice – 26% (75) b. Education advice – 8% (24) c. Perception of unjust treatment by management – 7% (21) d. Shift work – 5% (14) e. Handling job related emotions – 4% (13) f. Sharing stories – 4% (13) g. Nursing management – 4%(12)other 	Not evaluated

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Dieleman United kingdom Forensic occupational therapist [19]	2494 posts over 8 years (monthly median 303 IQR 227-424)	Themes: 1. Seeking & giving advice - 40.5% (n=1010) 2. Requesting and sharing material resources - 19.4% (n=485) 3. Networking - 27.3% (n=680) 4. Defining the OT role – 8% (n=199) 5. Student posts - 5.2% (n=129)	Post origin Location <ul style="list-style-type: none"> ▪ UK – 60% (n = 1485) ▪ Unknown – 32% (n=810) ▪ 20 other countries – 8% (n=199)
[20] Paediatric pain forum Multidisciplinary	568 posts over 115 threads Average thread length 4.94 (range 1-25) <ul style="list-style-type: none"> • 		46 unique members 31 posters Posters <ul style="list-style-type: none"> • 12 ≥ 10 posts • Nurses - 77% posts Reading <ul style="list-style-type: none"> • 26 < 25 reads • 8 – 25-44 reads • 12 – 45-94 reads • Nurses - 67%
Whitaker Pharmacy Listserv United Kingdom [21]	One month 386 covering 429 topics	Topics 1. Patient problems/clinical problems 20% (n=87) 2. Pharmacy politics 18% (n=77) 3. Non-pharmacy chat 14% (n=60) 4. Legal issues 9% (n=37) 5. Drug Tariff 7% (n=30) 6. Government policy 5% (n=21) 7. Business/finance 5% (n=22) 8. Risk management 4% (n=17) 9. Supportive 3% (n=14) 10. Non-pharmacy It 2% (n=7) 11. Pharmacy IT 1% (n=4) 12. Other 12% (n=53)	
Desai 2012 North America Multi-disciplinary nephrology Twitter [22]	993 tweets Informative 29% Uninformative 38%	Sentiment score Mean 0.094 (SD 0.476; range -1.70-2.67)	993 tweets by 172 (1.4% of participants)
Hajar 2014		Exclusively social 57% (n=115)	Daily tweets mean (SD) – 3 ± 7

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Twitter USA[23]		Predominantly social 33% (n=68) Predominantly professional 9% (n=18) Exclusively professional 1% (n=3)	Reach mean (SD) – 399 ± 1163
Kim 2014 Korea Facebook Emergency physicians [24]	Cat 1 – Asking for clinical advice on a difficult case to aid decision making – 26.7% (74/277) – 667 comments; median 6(IQR 3-10); difficult ECGs 54% and acute coronary syndrome 32.4%) Cat 2 posts discussing interesting cases 50.5% (140/277) Cat 3 Educational (informative knowledge, sharing references or informative websites - 15.9 % (44/277) Cat 4 - announcements - 6.9% (19/277)		277 index posts Posts per member not quantified Identified 14 major respondents however did not quantify
Moorley 2014 Twitter Nurses [25]			Tweet chats Dignity – 75 participants The new vision for nursing – the vision and 6Cs – 89 participants (1700 website pages visits) The new vision for nursing – obstacles and solutions – 72 participants (1610 website pages visits) Inpatient use of social media – 140 participants (2930 website pages visits) Defining sage staff levels – 95 participants (1403 website pages visits) The Francis report – 93 participants (1322website pages visits)
Ferguson 2014 Australia and New Zealand Twitter Cardiac professionals [26]			Origin of tweets Australia - 68.9% (514/779) USA – 28.4% (212/779) UK – 1.6% (12/779) 5 other countries – (8/779) Top ten tweets (range) – 14-83 Top ten username mentioned – (range) 30-151 Top ten impressions (range) – 9034 - 979 100
Mishori 2014 USA 4 medical professional			High dissemination potential (AMA 122 066 397; AAP 14 496 559; ACP 11 228 160; AAFP – 6 959 092)

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societies One general (AMA), three specialty (AAFP, AAP and ACP)			Low actual dissemination
Anderson 2014 Australia Public health Twitter [27]	748 tweets 13 broad themes 1. Statement from keynote & plenary session - 37.3% (282) 2. Concurrent sessions – 14.2% (107) 3. What is happening next and looking forward to – 12.2% (92) 4. Personal comments, likes and dislikes – 8.2% (62) 5. Pre-conference workshop (aboriginal and Torres strait islander – 6.7% (51) 6. AHPA and Croakey - 6.6% (50) 7. Workshops - 4% (30) 8. General appreciative remarks – 3.6% (27) 9. Health information not from conference – 2.5% (19) 10. Statistical facts - 2.2 (17) 11. Conference oration - 1.3% (10) 12. Not categorized – 0.7 (5) 13. Posters – 0.5 (4)		12.8% of attendees (96 tweeters/466? = 20%) Range 1-129 75% < 6 9% >20 (129, 82, 50, 36)
Mishori 2014 USA Physicians Twitter[28]	1818 by 181 user accounts Tweet types • Original – 61% (1103) • Modified – 9% (159) • Re-Tweet – 31% (556) Original tweet content • Session related 69.7% • Social – 14.2% • Logistics – 6.9% • Other – 7.6% Advertisement - 1.6%		13% of attendees (181 /1370) Top tweeter – 15.4% of all tweets Top 10 – 56% of data – Range – 61-280
Hawkins 2014 International Radiology professionals Twitter [29]	Tweets – 2011 4061; 2012 5630 Characteristics • Meeting related with links – 2011 50% (n=1630); 2012 55% (n=2443) • Original tweets – 2011 62% (n=2015) ; 2012		N tweeting – 2011_755; 2012-1116 Tweets per participant: mean 4.9 both years • 2011 range 1-156; SD 12.4; • 2012 range 1-235; SD 15.1 • > 5 tweets 2011-135; 2012-179

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	63% (n=2816)		<ul style="list-style-type: none"> • Top 100 2011 mean 22(range 6-156); 2012 mean 29 (range 8-235) ; + 31.8% User origin <ul style="list-style-type: none"> • 2011: USA 67%; Europe 17%; Asia 5%; South America 3%; Australia 0.6%; Africa 0.4% • 2012: USA 65%; Europe 18%; Asia 5%; South America 2%; Australia 2%; Africa 0.4%
Matta 2014 North America Physicians Twitter[30]	Tweets #uro12 n=756; (Retweets 17.8% , Informative 21.8% , uninformative 60.4%) #aua13 – 3956 (Retweets 24.9%, Informative 29.4%, uninformative 45.3%) #cua2012 – 635 (Retweets 19%, Informative 44.8% , uninformative 36.2%) #cua2013 – 5402 (Retweets 27.2%, Informative 38.6% , uninformative 34.2%)		N tweeting <ul style="list-style-type: none"> • 2012-134 • 2013-540
Canvasser 2015 North America Physicians Twitter [31]	335 tweets (217 primary; 118 retweets) Informative 56.7% (n=190; 39.5%) Uninformative 44.3%	Tweet sentiment – mean 0.13 (range -0.90-1.80); 57% neutral	N tweeting – 68 (42 at meeting); 4.9 per (range 1-55) Tweets for top ten tweeters <ul style="list-style-type: none"> • Range 2-55 • Responsible for 64% tweets (87% primary; 35% retweets) Tweeting conference faculty 3.3% (10/302) Tweet reach 38 141
Context: healthcare professional type; country; initiating organisation;	Φ Knowledge work- posts with critical reflection Ψ Information work – posts without critical reflection	Personal opinion – individual opinion (I believe ...) Person suggestion – personal solution for problem or issue (whenever I teach a topic I...) Institutional practice – knowledge related to an institution (our hospital ..) Book knowledge individual’s awareness of knowledge about mere facts such as statutes, policies, and standards.	AMA – American medical association ACP – American college of physicians AAP – American Academy of Pediatrics AAFP – American Academy of Family Practice

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