

Multimedia Appendix 2. Engagement characteristics of the Facebook groups.

Group number ^a	Sample size	Percentage of posts viewed by participants, mean	Number of likes per post, mean (SD)	Number of comments per post, mean (SD)	Number of likes per participant, mean (SD)	Number of comments per participant, mean (SD)	Participants who liked $\geq 25\%$ of posts, %	Participants who commented on $\geq 25\%$ of posts, %	Number of moderator comments per post, mean (SD)
1	8	79	0.4 (0.6)	0.4 (0.9)	1.6 (3.2)	1.4 (1.2)	13	0	0.0 (0.0)
2	11	74	1.6 (2.4)	1.2 (1.9)	7.5 (9.3)	5.9 (6.5)	18	9	0.9 (1.1)
3	10	66	1.1 (1.7)	1.1 (1.6)	5.9 (6.4)	6.3 (7.9)	10	30	1.4 (1.2)
4	24	83	5.6 (10.8)	5.2 (7.1)	12.6 (15.9)	11.7 (13.5)	29	29	1.9 (2.2)
5	35	80	10.6 (19.9)	8.2 (6.9)	16.6 (20.9)	12.9 (11.7)	29	40	2.9 (3.5)

^aThe number of days and posts for each group were as follows: group 1: 15 days, 31 posts; group 2: 28 days, 53 posts; group 3: 29 days, 56 posts; group 4: 28 days, 54 posts; and group 5: 28 days, 55 posts.