

**Multimedia Appendix 1.** Tweet filter keywords.

Vaping  
Vape  
Vaper  
Vapers  
Vapin  
Vaped  
Evape  
Vaporing  
e-cig\*<sup>a</sup>  
ecig\*<sup>a</sup>  
e-pen  
epen  
e-juice  
ejuice  
e-liquid  
eliquid  
cloud chasing  
cloudchasing  
deeming AND regulation  
deeming AND FDA  
deemed AND FDA  
Deem\*<sup>a</sup> and FDA

<sup>a</sup>Word stem used to identify any word beginning with these characters.