

**Multimedia Appendix 1:** List of search terms reviewed for inclusion in the study

| Search category                             | Colorectal cancer   | HIV and AIDS   | Stroke   | Substance abuse   |
|---|---|--|--|---|
| <b>Health related search terms</b>          | Colorectal cancer + colorectal diagnosis + colorectal screening + colorectal cancer screening + colon cancer + colon cancer symptoms  | HIV + AIDS + Human immunodeficiency virus + acquired immunodeficiency virus + HIV symptoms + HIV diagnosis + AIDS symptoms + AIDS diagnosis + HIV contraction                      | Stroke + Stroke symptoms + FAST + stroke onset   | Marijuana use + drug use + marijuana side effects + marijuana effects   |
| <b>Google Trends suggested search terms</b> | Colon cancer; Symptoms colorectal cancer; Colorectal cancer screening; Colorectal cancer Canada; Association cancer colorectal; Colorectal cancer treatment; Symptoms cancer colorectal; Rectal cancer; Bowel cancer; Colon cancer symptoms | Hiv aids; Hiv/aids Canada; Hiv/aids in Canada; Hiv/aids in Africa; What is hiv/aids; Hiv/aids symptoms; Hiv/aids treatment; Hiv and aids; Hiv/aids statistics; Hiv/aids prevention | Heart stroke; Heart; Heart and stroke; Heart stroke lottery; Heart stroke calendar; Heart stroke foundation; The stroke; 2 stroke; stroke symptoms; 4 stroke | Canada cannabis; Marijuana; Cannabis culture; Medical cannabis; Cannabis oil; Cannabis seeds; Cannabis in Canada; Cannabis plant, Cannabis; Le cannabis |
| <b>Campaign search terms</b>                | Colon cancer check + CCC  | BC persons with AIDS society + end HIV stigma  | Heart and Stroke foundation + FAST commercial + make health last   | Drugs Not 4 Me + drugsnot4me + drugs not for me   |