Appendix 1. Recruitment Platform Yield and User Characteristics

	CDN Facebook	CDN Twitter	CDN Newsletter	TuDiabetes Facebook	TuDiabetes Twitter	TuDiabetes Newsletter	TuDiabetes Website	TuDiabetes Instagram	Total
New Users – number of first-time users of the landing page site									
Day 1	315	7	2	0	4	5	2	2	337
Day 2	456	7	2	1	5	11	3	2	487
Day 7	509	9	2	1	7	11	16	3	558
Day 14	543	9	2	2	7	11	18	4	596
Sessions – number of unique periods of time in which a user is actively engaged with the landing page									
Day 1	332	8	2	0	4	7	2	2	357
Day 2	493	8	2	1	5	14	3	2	528
Day 7	572	10	2	1	7	16	16	3	627
Day 14	624	10	2	2	7	16	18	4	683
Page Views – number of times the landing page was viewed (repeated views are counted)									
Day 1	356	8	2	0	4	11	2	3	386
Day 2	524	8	3	1	5	21	3	3	568
Day 7	614	10	3	3	7	23	16	4	680
Day 14	677	10	3	3	7	23	18	6	747
Unique Page Views – number of sessions during which the landing page was viewed									
Day 1	337	8	2	0	4	8	2	3	364
Day 2	499	8	3	1	5	16	3	3	538
Day 7	578	10	3	2	7	18	16	4	638
Day 14	631	10	3	3	7	18	18	5	695
Proportion of new users from the United States or Canada									
Day 1	98.4%	100.0%	100.0%	--	100.0%	100.0%	100.0%	100.0%	98.5%
Day 2	98.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.2%
Day 7	97.2%	100.0%	100.0%	100.0%	100.0%	100.0%	87.5%	66.7%	97.0%
Day 14	97.2%	100.0%	100.0%	50.0%	100.0%	100.0%	88.9%	75.0%	96.8%
Proportion of new users accessing site via a mobile device or tablet									
Day 1	71.1%	71.4%	100.0%	--	50.0%	60.0%	50.0%	100.0%	70.9%
Day 2	73.5%	71.4%	100.0%	0.0%	60.0%	54.5%	66.7%	100.0%	72.9%
Day 7	71.7%	66.7%	100.0%	0.0%	71.4%	54.5%	50.0%	100.0%	70.8%
Day 14	70.9%	66.7%	100.0%	0.0%	71.4%	54.5%	50.0%	100.0%	70.0%

	CDN Facebook	CDN Twitter	CDN Newsletter	TuDiabetes Facebook	TuDiabetes Twitter	TuDiabetes Newsletter	TuDiabetes Website	TuDiabetes Instagram	Total
Proportion of new users referred via social media									
Day 1	68.3%	57.1%	0.0%	--	100.0%	0.0%	0.0%	50.0%	66.5%
Day 2	71.9%	57.1%	0.0%	100.0%	100.0%	0.0%	0.0%	50.0%	69.6%
Day 7	68.4%	55.6%	0.0%	100.0%	85.7%	0.0%	0.0%	33.3%	64.7%
Day 14	65.9%	55.6%	0.0%	100.0%	85.7%	0.0%	0.0%	25.0%	62.4%
Number of outbound link clicks from landing page into the survey									
Day 1	100	2	0	0	2	0	1	0	105
Day 2	138	2	0	0	4	1	2	0	147
Day 7	172	2	0	0	5	1	8	0	188
Day 14	191	2	0	0	5	1	8	1	214

Data are from Google Analytics tracking of study web pages.

Days pertain to the number of days after the recruitment post was live and is cumulative (e.g., day 7 includes days 1 through 7).

CDN – College Diabetes Network.

Appendix 2. Sample Representativeness

	Google Analytics [a]	Valid Cases [b]	CDN Sample [c]	p-value vs GA [d]	p-value vs CDN [e]
Total N	596	138	317		
Sociodemographics					
Age (years)					<0.0001
Mean (SD)		20.49 (1.53)	22.48 (2.33)		
Age Categories				<0.0001	
17-24 years	44.8%	100.0%			
25-34 years	13.3%	0.0%			
35-44 years	19.9%	0.0%			
45-54 years	22.1%	0.0%			
Sex				0.1292	
Male	14.4%	19.6%			
Female	85.6%	80.4%			
Year in School					0.0146
Freshman		13.8%	25.2%		
Sophomore		30.4%	25.6%		
Junior		30.4%	26.8%		
Senior		15.2%	24.6%		
5th year or grad student		10.1%	14.5%		
Region of College				0.1795	0.1135
US, Northeast	94.3%	27.5%	33.1%		
US, Midwest		25.4%	32.8%		
US, South		37.0%	35.3%		
US, West		7.2%	14.2%		
Outside US	5.7%	2.9%	1.6%		
Recruitment Source					
Sampling Frame [f]					
CDN	93.0%	63.0%		<0.0001	
TuDiabetes	7.0%	9.4%		0.3400	
Other source		30.4%			
Platform [f]					
CDN Facebook	91.1%	35.5%		<0.0001	
CDN Twitter	1.5%	2.9%		0.2651	
TuDiabetes Facebook	0.3%	5.8%		<0.0001	
TuDiabetes Twitter	1.2%	0.0%		0.2008	
TuDiabetes Instagram	0.7%	0.0%		0.3345	
CDN Newsletter	0.3%	26.8%		<0.0001	
TuDiabetes Newsletter	1.8%	0.7%		0.3494	
TuDiabetes Website	3.0%	2.2%		0.5910	

[a] Total N for Google Analytics is among all new users at day 14 from whom data was available
[b] Total N for Valid Cases is among the final sample of cases included in the dataset
[c] Total N for CDN Sample is among 317 respondents to a survey conducted by the College Diabetes Network in 2017 (see Saylor et al. 2018)
[d] 'p-value vs GA' refers to the comparison of valid cases against user statistics derived from Google Analytics.

[e] 'p-value vs CDN' refers to the comparison of valid cases against CDN network member statistics.
[f] Sampling frame