

Multimedia Appendix 1. Keywords and hashtags used for the Twitter search to assess Twitter conversations about lupus and reproductive health.

Topic	Keywords	Hashtags
Lupus	Lupus	<p>#lupus #lupuschat #lupusstyle #WorldLupusDay #TalkToMeAboutLupus #LupusFeelsLike #LupusTaughtMe #SLE</p> <p>Exclude: <u>Spanish and other languages:</u> #JornadaLupus, #LupusTGN <u>Non-active:</u> #LupusPFDD, #NIAMSLupusChat</p> <p>#lupuschat #lupusstyle #lupusawareness #WorldLupusDay #TalkToMeAboutLupus #LupusFeelsLike #LupusTaughtMe #LupusAwareness #lupusadvocacy #lupusadvocate #strongerthanlupus #lupussurvivors #lupuswarrior #sle #LupusResearchMatters #AdvocateForLupus #LupusAwarenessNYS</p> <p>Exclude: <u>Spanish and other languages:</u> #JornadaLupus, #LupusTGN <u>Non-active:</u> #LupusPFDD, #NIAMSLupusChat</p>