

Supplemental Table 1. Post outcomes by influencer.

	Brand hashtag recognition (N/% correct)	Second hashtag recognition (N/% correct)	Post engagement intentions (M/SD)	Influencer credibility (M/SD)	Ad recognition (M/SD)	Ad trust (M/SD)
Aris	324 (80.4%)	239 (59.3%)	2.51 (1.15)	3.34 (.95)	3.67 (1.18)	2.82 (.97)
Aimee	264 (80.7%)	184 (56.3%)	2.64 (1.15)	3.41 (.93)	3.76 (1.11)	2.94 (1.01)
Azure	295 (89.9%)	123 (54.2%)	2.61 (1.17)	3.42 (.92)	3.75 (1.11)	2.82 (1.04)
Blues	259 (80.4%)	184 (57.1%)	2.47 (1.15)	3.30 (.94)	3.63 (1.23)	2.82 (.98)
Leo	261 (82.1%)	188 (59.1%)	2.60 (1.18)	3.42 (.93)	3.48 (1.23)	2.86 (1.00)
Luca	243 (77.4%)	180 (57.3%)	2.40 (1.12)	3.24 (.94)	3.53 (1.21)	2.85 (.94)
Mayne	275 (82.6%)	195 (58.6%)	2.52 (1.17)	3.30 (.96)	3.95 (1.05)	2.86 (.99)
Samira	273 (81.5%)	177 (52.8%)	2.53 (1.17)	3.42 (.93)	3.86 (1.11)	2.97 (.96)
Sarah	272 (84.5%)	203 (63.0%)	2.66 (1.15)	3.44 (.90)	3.58 (1.24)	2.85 (1.01)
Seeing	270 (84.6%)	171 (53.6%)	2.53 (1.20)	3.33 (.95)	3.76 (1.15)	2.89 (.99)
Sergio	274 (84.0%)	176 (54.0%)	2.49 (1.16)	3.25 (.96)	3.53 (1.18)	2.78 (.97)

Note: Due to a programming error, the correct disclosure hashtag was not provided as a response option for participants who saw the Azure ambiguous disclosure post. N/% correct is reported only for the Azure no disclosure post.