

Multimedia Appendix 1

Figure S1: Example of a campaign poster used to encourage personal story submissions.



Figure S2, Figure S3: Examples of 24-hour story to encourage follower engagement and story submission.



Figure S4: Example of a personal story shared. This story was shared with no caption.



Figure S5, Figure S6, Figure S7: Example of a featured submission story. Name has been redacted and permission was granted for sharing of personal photos.

This was captioned, “Have you been gardening during COVID-19? Saskatchewan resident, (*name of person*), has started a vegetable garden and is enjoying her time outdoors to absorb her daily dose of vitamin D. Check out her story below.

Have you been growing your own food during COVID-19? Tell us about it! Send us your story to eatwell@usask.ca or tag us [@eatwellsaskatchewan](https://www.instagram.com/eatwellsaskatchewan) and use [#eatwellcovid19](https://twitter.com/eatwellcovid19).”

