

Multimedia Appendix 2

Interview Questions

- 1) How long have you been following Eat Well Saskatchewan's social media pages? Which pages do you follow?
- 2) How often do you view content on these pages? What is it that interests you most? Why?
- 3) What are your reasons for following the Eat Well Saskatchewan social media pages?
- 4) What are your thoughts on the stories and educational content related to COVID-19 posted on the Eat Well Saskatchewan social media pages? (Follow-up question: What did you find most useful? Videos, website links, recipes, images, stories?)
- 5) Can you tell us something that you learned during this campaign?
- 6) What was your favourite #eatwellcovid19 story submission or post?
- 7) Did you send in a COVID-19 story to the campaign? Why or why not?
- 8) Have you made any changes as a result of this campaign that you believe helped you and your family cope with COVID-19? If yes, are you willing to share?
- 9) Should a similar campaign be run in the future on a related topic, would you participate? Why or why not?
- 10) Is there anything else that you would like to add?

What is your age category? 18-30 years, 31-50 years, 51-70 years, 71+ years

What is your gender? Male, Female, Other, Prefer not to say

Where do you live in Saskatchewan? Urban, Rural, Northern/remote community (please explain)

Are you new to Canada within the last 5 years?

Thank you for participating in this interview. Before we end the interview, is there anything else you would like to share?