

## Supplementary Appendix 1. Websites from which posts were identified

facebook.com	babycentre.co.uk	yuku.com
hystersisters.com	alzconnected.org	podiatry-arena.com
patient.co.uk	earthclinic.com	breastcancercare.org.uk
healthunlocked.com	alzheimers.org.uk	marksdailyapple.com
incontinentsupport.org	abchomeopathy.com	talkhealthpartnership.com
forums.thebump.com	msworld.org	community.macmillan.org.uk
cancerforums.net	tnation.t-nation.com	curezone.com
reddit.com	agingcare.com	healthcarejourney.com
pegym.com	susans.org	wdxcyber.com
mumsnet.com	ukfibromyalgia.com	factmed.com
sparkpeople.com	tumblr.com	lowcarbfriends.com
med1.de	suboxforum.com	thinnertimesforum.com
addforums.com	community.myfitnesspal.com	proboards.com
bariatricpal.com	community.mssociety.org.uk	rebellion.nerdfitness.com
carecity.de	amsel.de	
drmcDougall.com	bikeforums.net	
healthcaremagic.com	apparelyzed.com	
dailydiapers.com	madeformums.com	
drhomeo.com	forums.psychcentral.com	
menopausematters.co.uk	medhelp.org	
netmums.com	nomorepanic.co.uk	
thisisms.com	myhandicap.ch	
dailystrength.org	carersuk.org	
babycenter.com.au	diabetes.co.uk	
whattoexpect.com	community.diabetes.org	
cancer.org	allnurses.com	
obesityhelp.com	corporette.com	
healingwell.com	saafe.info	
pregnancyforum.org.uk	sherdog.net	
conservativeunderground.com	welltrainedmind.com	
ic-network.com	Wholewomen.com	
healthbeautymessageboard.com	medicalnewstoday.com	
babycenter.com	drugs.com	
bonesmart.org	gransnet.com	
answers.yahoo.com	community.hadit.com	
peoplespharmacy.com	forums.phoenixrising.me	
breastcancer.org	empowher.com	
ehealthforum.com	rollercoaster.ie	
wholewoman.com	patientopinion.org.uk	
la-sclerose-en-plaques.com	scharrheds.blogspot.com	
startingstrength.com	soberrecovery.com	
kitchenstewardship.com	aapc.com	