

Supplementary Table 1: MHN Fan age and gender profile as of 5 February, 2018, according to Facebook Insights data

	Proportion of all fans
<b>Gender</b>	
Male	16%
Female	83%
<b>Age</b>	
18 to 24	19%
25 to 34	33%
35 to 54	37%
55+	9%

Supplementary Table 2: Adjusted differences in mean engagement with MHN and with non-MHN health pages

		MHN		Non-MHN health pages	
		Adjusted difference in mean engagement (95% CI)	P value	Adjusted difference in mean engagement (95% CI)	P value
<b>Gender</b>					
	Male	Ref		Ref	
	Female	-0.34 (-0.54, -0.13)	0.001	-0.17 (-0.36, 0.02)	0.075
<b>Age (per 1 year increase)</b>		0.01 (0.00, 0.01)	0.050	0.01 (0.01, 0.02)	<0.001
<b>Socio-economic status</b>					
	Least disadvantaged	Ref		Ref	
	Most disadvantaged	0.13 (-0.03, 0.30)	0.110	0.11 (-0.03, 0.25)	0.126
<b>Location</b>					
	Urban	Ref		Ref	
	Regional/rural	0.11 (-0.04, 0.26)	0.137	0.00 (-0.13, 0.14)	0.983
<b>Family with children</b>					
	No	Ref		Ref	
	Yes	0.04 (-0.10, 0.18)	0.587	0.11 (-0.02, 0.23)	0.093
<b>Time on Facebook per day (per hour increase)</b>		0.05 (0.01, 0.10)	0.023	0.06 (0.03, 0.10)	<0.001
<b>Weight status</b>					
	Healthy weight	Ref		Ref	
	Overweight	-0.01 (-0.16, 0.13)	0.841	0.06 (-0.07, 0.18)	0.366