

**Supplementary Table 1. Meta Paid Advertising and Branded Content Policies Relating Tobacco and Nicotine Products**

Meta Advertising Standards Policy (as of July 19, 2023)	<p>“Ads must not promote the sale or use of tobacco or nicotine products and related paraphernalia unless they are cessation products. Ads must not promote delivery devices such as electronic cigarettes, vaporizers, or any other products that simulate smoking, or are otherwise designed for use with tobacco or nicotine products.</p> <p>Ads can’t:</p> <ul style="list-style-type: none"> <li>• Promote the sale or use of tobacco or tobacco-related products, including: <ul style="list-style-type: none"> <li>-Cigarettes and cigars, smokeless tobacco, and pipe tobacco</li> <li>-E-cigarettes, vaporizers and heating devices for tobacco and nicotine, including vape pens and vape oils/cartridges</li> <li>-Nicotine pouches</li> <li>-Tobacco pipes, rolling papers, hookahs and filters</li> <li>-Hookah lounges and cigar bars</li> </ul> </li> <li>• Promote the sale or use of products that simulate smoking, such as vapes, including products that don’t contain tobacco or nicotine</li> <li>• Portray consumption of tobacco or related products where the primary focus of the ad is tobacco usage</li> <li>• Promote tobacco brands</li> </ul> <p><a href="https://transparency.fb.com/policies/ad-standards/dangerous-content/tobacco">https://transparency.fb.com/policies/ad-standards/dangerous-content/tobacco</a></p>
Meta Branded Content Policy (as of July 19, 2023)	<p>“Certain goods, services, or brands may not be promoted with branded content. We prohibit promotion of the following... Tobacco products, vaporizers, electronic cigarettes, or any other products that simulate smoking.”</p> <p><a href="https://help.instagram.com/1695974997209192">https://help.instagram.com/1695974997209192</a></p>

**Supplementary Table 2. CrowdTangle Search Performed on April 10, 2023**

CrowdTangle search parameters*	Branded content only; English language; Date range: 2022-07-31 23:59:59 CDT - 2023-03-31 23:59:00 CDT
CrowdTangle search terms	Vape OR Vapes OR Vaping OR Vapor OR ecig OR ecigs OR e-cig OR e-cigs OR ecigarette OR ecigarettes OR e-cigarette OR e-cigarettes OR eliquid OR eliquids OR e-liquid OR e-liquids OR ejuice OR ejuices OR e-juice OR e-juices OR hookah OR hookahs OR shisha OR shishas OR cigar OR cigars OR cigarillo OR cigarillos OR cigarette OR cigarettes OR cig OR cigs OR smoking OR smokefree OR smoke-free OR tobacco OR tobaccofree OR Nicotine OR nicotinefree OR snus

\* Due to a change in Instagram policy, all videos under 15 minutes were classified as reels and not supported in CrowdTangle. All Instagram video posts shorter than 15 minutes and created after July 31st, 2022 were thus unavailable in search results. Source: <https://apps.crowdtangle.com>.

**Supplementary Table 3. Content Analysis Codes**

Code Category	Subcodes/Definitions
Inclusion criteria	Any mention or depiction of tobacco/nicotine product(s) in the context of promotion of either product use or sales or of cessation (mutually exclusive). Posts without either were excluded from further analysis.
User type and sponsor type	Primary user type for the account that posted and the listed sponsor of the post (mutually exclusive): individual person with a tobacco/nicotine product focused account (at least two of the ten most recent posts included tobacco/nicotine products), individual who does not regularly post about tobacco/nicotine products, club/bar/lounge/restaurant where tobacco/nicotine products are used, tobacco/nicotine product retailer that sells products to consumers (assessed via examination of post caption, user information, and linked website), tobacco/nicotine product manufacturer, distributor, or brand that does not directly sell to consumers, non-governmental organization, governmental agency, pharmacy, other tobacco/nicotine product industry, other non-tobacco/nicotine product industry.
Country of origin for user and sponsor	Country of origin for the account that posted and the listed sponsor (based on location tags, post and profile information, and linked URLs).
Event and location promotion	Event promotion, location promotion, or no event or location promotion (mutually exclusive): Singular or reoccurring tobacco/nicotine events where product use is featured or permitted (e.g., “Hookahs and Honeys Saturdays”), non-event specific use locations (e.g., general promotion for a cigar bar), or posts that do not emphasize events or locations.
Product type(s) promoted	Product type(s) mentioned or depicted (not mutually exclusive): cigarettes, cigars/cigarillos/small cigars, smokeless tobacco, other non-combustible tobacco/nicotine product(s) (e.g., tobacco-free nicotine pouches such as Velo), electronic nicotine delivery systems (ENDS), ENDS accessories (e.g., cases for mods), heated tobacco, hookah, other tobacco and nicotine product(s) (e.g., humidors, rolling papers), unspecified/unclear tobacco and nicotine products (including broad mentions of “smoking” not tied to a specific product), and nicotine-replacement therapy.

Supplementary Figure 1. Sponsored Instagram Post from August 2022 promoting a hookah use focused event.



Supplementary Figure 2. Sponsored Instagram Post from March 2023 Promoting the Brand Velo.

