

Table S1. Message Examples.

Message Identifier	Message
H1: Harms 1	 <p>Many people think smoking hookah is safer than cigarettes.</p> <p>Truth is, hookah tobacco has the same health effects - breathing problems, cancer, lung and heart disease.</p> <p>#UnfollowHookah</p>
H2: Harms 2	 <p>The nicotine buzz comes with more than you bargained for.</p> <p>"Hookah sickness" can be carbon monoxide poisoning.</p> <p>#UnfollowHookah</p>
HS1: Harms/Social 1	 <p>Socializing at hookah bars isn't all fun and games.</p> <p>Smoking hookah with friends exposes you to even more poisonous chemicals than cigarette smoking.</p> <p>#UnfollowHookah</p>

HS2:
Harms/Social 2

Consider skipping your turn.

Sharing a hookah hose
increases your risk of
infections like herpes.

#UnfollowHookah

HF1:
Harms/Flavors 1

**So many hookah flavors.
So many chemicals.**

When you smoke flavored
hookah tobacco you inhale
the same unhealthy chemicals
that are in cigarettes.

#UnfollowHookah

HF2:
Harms/Flavors 2

**Don't let flavored hookah
tobacco smooth talk you.**

Flavored hookah tobacco
masks the nasty chemicals
and is manufactured the
same way as cigarettes.

#UnfollowHookah

A1:
Addiction 1

No one is invincible.

Even smoking hookah just
once or twice a month can
lead to nicotine addiction.

#UnfollowHookah

A2:
Addiction 2

AS1:
Addiction/Social 1

AS2:
Addiction/Social 2

AF1:
Addiction/Flavors 1



AF2:
Addiction/Flavors 2

An advertisement for hookahs. It features a dark blue background with a hookah and its hose. The text is in yellow and white. The top line of text is in yellow, and the bottom line is in white. The hashtag is in yellow.

Hookah comes in flavors to keep you coming back for more.

The "good" taste of flavored hookah tobacco makes people more likely to smoke again and again.

#UnfollowHookah