

**Supplementary Table S2.** Data summary for the sampled restaurants.

Restaurant	Independent/ National brand	Number of subscribers	Total posts	Total reactions	Reactions/ post	Engagement rate	Main verbal move(s)	Emojis/ post
PR1	Brand	589	2	0	0	0.00%	AD	0
PR2	Brand	814	56	8 950	160	15.76%	DE	2.9
PR3	Independent	8 889	66	11 383	172	1.89%	AE	1.2
PR4	Independent	3 531	24	1 175	49	1.36%	AE; DE	1.3
PR5	Brand	6 254	33	3 696	112	1.74%	AE	2.3
PR6	Independent	2 879	94	847	9	0.30%	A	0.3
PR7	Independent	3 375	12	438	37	1.04%	A	0.4
PR8	Independent	6 251	12	818	68	1.07%	A; AE	0.3
GM1	Brand	3 471	17	1 052	62	1.80%	A	8.8
GM2	Brand	709	69	3 462	50	6.19%	DE	2.8
GM3	Independent	5 812	9	853	95	1.52%	A; AE; D	1.3
GM4	Brand	1 059	52	8 317	160	14.93%	DE	2.7
GM5	Brand	2 436	90	36 083	401	15.80%	AE	2.7
GM6	Brand	520	45	996	22	4.18%	DE	2.0
GM7	Brand	1 598	47	1 184	25	1.58%	AE	3.3
GM8	Brand	371	11	97	9	1.96%	AE	3.5