Table S1 Assessment of health-related knowledge among survey respondents.

|  |  |  |
| --- | --- | --- |
| **Knowledge** | **N (%)** | |
| **Correct** | **Wrong** |
| Domestic health-related WeChat public accounts are typically categorized into traditional media, medical institutions, government departments, Internet institutions (such as DXY), and individual self-media. (Correct) | 389 (68.61) | 178 (31.39) |
| The main function of health-related WeChat public accounts is to disseminate health culture and science information, public health emergency information, news related to topics such as doctor-patient relations and new outbreaks such as the coronavirus, as well as information tailored to specific populations. (Correct) | 394 (69.49) | 173 (30.51) |
| The health-related WeChat public accounts have positive effects, such as rapid information dissemination, widespread acceptance, unrestricted access, and professional expertise. (Wrong) | 75 (13.23) | 492 (86.77) |
| The health-related WeChat public accounts may have drawbacks such as fragmentation, prejudice, and vulgarity. (Correct) | 249 (43.92) | 318 (56.08) |
| Obesity is not a risk factor for stroke. (Wrong) | 370 (65.26) | 197 (34.74) |
| Only the elderly can suffer from myocardial infarction. (Wrong) | 446 (78.66) | 121 (21.34) |
| You will feel symptoms if you are ill. (Wrong) | 315 (55.56) | 252 (44.44) |
| The results of the nucleic acid test are 100% accurate. (Wrong) | 376 (66.31) | 191 (33.69) |
| The term “three highs” refers to high blood pressure, high blood cholesterol, and high blood sugar. (Correct) | 431 (76.01) | 136 (23.99) |
| Regular physical examination can help detect diseases at an early stage, and timely treatment can lead to better outcomes. (Correct) | 426 (75.13) | 141 (24.87) |

Table S2 Practices of WeChat users towards health-related public accounts.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Always** | **Often** | **Sometimes** | **Rarely** | **Never** |
| **Frequency of reading health-related public account articles.** | 72 (12.70) | 214 (37.74) | 209 (36.96) | 52 (9.17) | 20 (3.53) |
| **Verification of health information authenticity** | 70 (12.35) | 146 (25.75) | 190 (33.51) | 122 (21.52) | 39 (6.88) |
|  | **Yes** | **No** | **Not sure** |  |  |
| **I am willing to apply health behavior released by health-related public accounts in daily life.** | 398 (70.19) | 107 (18.87) | 62 (10.93) |  |  |
| **I am willing to share the health information released by health-related public accounts.** | 375 (66.14) | 134 (23.63) | 58 (10.23) |  |  |
|  | **Government departmental public accounts** | **Traditional media public accounts** | **Medical institution public accounts** | **Certified internet institution public accounts** | **Personal public accounts** |
| **Types of health-related public accounts followed.** | 381 | 294 | 428 | 259 | 134 |
|  | **To kill time** | **To get knowledge** | **You or a family member have a history of illness and are looking for treatment options.** | **You have high stress levels and need to take care of yourself to prevent illness** | **Others** |
| **Reasons for following health-related public accounts.** | 156 | 448 | 306 | 250 | 88 |

**Always: more than 6 times in the last 2 months; Often: 4 to 6 times in the last 2 months; Sometimes: 2 to 4 times in the past 2 months; Occasionally: 1 to 2 times in the past 2 months; Never: 0 times in the past 2 months.**