**List of text search terms employed**

We employed the following terms in an NVIVO text search to identify the relevant sample of messages for analysis. We also visually inspected the messages to identify any text embedded in images.

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| --- | --- | --- |
| AbortionAbortionsAnglicanBaptistBathroomBisexualBlessBlessedBlessingBuddhismBuddhistCatholicChristChristianChristianityChristmasChurchConscienceEasterEducatorEthnicEuthanasiaEvangelicalFaceFaithFamilyFatherFree speechFreedom of speechGayGenocideGuru Angad DevHinduHinduismHoliHolyIdentityISISIslam | IslamicIsraelIsraeliJerusalem JewJewish JihadJihadiJihadismJudaismLesbianLGBTLutheranM-103Middle EastMosqueMothermotionMuslimPAFEPalestinePalestinianParentPassoverPentecostalPesachPrebornPre-bornPregnancyPresbyterianPro-lifePurimRadicalRadicalisationReligionReligionsReligiousSchool Semitic | SexShariaSikhSocial SynagogueTempleTerrorTerrorism TerroristTransgenderVaisakhiValues |