**Identification of studies via Web of Science**

**Efficacy of invasive species public awareness campaigns**

Records removed *before screening* by adding more specific search terms: 107, 982

[(invasive species or non-native species or exotic species or alien species or introduced species) AND (social marketing or awareness or educat\* or outreach or campaign\*) NOT (Language or Speech)]

# of records identified from databases after initial keyword combination: 112,364 results

**Identification**

Records excluded based on title (n = 4232)

# of publications retained after **additional search terms = 4382**

Records eliminated based on abstract (n = 60)

*Note:* Two were eliminated at this stage because the article could not be found in English and 1 was eliminated because the article could not be found.

# of publications retained after removing irrelevant ones based on **title: 150**

**Screening**

Records eliminated based on full text (n = 35)

*Note:* One article was eliminated because the full text could not be obtained

# of publications retained after removing irrelevant ones based on **abstract: 90**

Final # of publications retained that met criteria after screening: 24

**Included**

**Figure S1.** PRISMA diagram outlining the results from the data extraction performed on 14 November 2022