**Supplementary Material**

**Stimuli**

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| **Depersonalized Tweets** | **Personalized Tweets** |
| As a proud candidate for Congress, it’s an honor to have the American Federation of Teachers endorsement. #Edu4All | As a proud [mom/dad] and PTA member, I’m honored to have the American Federation of Teachers endorsement. #Edu4OurKids |
| This campaign’s Jobs Plan focuses on the middle class—this state’s backbone. Clark’s plan is copied from natl talking points. #BetterJobs | My Jobs Plan focuses on the middle class because I’m the middle class. Clark’s plan is copied from natl talking points. #BetterJobsforU |
| Be one of the first to watch our new campaign ad, and RT to pass it along! AdamsForCongress.com/WorkingTogether | Be one of the first to watch our new campaign ad, and RT to pass it along! AdamsForCongress.com/WorkingTogether |
| The price at the pump is too high. RT if you agree and support @AdamsForCongress’s Gas Price Relief Act. | Every fill up, I feel pain at the pump. It’s a staycation for us this year. RT if you agree and support my Gas Price Relief Act. |
| Quality health care is important for everyone, especially senior citizens. Support Medicare and take care of seniors. | My mom and dad made sure my siblings and I had quality health care. It’s time to take care of them. Support Medicare and our seniors. |
| @Lilly\_Sig Thanks for your support! | @Lilly\_Sig Thanks for your support! |
| Talking with voters at Greenville Pancake Breakfast. More than 10,000 flapjacks flipped so far! Everyone is enjoying the great food and fun. | My family is enjoying the great food at the Greenville Pancake Breakfast. My fav is blueberry; kids can’t get enough chocolate chip. |
| @BCarrey82 It’s critical to focus on issues that are important to women. And in this race, the right choice for #women is @AdamsForCongress. | @BCarrey82 My grandma was born before women could vote. I promised her I’d focus on issues important to women. #AdamsForCongress |
| Great crowd in Franklin yesterday at the Harvest Festival! | Great crowd in Franklin yesterday at the Harvest Festival! |
| “You can’t change the rules after someone has risked their life for America’s freedom,” @AdamsForCongress on keeping promises to veterans. | My father, a war vet, said, “You can’t change the rules after someone has risked their life for our freedom.” I’ll keep my promises to vets. |
| Politics is full of tough decisions. Americans need someone who can make the hard calls on Senate floor. Vote @AdamsForCongress. | Politics is full of tough decisions, but we all face hard calls everyday, from family to $. I know the struggle because I live it #VoteAdams |
| Most farms are family owned. Farming is a labor of love. Support is needed for this vital part of America. | Most farms are family owned—like my grandpa’s. I saw firsthand that farming is labor of love. Support this vital part of America. |
| RT @PoliNewsNow Tonight’s candidate forum starts at 7pm. We will be live tweeting the event right here! | RT @PoliNewsNow Tonight’s candidate forum starts at 7pm. We will be live tweeting the event right here! |
| Stretched middle class pocket books can’t handle more taxes. Vote @AdamsForCongress for honest fiscal leadership. | My family feels pain of stretched pocket books just like you. We can’t afford more taxes. Vote for me for honest fiscal leadership. |