

Supplementary material for the following publication:

Lindholm, J., Carlson, T., Albrecht, F., & Hermansson, H. (2023). Communicating Covid-19 on social media: Analysing the use of Twitter and Instagram by Nordic health authorities and prime ministers. In Johansson, B., Ihlen, Ø., Lindholm, J., & Blach-Ørsten, M. (Eds.), *Communicating a pandemic: Crisis management and Covid-19 in the Nordic countries* (pp. 149–172). <https://doi.org/10.48335/9789188855688-7>

Table S7.1 Coding Examples

Variables (Absent or Present)	Examples: Health authorities	Examples: Prime ministers
Instructive message	"Protect yourself and others. Try not to meet other people if you feel unwell and you have a runny nose, cough, or fever. Do not go to work, school, or daycare. This applies even if you just feel a bit unwell". (Folkhälsomyndigheten, 2020a)	"The situation is still serious and needs to be taken seriously. All Finns should avoid extra social contacts". (Marin, 2020a)
Supportive message	"It is important to remember mental health during the #coronavirus-epidemic. We have developed 11 good tips about what one can do to avoid that the epidemic takes a too large toll on one's general well-being #COVID19dk". (Sundhedsstyrelsen, 2020)	"Do not fire people. Send them home instead. The state covers a large part of the salary. We have – also when it comes to the economy – acted quickly and resolutely. And in close cooperation with the social partners. To reduce the consequences". (Fredriksen, 2020b)
Reputational message	"The Public Health Agency takes the initiative to collaborate to increase COVID-19 testing capacity". (Folkhälsomyndigheten, 2020b)	"The government has presented several very comprehensive crisis packages to companies, employees, municipalities and regions. This has been possible thanks to Sweden having its public finances in order". (Löfven, 2020b)

Table S7.2 Additional variables in the prime minister study

Variables (absent or present)	Examples
Morale-boosting	"As a nation, we have survived many trials over the course of history. We will get through this, too". (Marin, 2020c)
Expressing empathy	"The new reality with the coronavirus unfortunately means that nothing is as it used to be. I know everyone is affected. It's a difficult situation to be in". (Fredriksen, 2020a)
Expressing gratitude	"We are also grateful to witness how so many people, organisations, and businesses have wanted to help and support others". (Marin, 2020b)
Appeals for solidarity	"There will be a few, crucial moments in life when you have to make sacrifices not only for your own sake but also to take responsibility for your surroundings, for your fellow human beings, and for our country. That moment is now". (Löfven, 2020a)

References

- Folkhälsomyndigheten [Folkhalsomynd]. (2020a, March 12). *Skydda dig och andra. Känner du dig sjuk med snuva, hosta eller feber ska du försöka låta bli att träffa andra* [Protect yourself and others. Try not to meet other people if you feel unwell and you have a runny nose, cough, or fever] [Thumbnail with link attached] [Tweet]. Twitter. https://twitter.com/Folkhalsomynd/status/1238181246934581248?ref_src=twsrc%5Etfw
- Folkhälsomyndigheten [Folkhalsomynd]. (2020b, March 26). *Folkhälsomyndigheten tar initiativ till samverkan för att öka testkapaciteten av covid-19* [The Public Health Agency takes initiative to collaborate to increase Covid-19 testing capacity] [Thumbnail with link attached] [Tweet]. Twitter. <https://twitter.com/folkhalsomynd/status/1243183804048707584?lang=bg>
- Fredriksen, M. [@mette]. (2020a, March 23). *Det er nu, vi skal holde fast. Det er afgørende for at bryde smittekæden. Derfor forlænger vi alt det, vi* [Now is the time to hold fast. It is crucial to break the chain of infection. That's why we extend all that, we] [Photograph]. Instagram. <https://www.instagram.com/p/B-FRqCig0kV/>
- Fredriksen, M. [@mette]. (2020b, March 28). *Jeg ser, at flere og flere spekulerer i, at der går flere måneder før, vi kan begynde at åbne Danmark* [I see that more and more people are speculating that there will be several months before we can begin to open Denmark] [Photograph]. Instagram. <https://www.instagram.com/p/B-R7oZwAGbU/>
- Löfven, S. [@stefanlofven]. (2020a, March 22). *Det nya coronaviruset prövar vårt land, vårt samhälle och oss som medmänniskor. Det kommer några få, avgörande stunder i livet* [The new coronavirus is testing our country, our society and us as fellow human beings. There will be a few defining moments in life] [Photograph]. Instagram. <https://www.instagram.com/p/B-DLxULngoX/>
- Löfven, S. [@stefanlofven]. (2020b, April 14). *Ytterligare åtgärder för att rädda svenska jobb och företag – korttidspermittering förstärks. Först och främst är det nya coronaviruset en fara* [Additional measures to save Swedish jobs and companies – short-term layoffs are strengthened. First of all, the new coronavirus is a danger] [Photograph]. Instagram. <https://www.instagram.com/p/B-9usgVnIq4/>

- Marin, S. [@sannamarin]. (2020a, April 16). Tänään Ylen aamun vieraana keskustelemassa mm. eilisestä hallituksen päätöksestä purkaa Uudenmaan eristys. Eristys oli purettava, koska Uudenmaan maakunnan sulkeminen ei [Today, as a guest of Yle morning show, discussing, e.g., about yesterday's government decision to dismantle the isolation of Uusimaa. The isolation had to be dismantled, because the closure of the Uusimaa province did not] [Photograph]. Instagram. https://www.instagram.com/p/B_B7Ik0Boqx/https://www.instagram.com/p/B_B7Ik0Boqx/
- Marin, S. [@sannamarin]. (2020b, April 17). Kriisi, jonka keskellä olemme yhdessä muun maailman kanssa, koskettaa myös jokaista suomalaista ja täällä asuvaa ihmistä. Kohtaamme kaikki arjesamme poikkeuksellisen [The crisis we are in the middle of together with the rest of the world also affects every Finn and every person living here. In our everyday lives, we all encounter extraordinary] [Photograph]. Instagram. https://www.instagram.com/p/B_F-GCJjisu/
- Marin, S. [@sannamarin]. (2020c, May 6). Kun siirrymme koronan hallinnassa uuteen vaiheeseen eli puramme rajoituksia asteittain, korostuu jokaisen kansalaisen, yrityksen ja yhteisön oma vastuullinen toiminta ja [When we move to a new phase in the management of the corona, i.e., we gradually dismantle the restrictions, the responsible actions of every citizen, company and community will be emphasised and] [Photograph]. Instagram. https://www.instagram.com/p/B_2u6L3j5hN/
- Sundhedsstyrelsen [@SSTSundhed]. (2020, March 25). Det er vigtigt at huske den mentale sundhed under #coronavirus-epidemien. Vi har udarbejdet 11 gode råd til, hvad man kan [It is important to remember mental health during the #coronavirus epidemic. We have prepared 11 good tips for what you can] [Image attached] [Tweet]. Twitter. <https://twitter.com/SSTSundhed/status/1242835277078462466>