

Appendix 3

Illustrative examples of messages with annotated features.

Exhibit 1. Wisconsin Department of Health Services

WIDeptHealthServices @DHSWI

Another record-setting day in our state, but nothing to be proud of. We have 2,800+ confirmed #COVID19_WI cases and 100+ hospitalizations reported today. We can do better. #MaskUpWisconsin. #YouStopTheSpread: dhs.wisconsin.gov/covid-19/prote...

Expressive (speech function)

Representative (speech function)

Prevalence/Statistics (topic)

Collective frame (rhetorical tactic)

Hyperlink (informational resource)

Text-in-image (media)

Infographic (media)

Directives (speech function)

How-to-protect (topic)

3:00 PM · Oct 1, 2020 · Hootsuite Inc.

86 Retweets 34 Quote Tweets 66 Likes

Exhibit 2. Pennsylvania Department of Health



Beginning on Sept 25, testing clinics will be held at locations in Centre + Columbia counties to contain rapid rise in #COVID19 cases in these counties. The testing sites will be open to anyone who feels they need a test. Testing is on a first come, first serve basis + is free.



11:28 AM · Sep 18, 2020 · Twitter Web App

29 Retweets 5 Quote Tweets 33 Likes

Representative (speech function)
Action/Policy (topic)
How-to-protect (topic)
Material Resource (resource type)

Prevalence (topic)

Illustration (media)*

*Text-in-media is *not* considered here, since there is no additional information from main text.

Exhibit 3. North Carolina Department of Health and Human Services



.@CDCgov is learning about how #COVID19 affects your furry friends, but it appears that people can spread the virus to animals in some situations.

Limit contact with pets if you're sick or feeling ill.

For more info, bit.ly/3g5AyET.



10:02 AM · Jun 28, 2020 · Hootsuite Inc.

8 Retweets 1 Quote Tweet 11 Likes

Representative (speech function)
External agency (speaker)

Scientific (topic)

Directive (speech function)
How-to-protect (topic)

Photograph (media)

Hyperlink (media/informational resource)