**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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| --- | --- | --- |
| Abortion  Abortions  Anglican  Baptist  Bathroom  Bisexual  Bless  Blessed  Blessing  Buddhism  Buddhist  Catholic  Christ  Christian  Christianity  Christmas  Church  Conscience  Easter  Educator  Ethnic  Euthanasia  Evangelical  Face  Faith  Family  Father  Free speech  Freedom of speech  Gay  Genocide  Guru Angad Dev  Hindu  Hinduism  Holi  Holy  Identity  ISIS  Islam | Islamic  Israel  Israeli  Jerusalem  Jew  Jewish  Jihad  Jihadi  Jihadism  Judaism  Lesbian  LGBT  Lutheran  M-103  Middle East  Mosque  Mother  motion  Muslim  PAFE  Palestine  Palestinian  Parent  Passover  Pentecostal  Pesach  Preborn  Pre-born  Pregnancy  Presbyterian  Pro-life  Purim  Radical  Radicalisation  Religion  Religions  Religious  School  Semitic | Sex  Sharia  Sikh  Social  Synagogue  Temple  Terror  Terrorism  Terrorist  Transgender  Vaisakhi  Values |