**Supplementary annex 1: coding category definitions**

Definitions of non-food and health policy-related tweets:

Brand, product or service advertising: Content with the purpose of promoting a brand, product or service of a Twitter account, such as a company’s logo, an image of a food, or a report or fact sheet prepared for stakeholders.

Career opportunities, working culture, awards and benefits: Content with the purpose of showcasing opportunities provided by working with a company, such as job roles, personal and professional development opportunities, awards and certifications.

Company strategy and results: Content reporting on strategic or investment-related decisions, such as annual finance reports, board appointments and mergers and acquisitions.

Consumer inquiries / engagement: Content directed to individual consumers, typically in response to their enquiry about a product, brand or service.

Events and PR: Content showcasing events, such as conferences, and public relations content that focuses on corporate activities rather than products, such as media profiling a board member’s aspirations and credentials.

Media clarifications: Content clarifying media inquiries or reporting that concerns the account.

Notable dates (e.g. public holidays): Content using a particularly noteworthy date, such as public holiday messages or anniversaries.

Research and development: Content promoting research and development initiatives, including the funding of in-house research centres.

Other policy debates not linked to food and health: Content that was not interpreted as having a primary interest in reshaping food and health policy debates, such as construction or mining policy.

Behind paywall: Content that could not be interpreted without accessing a link that was being paywall, such as tweeting a pay-walled newspaper link without comment.

Link expired: Content that could not be accessed due to an outdated link.

Non-English language: Content published in a language other than English.

Definitions of food and health policy-related influencing strategies and tactics:

Co-opt public health narratives

Acknowledge overarching policy problem: Content that acknowledges there is an overall policy problem, such as obesity, malnutrition or food waste, but is not necessarily supported with policy responses to improve dietary behaviours or weight status that are supported by peer-reviewed academic evidence.

Align messaging with NGOs / health groups: Content that shares or promotes the work of NGOs or health organisations in Australia, including philanthropic partnerships.

Align messaging with national health institutions: Content that shares or promotes the work of national health institutions, such as CSIRO, either to clarify legitimate concerns or inaccuracies, or to substantiate influencing arguments.

Align messaging with global health institutions: Content that shares or promotes the work of global health institutions, such as the World Health Organization Sustainable Development Goals, to associate an account with the activities of that organisation.

Critique evidence or rationale underpinning policy proposal: Content that engages with policy-related evidence and research, such as to raise questions about the nature of the study, or contest its use as a justification for policy intervention.

Depict health stakeholders as misinformed, radical or not credible: Content that may have the consequence of presenting health stakeholders as not being reliable sources of information about policy debates, such as criticising their rigour or depicting them as a policy adversary.

Message / input into health stakeholder conversations: Content that connected an actor with a health stakeholder, either organically through a message or in an ongoing chain of messages, such as to dispute or query policy discussions, or invite them to work collaboratively.

Engage policy processes and decision-makers

Attend or host political events: Content that promotes an event or activity attended or hosted by an account, such as attending speeches related to the annual budget, or hosting tours of manufacturing facilities for Parliamentarians.

Create electorate-specific data: Content that is designed to showcase activity within a particular Federal electorate.

Publicise government policy: Content that amplifies coverage of a political policy-decision.

Publicise tribunal or court decisions: Content that amplifies coverage of a judicial or tribunal policy-decision, such as disputes between trade organisations and trade unions.

Reference historical political figures: Content that amplifies information from a historical political figure, such as a quote or opinion piece.

Retweet policy maker / institution: Content that retweets the account of a policy-maker or institution.

Tag or mention policy maker / institution: Content that retweets the account of a policy-maker or institution, either by using their Twitter handle or mentioning their status (e.g. ‘The Opposition’).

Link policy environment to need for ongoing profitability

Champion vitalness of sector to economy: Content that showcases the contributions of an actor to the Australian economy.

Current economic climate difficult enough without policy intervention: Content that may create the implication that the economic status-quo is sufficiently constraining for corporate actors, that further market intervention would be inappropriate or not viable.

Emphasise tax revenue contributions: Content that features the argument that companies are contributing to Australian society by virtue of paying tax domestically.

Fiscal policies as discriminatory / regressive: Content that positions fiscal measures on ultra-processed foods and drinks as regressive or discriminatory, including when overlooking the economic externalities of diet-related morbidity and mortality.

Link policy environment to adverse cost implications: Content that positions the current policy environment, or potential changes to this environment, as damaging the economic opportunities of an actor.

Link policy environment to adverse employment implications: Content that positions the current policy environment, or potential changes to this environment, as damaging the prospects of an actor to be a local employer.

Support ‘business-friendly’ policy reforms: Content that positions the current policy environment in need for reform in favour of neoliberal economic policy.

Support trade liberalisation and global exports: Content that positions the current policy environment in need for reform in favour of global growth, exports and trade liberalisation.

Oppose regulation

Dispute or reject regulatory policy proposals: Content that challenges whether a food or health policy should be introduced.

Existing regulations are strict enough: Content that suggests existing regulatory frameworks are sufficiently stringent to address a food or health policy issue.

Existing regulations are burdensome, complex or inefficient: Content that suggests existing regulatory frameworks are an economic or bureaucratic inconvenience to corporate activities.

Regulatory stakeholders are authoritarian or ‘nanny-statist’: Content that suggests political actors should not adopt a ‘paternalistic’ approach to policy-making.

Risk of regulatory creep: Content that suggests policy debates are a ‘thin end of the wedge’, with the risk of more wide-ranging disruption in the long-term.

Shape public perceptions and value judgements

Align with socially-desirable characteristics: Content that aligns with characteristics likely to be well-received by a public audience, such as convenience or freshness.

Corporate social responsibility campaigns (CSR): Content that attempts to showcase an actor as an ethical or dependable actor to deliver on health and sustainability issues in the absence of further government action.

Highlight local components of supply chains: Content that showcases the local components of a food or drink, such as a manufacturing plant or where a product was created.

Support voluntary, self- or co-regulatory policies

Advocate ‘downstream’ interventions: Content that supports policy environments that broadly intervene at the individual-level rather than the population-level, such as targeted programmes or education.

Advocate balanced diets, choice, exercise or personal / parental responsibility: Content that infers a burden of responsibility for avoiding diet-related disease on individuals, parents, or downplays the role of caloric overconsumption to weight by focusing on balance, moderation or physical activity.

Industry recognises role to provide healthier alternatives: Content that presents actors as a responsible and self-aware stakeholder of their need to provide healthier options across their product portfolio.

Support self- / co-regulation with government: Content that presents actors as a responsible stakeholder in co-designing policy environments, either with the freedom to do so largely independent of governments (e.g. voluntary pledges or self-regulation), or co-regulatory agreements with government departments.

Support delays to policy timelines: Content that advocates for a delay in the introduction of a policy, or in a policy’s timeline more broadly.

Use ignorance claims to distort policy narratives

Complexity / ‘whataboutism’ to contest single interventions: Content that juxtaposes the fact tackling obesity is a complex policy issue, and that caloric overconsumption can come from many different discretionary foods and drinks, with individual evidence-based interventions to improve the food supply.

Limited global uptake suggests policy ineffectual: Content that mobilises the absence of a policy in global jurisdictions, relative to its implementation, as a suggestion that the policy has been rejected or deemed ineffective. This may not take into account how long policies have been introduced for, or the political factors underpinning why a policy may have been enacted and subsequently removed.

Mischaracterise policy outcomes (e.g. single interventions reducing BMI): Content that may infer that because single interventions may not alter population-level weight status, as a long-term outcome that relies on multiple changes to the food supply, they are ineffective.

Publicising content of front-groups / astroturf organisations: Content that has been produced by a third-party organisation that serves a party or interest whose sponsorship is hidden or hardly mentioned.