To obtain information from a public social media post, you would need informed consent, it is still public information, but the social media space has a specific set of rules that create a need of ethics for these cases. If you were to make a post asking questions for a survey, people who answer in the comments section would be consenting, but if we were to go to 100 people’s opinionated postings on the newest album from some musician, we couldn’t just grab that information for research purposes. (Advertising maybe, but not what we are looking for in this instance.) The first thing I compare this to in a physical situation would be publicly recording and/or taking photos. In a public space, consent is not required, so involving yourself in a survey type post would not need direct consent, just the inferred consent that is like being part of a recording. The consent is needed in almost use of social media. Inferring consent by informing individuals or groups of people online prior to posting or pulling posts is the only way that this comes out clean. There can be some forms of research that needs to be done with “blind” individuals, but they shouldn’t be named or publicly utilized for gain without gaining consent.