

A SUPPLEMENTARY MATERIAL

Table A1. Codebook: Defining Life Events on Social Media

Category	Definition
<i>School</i>	
Back To School	<ul style="list-style-type: none"> Either the poster or an immediate family member started at a new school (after graduation) or training program (general categories of preschool, K-12, college, etc). Immediate family members include people that the poster lives with such as partner or children
Changed School	<ul style="list-style-type: none"> The poster or immediate family member changed schools or training programs. Includes change from elementary to middle school and middle to high school, such as finished middle school and will now be going to high school.
Finished School	<ul style="list-style-type: none"> Either the poster or their immediate family member graduated elementary/middle/high school/university Milestone related to graduation (senior prom, baccalaureate, etc). The poster or their immediate family member graduated/left an organization important to them that they were part of for long time (e.g. a sport) Finished daycare/preschool and will now be going to K-12 Completed training/got certified for something (e.g., scuba diving)
Issue at School	<ul style="list-style-type: none"> Either the poster or an immediate family member had problems at their school/training program Very poor grades In trouble with teacher/principal for something serious Another person at their school (or family member's school) did something that impacted the poster (this does not include school shooting— that goes under “Assaulted” category).
Failed School	<ul style="list-style-type: none"> The poster or their immediate family member failed school or a training program Failure could be either completely failing out of school/the program or a significant failure in a class
Did not Finish School	<ul style="list-style-type: none"> The poster or their immediate family member did not graduate
<i>Personal</i>	
Engaged	<ul style="list-style-type: none"> Got engaged Talking about plans for marriage, but does not seem like their wedding has been planned yet (no date set, wedding isn't for a long time, etc)
Broken Engagement	<ul style="list-style-type: none"> They ended their engagement.
Married	<ul style="list-style-type: none"> Posted about wedding Post about their upcoming wedding (have a set date, wedding preparations like buying wedding dress, tasting cake, etc) Posting about their recent wedding Could also be an immediate family member's wedding life event of gaining a new in-law, stepparent, etc.
Started Affair	<ul style="list-style-type: none"> Started an extramarital affair.
Negative Relationship	<ul style="list-style-type: none"> Having serious problems in their relationship (but not separating or getting a divorce)
Separated In Marriage	<ul style="list-style-type: none"> They are separating from their partner. Ended a long-term, significant relationship Their parents are separating
Divorce	<ul style="list-style-type: none"> They are getting divorced. Their parents are getting divorced.
Positive Relationship	<ul style="list-style-type: none"> Partner made a significant (romantic) gesture. Post about anniversary or other important, positive relationship milestone. (For anniversary, people may use expressions like “another year with”) Couple participated in hobby, activity, etc together Partner being supportive of them during a difficult time.
Reunion After Separation	<ul style="list-style-type: none"> They get back with their partner after being separated or divorced.
Infidelity	<ul style="list-style-type: none"> Either they cheated on their partner or their partner cheated on them.
Trouble In-Laws	<ul style="list-style-type: none"> Posted about difficulties with their in-laws
Spouse Died	<ul style="list-style-type: none"> Posted about spouse's death or funeral

Pregnant	<ul style="list-style-type: none"> Announced their or their partner's pregnancy. They posted something significant related to their current pregnancy (e.g. first time baby kicked). Do not include things that inconclusive events (e.g. morning sickness, having weird cravings) Do not include posts reminiscing about past pregnancy/pregnancies
FirstChild	<ul style="list-style-type: none"> Announcing the birth of first child. Assume it is first child if no other children mentioned. Use for when infant has significant milestones important to parent within first year— crawling, walking. Can use up until the child turns one-year old (1st birthday can be included) Becomes a grandparent"
Younger Child Birth	<ul style="list-style-type: none"> They had another child. Use for when infant has significant milestones important to parent within first year— crawling, walking. Can use up until the child turns one-year old (1st birthday can be included)
FertilityIssue	<ul style="list-style-type: none"> They learned that they are not able to have children. Had surgery to prevent having children.
Child Died	<ul style="list-style-type: none"> Their child died (may mention "SIDS" - a common cause) Do NOT include abortions or miscarriages here— they have their own categories in the health-related section. Can still categorize with this even if a lot of time has passed since it's an event that continues to cause the person great pain.
Adopted Child	<ul style="list-style-type: none"> Adopted child(ren) Fostering child(ren) Became a stepmother or stepfather
Person Move In	<ul style="list-style-type: none"> Someone moved into their household.
Person Moved Out	<ul style="list-style-type: none"> Someone moves out of the poster's home. If post is about child going off to college- chose this instead of "Back To School" (because this is more directly relevant for the poster).
Person Stayed Longer	<ul style="list-style-type: none"> Someone stayed in their home after they were supposed to move out.
Argument In Family	<ul style="list-style-type: none"> Serious argument with a family member that is not partner or spouse.
More/Less Family Meetings	<ul style="list-style-type: none"> More: <ul style="list-style-type: none"> See family member(s) after a long time apart Meet a family member's new baby (sister's baby, cousin's baby...) A family member gets married — the life event of gaining a new in-law, stepparent, etc. Less: <ul style="list-style-type: none"> Have not seen one or more family members in a long time"
Death in Family	<ul style="list-style-type: none"> Family member died (recently enough that grief is still fresh) Family member with dementia— feels like they're already gone.
Positive Move	<ul style="list-style-type: none"> Happy about recent move to a new residence or neighborhood (if there are exclamation points and the tone is positive, can assume Positive Move) About to move to a new residence or neighborhood Moved to a better residence/neighborhood than old one. Become a citizen or earn residency (e.g., green card in the U.S.)
Negative Move	<ul style="list-style-type: none"> Unhappy about their move to a new residence or neighborhood Having trouble with the moving process.
Neutral Move	<ul style="list-style-type: none"> Neutral view about moving (or post is just ambiguous about). Has "mixed emotions" or calls the move "bittersweet" Planning to move but have not yet — selling home, made an offer on a house, etc."
Failed Move	<ul style="list-style-type: none"> They were unable to move after attempting to. Complete failure- they are staying in current home, not renting or waiting it out."
Build Home	<ul style="list-style-type: none"> Build a new home (or more likely, have it built)
Remodeled Home	<ul style="list-style-type: none"> They remodeled at least one room in their home (or a significant feature, like adding a pool).
Lost Home in Disaster	<ul style="list-style-type: none"> Part of home was significantly damaged in a disaster. Lost entire home in disaster.

Assaulted	<ul style="list-style-type: none"> Physically assaulted, or involved in a similar traumatizing event. This includes events that create significant trauma (e.g., in a school during a shooting) Victim of sexual harassment Either the poster or an immediate family member.
Robbed	<ul style="list-style-type: none"> They were directly robbed, an immediate family member was robbed, or their home was They were a victim of identity theft, or credit card was stolen, etc.
No Injury Accident	<ul style="list-style-type: none"> Involved in an accident but not injured (or barely injured— just a few bruises, etc) Witness to a big accident (e.g. a deadly car crash) Helps out someone else who was involved in a serious accident Very worried about a loved one/pet (e.g they are missing) Hurricane, wildfire, etc impacting their city
Lawsuit	<ul style="list-style-type: none"> They become involved in a lawsuit.
Accused	<ul style="list-style-type: none"> They are accused of a crime.
Lost License	<ul style="list-style-type: none"> They lost their driver's license They lose some other form of license (eg. medical license)
Arrested	<ul style="list-style-type: none"> They were arrested
Went Jail	<ul style="list-style-type: none"> They went to jail/prison. An immediate family member went to jail/prison. Someone who harmed them went to jail/prison.
Court Case	<ul style="list-style-type: none"> They became involved in a court case. They were a witness for a court case. They had jury duty (do not include if they were only summoned- must have at least reported for duty).
Convicted	<ul style="list-style-type: none"> They were convicted of a crime. An immediate family member was convicted. A person that harmed them was convicted.
Acquitted	<ul style="list-style-type: none"> They were acquitted. An immediate family member was acquitted. A person that harmed them was acquitted.
Released Jail	<ul style="list-style-type: none"> They were released from jail/prison. An immediate family member was released from jail/prison. Someone who harmed them was released from jail/prison
In Jail Longer	<ul style="list-style-type: none"> Didn't get out of jail/prison when expected (i.e. was up for parole). An immediate family member didn't get out of jail/prison when expected. Someone who harmed them did not get released from jail/prison when expected.
Increased Social Activity	<ul style="list-style-type: none"> Increase in organizational/hobby-related activity. Took part in an important event related to this organization, hobby, etc Or significant increase in time spent with friend(s) (e.g. "girls weekend") Important reunion (e.g. high school) Went to a special event A good friend has an important event — gets married, has a baby, graduates... Running a marathon, big sports event, etc.
Vacation	<ul style="list-style-type: none"> Had a holiday away from home (not related to work) Generally more than a day. Usually if beach is mentioned (unless something in post indicates otherwise) May still be labeled as "vacation" even if person calls it a "trip," as long as it meets the criteria Posting about a popular tourist location— especially if wording indicates they are a tourist. Cruise Mentions upcoming vacation, but with some sort of planning
Vacation Plan Fail	<ul style="list-style-type: none"> Unexpected events ruining either part or all of vacation plans, e.g., flight cancellation, missed flight, weather, family issue, etc. Do NOT include layovers unless they are an unexpected, long delay.

New Hobby	<ul style="list-style-type: none"> Picked up a new skill, hobby, or craft New recreational activity Healthier lifestyle (aka incorporated new healthy habits) has had a significant impact (e.g. new diet, exercise regimen has led to weight loss, feeling better, etc) Got a tattoo They or their child got driver's license
Dropped Hobby	<ul style="list-style-type: none"> They dropped a hobby that was significant to them (e.g. stopped running due to an injury) Got rid of an unhealthy habit
New Pet	<ul style="list-style-type: none"> Adopted a new pet Began fostering new pet Began training a service dog Instead of directly mentioning "a pet", one may indicate by including emoji of the type of pet or call an explicit nickname or attributes indicating a pet (e.g., "kitty", "doggy", "paws").
Pet Died	<ul style="list-style-type: none"> Their pet died. They were forced to give away their pet for some reason. Their pet is very sick/frail and they think it is going to pass away soon.
New Friends	<ul style="list-style-type: none"> "Made new friend(s) Met a celebrity, figure, etc who's important to them Share an impactful moment/event with a stranger
Broken Friendship	<ul style="list-style-type: none"> Broke up with a close friend In a huge fight with a close friend
Breakup	<ul style="list-style-type: none"> Broke up with significant othe Or planning (or strongly considering) to break up with significant other. Post is centered around the break up— not just describing someone as an ex when talking about another event (see example of post that does not belong). Does not include divorce or friendship posts.
Friend Died	<ul style="list-style-type: none"> A close friend died If a death significant to person is mentioned and not sure of relationship, this is the default option.
Trip	<ul style="list-style-type: none"> Time away from home that is not for pleasure— likely work related. Or a quick day trip away from hometown. Assume "Vacation" if cannot confirm "Trip" Camping/hiking/day trip. A sports trip they are participating in. Posting about the flight they're on.
Work-Related	
First Job	<ul style="list-style-type: none"> Started first job. <p>Applies to poster/immediate family</p>
Back to Work	<ul style="list-style-type: none"> They returned to work after a long period of not working. They returned to work after being a stay-at-home parent for a long time. Not the first job Applies to poster/immediate family Assume this when the post doesn't specify if it is a new job
Positive Job Switch	<ul style="list-style-type: none"> Happy about leaving job for another. <p>Leaving job to become stay-at-home parent (considered a job).</p>
Negative Job Switch	<ul style="list-style-type: none"> Upset or mad about leaving current job for another. Upset about a recent job switch
Neutral Job Switch	<ul style="list-style-type: none"> Neutral feelings about about leaving current job for another.
Boss Trouble	<ul style="list-style-type: none"> Had (or having) problems with a boss. Their boss did something bad in general and/or was fired.
Demoted	<ul style="list-style-type: none"> Demoted at work
No Promotion	<ul style="list-style-type: none"> Did not get a promotion at work
Bad Work Life	<ul style="list-style-type: none"> Significant problems at work (e.g. being harassed by a coworker) Post about why they really dislike their current job Don't include minor things like a singular bad day. Consistently frustrated with job, coworkers.

Promoted	<ul style="list-style-type: none"> Got promoted at work.
Work Success	<ul style="list-style-type: none"> Significant success at work (not including promotion) Takes on a leadership role in an event (e.g. speak at a conference, hold an event) Received an award at a competition. They got a big bonus. They had a big commission (if works in sales). Takes on a leadership role in an event, or represents their company at an event (e.g. speak at a conference) Hold an event (not necessarily for company— e.g. host a fundraiser for a charity) Reach a big milestone at work (e.g. 10 year anniversary of working at company)
Good Work-life	<ul style="list-style-type: none"> Positive experience(s) at work (significant to them or to the company as a whole). Conditions improved at work.
Laid Off	<ul style="list-style-type: none"> Let go from their job (due to company reasons, like financial problems)
Fired	<ul style="list-style-type: none"> Fired from their job
Startup	<ul style="list-style-type: none"> Started a new business— Includes small, one-person businesses (e.g. selling own artwork)
Expansion	<ul style="list-style-type: none"> Their business is growing, selling more, etc. Hiring on more people at work.
Heavy Work	<ul style="list-style-type: none"> They took on a greatly increased workload. They have a lot of work/home/other organization work combined
Work Loss	<ul style="list-style-type: none"> Made a big mistake at work. Caused their company to lose money If manager, boss, owner- their company, in general, suffered financial loss, went bankrupt..."
Light Work	<ul style="list-style-type: none"> Their workload decreased significantly.
Performance Review	<ul style="list-style-type: none"> Had a performance review at work— or anticipating one. Company, product, etc reviewed online, in a magazine.
New Project	<ul style="list-style-type: none"> Takes on a new project at work, home, etc. Something that they will finish (not a hobby)
Retired	<ul style="list-style-type: none"> Retired from job
Break from Work	<ul style="list-style-type: none"> Leaves job of own volition, and does not mention switch to new job. Not retiring- likely going back to work eventually
Got Bonus	<ul style="list-style-type: none"> Got a bonus at work (expected or unexpected). Pay raise. Referring to money only— does not include job promotions (separate category).
In Armed Service	<ul style="list-style-type: none"> They entered the armed services (Army, Navy, Air Force...)
Out Armed Service	<ul style="list-style-type: none"> They left the armed services (Army, Navy, Air Force...) Honorable/Dishonorable discharge?
<i>Financial-Related</i>	
Mortgage	<ul style="list-style-type: none"> Took out a mortgage Use if they specifically say that they bought a house
Installment Purchase	<ul style="list-style-type: none"> Began or finished paying for a large purchase on an installment plan (e.g. car) Made a significant purchase (e.g. car, etc)
Mortgage Closed	<ul style="list-style-type: none"> Foreclosure of mortgage Foreclosure of loan
Rebought On Installment	<ul style="list-style-type: none"> Repossession of large purchase bought on installment plan (car, furniture...)
Salary Cut	<ul style="list-style-type: none"> Had a cut in salary/wages, but were not demoted.
Financial Loss	<ul style="list-style-type: none"> Suffer a significant personal (non-work related) financial loss. Categorize as "Financial Loss" if about a wedding, trip, etc if the post is focused on the big financial loss caused by this event.
On Welfare	<ul style="list-style-type: none"> Went on welfare
Off Welfare	<ul style="list-style-type: none"> Went off welfare
Salary Increment	<ul style="list-style-type: none"> Got a substantial increase in wage or salary without a promotion (work related?)

No Salary Increment	<ul style="list-style-type: none"> Did not get an expected wage or salary increase (work related?)
Non-work Financial Gain	<ul style="list-style-type: none"> Had a significant non-work related financial gain. Finished paying off a large debt (e.g. student debt, credit card...) Renting out their home, guest house, a room in their home, etc
<i>Health-Related</i>	
Abortion	<ul style="list-style-type: none"> Poster or their partner had an abortion (or is planning to)
Miscarriage / Stillbirth	<ul style="list-style-type: none"> Had a miscarriage Had a stillbirth Does not matter how long ago— still a significant enough event to keep affecting and remembering about it in the present.
Menopause	<ul style="list-style-type: none"> They began menopause. Unlikely to explicitly state this, may be a vague post (talking about being unable to have kids anymore, hot flashes, etc).
Health Gain	<ul style="list-style-type: none"> Physical health improvement (from illness, injury, etc.) Made significant, lasting healthy changes, eating better, exercising, etc. Mental health improvement (benefited from therapy, new meds working well, etc) If immediate family member (or person they are very close to) has a significant gain that affects poster, then include (e.g. finally leaving hospital after watching over bedside).
Health Loss	<ul style="list-style-type: none"> Decline in physical health (diagnosed with disease, etc— NOT including a common cold or virus) Big, overall health problem. Or a decline in mental health (depression, anxiety, etc) If immediate family member (or person they are very close to) has a very serious problem that also affects the poster (e.g. cancer) include them."
Injury	<ul style="list-style-type: none"> Significant physical injury (not just a bruise or cut) Pain specific to a certain area (or areas) of the body. Problems with legs, knees, back, etc. Painful symptoms Pain related to having surgery If immediate family member (or person they are very close to) has a very serious injury that affects poster, then include them.
No Treatment	<ul style="list-style-type: none"> Unable to get treatment for an illness or injury because the poster 1) does not have insurance, 2) finds the medication is too expensive, 3) does not have the time to see a doctor, etc.
<i>Local</i>	
Bad Weather	<ul style="list-style-type: none"> Post is complaining about extreme temperatures Worried about bad weather (rainstorm, tornado, snow, wildfire, etc) in their area. Post focused on how they were negatively affected by a bad weather event (e.g. couldn't drive because of snow).
Sports Event	<ul style="list-style-type: none"> Participating in a sports event (marathon, soccer, basketball) Training for a sports event (e.g. marathon) Coaching a sports team. Attending a sports game. Party/event centered around a sporting event (e.g. Super Bowl Party) Does not include going to the gym (categorized as hobby) Not a sporting event if there's no physical activity involved (e.g. trivia)

Table A2. Paraphrased example continuous life events identified in our data.

Example posts	
<i>Series of posts together</i>	
Survey: has anybody had the last six weeks of their pregnancy feel like a constant hunger fest?	
Hospital swag? #4weeksout	
To all my nurses....	
The baby made me eat it....	
Future song writer? Might need some lesson... #likebabylikemomma	
Sometimes the thing I get the most excited about is sweatpants. All day long... #preggolife #nothingnfitsright	
Glucose testing day! 11 weeks until brother!	
<i>Surrounding posts providing context</i>	
Hilo, HI on the big island. Amazing landscape!!	
Miguel in Hawaii	
Room with a view, the views were magnificent!	
Zip lining, so fun!!	
Talk about fun!! Something I thought I would never do, now I may have to get certified!!	
<i>Single post describing a continuous life event</i>	
John came home from the hospital last night. Thank you so much for your prayers, love and support. He has 6 weeks of IV antibiotics but at least he gets to do that at home...	

Table A3. A codebook to label intimacy of life events on a Three-point Likert scale.

Degree of Intimacy	Description
Low	Events which are typically discloseable to a public audience, smaller events as a part of normal lives, posts which are common to be post about on social media, e.g., Work and academic success, social activities, family meetups, celebratory post about family, friends, significant other, event that is not too specific, and several others may be undergoing at the same time (e.g., back to school, change of quarter related events), promoting business
Medium	Big life event that is typically shared on social media. (e.g. new baby, new job). Includes negative events that are common to post about (death of family member, injury). Large purchases such as a house, car. Important part of personal life, but not too personal to share (would be fine telling someone they just met about)
High	Traumatic or events associated with some form of stigma. Sharing negative parts of life. Disclosing events about which someone might feel embarrassed about. Posts that may not make one look “perfect” if disclosed publicly. Finances— considered unusual (sometimes rude) to talk about money (at least in America)

Table A4. A codebook to label scope (degree of directness on the individual) of life events on a Three-point Likert scale.

Degree of Scope	Description
Low	<ul style="list-style-type: none"> • They are removed from the event, e.g., describing something in surroundings (e.g. weather event, how nice their workplace is). • Promotional— want to reach as many people as possible. • Big event, not intimate/will interact with strangers, e.g., sports event. • Unlikely to explicitly state this, may be a vague post (talking about being unable to have kids anymore, hot flashes, etc).
Medium	<ul style="list-style-type: none"> • Both the poster and family, friends, and/or significant other are involved in/were impacted by the event. • Event is happening to someone close to them, but the poster is not part of that event, e.g., School-related posts typically parents talking about children. • Events such as buying a house, moving, etc which also involve their family. • Post about pets often mention family (or consider pet as family)
High	<ul style="list-style-type: none"> • Event is unique to the poster— it only happened to them • Or, significantly impacted them more than others, • Examples include promotion, met with an accident themselves, diagnosis about some condition of their own.

Table A5. A codebook to label temporal status of life events on binary values of ongoing and ended.

Status	Description
Ongoing	<ul style="list-style-type: none"> • Events that are still going on, or the individual talks about something that is happening in the present. • Part of an continuous or long-term process (e.g. pregnancy-related, planning upcoming wedding, health problems) • May use past tense— but still ongoing if the overall event has not ended. • If they’re using past tense, but posting about an event that just happened.
Ended	<ul style="list-style-type: none"> • Events that recently ended, or ended in the past and the individual is mentioning about the occurrence. • The individual reflects on an event that happened a while ago, but still affects them (e.g. death of a parent). • The part of a continuous event which just ended (e.g. got back from vacation recently).