**Decalogue and guide to labelling emotions**

The final set of labels includes the following emotions: Love/Admiration, Comprehension/empathy/identification, Gratitude, Sadness, Anger/contempt/mockery. To these, we added the “Neutral” category for cases where it is impossible to categorize the message with an emotion. A more exhaustive description of each emotion is set out below with some real examples that help to categorize comments:

* Love/admiration: Emotions present in Fredrickson (2013) and Plutchick (2001) models where admiration, approval and love are closely related. They are usually messages with positive content with praise. E.g., *"you are a champion"; affection E.g. "we love you". And s*ometimes they are empowering messages that aim to strengthen the person's self-confidence, fostering a positive and resilient attitude,as in *"you come first, we are sure you can do it”; "First and foremost, you are beautiful. Above all, those of us who love you will always support you. You are wonderful, and you can overcome all of this Good luck and"* and *"When you're not well, it's necessary to STOP and rediscover yourself. We are confident that you can handle it"*.
* Gratitude: Present in recent models (Ekman, 2004; Fredrickson, 2013), the messages imply a sincere appreciation for sharing mental health-related content on social networks. E.g., *"thank you for making this problem visible".* *"Thank you for this post and what you share." And "I appreciate that you have posted this."*
* Comprehension/empathy/identification: Present in Plutchick (2001). They involve interest in and understanding of the message, including self-identification with the situation or context, putting oneself in the other person's shoes. E.g., *"It happens to all of us and we've all been through times like this".* They often provoke revelations of mental health problems by claiming to have gone through the same thing. *"I understand you so much... I want to get out of this depression"; "The day before yesterday, I had a brutal anxiety attack. I thought I was dying and had to go to the emergency room, believing it was a heart attack and fearing I wouldn't come out of there. Only those who go through it know what it's like..."* and *"I understand you so much... I hope that this new year brings us more health and opportunities. I want to get out of this depression already".*
* Sadness: This primary emotion (Ekman, 2004) is produced by events that are not pleasant and that denote heaviness. It includes many manifestations of pity for the person. E.g., *"poor thing" "what a pity"*. There are also comments that include grief at the influencer's dismissal after her announcement of quitting social media. E.g., *“You will be missed”*. It also includes expressions in which the person writing it announces that they feel sorrow upon reading the message: *"My heart breaks to hear this; it's a pity that you're feeling this way"*.
* Anger/contempt/mockery: This category involves responses of irritation and attacks on the person as ridiculous and superficial (Ekman, 2004). E.g., *"uploading pictures of yourself crying is a higher level of ridiculousness"; "every time you cry you upload a picture... I'm so mad..."; "you're so disgusting"; "you're so disgusting"; "you're so ridiculous..."; "you're so ridiculous"; "you're so ridiculous"*. In some other instances, what they do is cast doubt and belittle the way they have experienced their mental health issues, discrediting it: "You don't know what it's like to have depression. If you had depression, you wouldn't feel like recording yourself," "I have anxiety. When I have anxiety attacks, I can't even move... It's clear you don't know what's happening to you."
* Neutral: This category corresponds with messages that provide advice like “*you should disconnect from social media and rest*,” as well as messages referencing a religious theme like “*may God be with you*”, Also, messages in which they are asked things that do not express any emotion: "*Hello, which psychologists are treating you, if I may ask, of course...?*" "*Does anyone know if the schedules for last week have been sorted?*"

**References**

Ekman P. 2004. What we become emotional about. In: Manstead ASR, Frijda N, & Fischer A. Feelings and emotions: The Amsterdam symposium. New York: Oxford University Press, 119-135.

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