Analysis for posts broken down

No post has more than one contents. We derived a categorical variable CONTENT with 12 categories. We run the linear mixed model to evaluate the association of contents of posts with the number of likes. This model adopted the random effect of programs.

| **Least Squares Means** | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Effect** | **content** | **Estimate** | **Standard Error** | **DF** | **t Value** | **Pr > |t|** | **Alpha** | **Lower** | **Upper** |
| **content** | **Advocacy** | 98.3768 | 8.6658 | 812 | 11.35 | <.0001 | 0.05 | 81.3667 | 115.39 |
| **content** | **Awards/Match** | 166.88 | 6.3517 | 812 | 26.27 | <.0001 | 0.05 | 154.41 | 179.35 |
| **content** | **Bio** | 88.9798 | 5.1843 | 812 | 17.16 | <.0001 | 0.05 | 78.8036 | 99.1559 |
| **content** | **Class** | 113.68 | 5.7244 | 812 | 19.86 | <.0001 | 0.05 | 102.45 | 124.92 |
| **content** | **Diversity** | 80.8533 | 7.9708 | 812 | 10.14 | <.0001 | 0.05 | 65.2076 | 96.4990 |
| **content** | **Info** | 71.6563 | 5.6191 | 812 | 12.75 | <.0001 | 0.05 | 60.6266 | 82.6861 |
| **content** | **OR/Surgical** | 107.09 | 9.4816 | 812 | 11.29 | <.0001 | 0.05 | 88.4782 | 125.70 |
| **content** | **Other Posts** | 99.3997 | 6.3584 | 812 | 15.63 | <.0001 | 0.05 | 86.9189 | 111.88 |
| **content** | **Research** | 87.7015 | 8.4409 | 812 | 10.39 | <.0001 | 0.05 | 71.1328 | 104.27 |
| **content** | **Social** | 105.47 | 5.0773 | 812 | 20.77 | <.0001 | 0.05 | 95.5064 | 115.44 |
| **content** | **Wellness** | 96.2769 | 7.4876 | 812 | 12.86 | <.0001 | 0.05 | 81.5795 | 110.97 |
| **content** | **Educational** | 83.6614 | 6.2405 | 812 | 13.41 | <.0001 | 0.05 | 71.4120 | 95.9109 |

| **Effect** | **content** | **\_content** | **Estimate** | **StdErr** | **DF** | **Test Statistic** | **P value** | **Lower** | **Upper** | **Adjusted P value** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| content | Advocacy | Awards/Match | -68.5010 | 9.2599 | 812 | -7.40 | <.0001 | -86.6771 | -50.3249 | <.0001 |
| content | Advocacy | Info | 26.7205 | 8.8641 | 812 | 3.01 | 0.0027 | 9.3213 | 44.1196 | 0.0073 |
| content | Awards/Match | Bio | 77.8980 | 6.3360 | 812 | 12.29 | <.0001 | 65.4611 | 90.3350 | <.0001 |
| content | Awards/Match | Class | 53.1952 | 6.6796 | 812 | 7.96 | <.0001 | 40.0840 | 66.3065 | <.0001 |
| content | Awards/Match | Diversity | 86.0245 | 8.6678 | 812 | 9.92 | <.0001 | 69.0106 | 103.04 | <.0001 |
| content | Awards/Match | Info | 95.2215 | 6.6306 | 812 | 14.36 | <.0001 | 82.2064 | 108.24 | <.0001 |
| content | Awards/Match | OR/Surgical | 59.7882 | 10.1673 | 812 | 5.88 | <.0001 | 39.8311 | 79.7454 | <.0001 |
| content | Awards/Match | Other Posts | 67.4781 | 7.2428 | 812 | 9.32 | <.0001 | 53.2613 | 81.6949 | <.0001 |
| content | Awards/Match | Research | 79.1763 | 9.0825 | 812 | 8.72 | <.0001 | 61.3484 | 97.0043 | <.0001 |
| content | Awards/Match | Social | 61.4052 | 6.1994 | 812 | 9.91 | <.0001 | 49.2364 | 73.5739 | <.0001 |
| content | Awards/Match | Wellness | 70.6009 | 8.2947 | 812 | 8.51 | <.0001 | 54.3194 | 86.8825 | <.0001 |
| content | Awards/Match | Educational | 83.2164 | 7.1349 | 812 | 11.66 | <.0001 | 69.2113 | 97.2215 | <.0001 |
| content | Bio | Class | -24.7028 | 5.6449 | 812 | -4.38 | <.0001 | -35.7831 | -13.6225 | <.0001 |
| content | Bio | Info | 17.3234 | 5.5385 | 812 | 3.13 | 0.0018 | 6.4519 | 28.1949 | 0.0052 |
| content | Bio | Social | -16.4929 | 5.0831 | 812 | -3.24 | 0.0012 | -26.4705 | -6.5153 | 0.0040 |
| content | Class | Diversity | 32.8293 | 8.2005 | 812 | 4.00 | <.0001 | 16.7327 | 48.9258 | 0.0003 |
| content | Class | Info | 42.0262 | 6.0357 | 812 | 6.96 | <.0001 | 30.1789 | 53.8736 | <.0001 |
| content | Class | Research | 25.9811 | 8.7419 | 812 | 2.97 | 0.0030 | 8.8218 | 43.1404 | 0.0080 |
| content | Class | Educational | 30.0211 | 6.6754 | 812 | 4.50 | <.0001 | 16.9180 | 43.1243 | <.0001 |
| content | Diversity | OR/Surgical | -26.2362 | 11.2209 | 812 | -2.34 | 0.0196 | -48.2617 | -4.2108 | 0.0480 |
| content | Diversity | Social | -24.6193 | 7.8080 | 812 | -3.15 | 0.0017 | -39.9455 | -9.2931 | 0.0050 |
| content | Info | OR/Surgical | -35.4332 | 9.6691 | 812 | -3.66 | 0.0003 | -54.4125 | -16.4539 | 0.0010 |
| content | Info | Other Posts | -27.7434 | 6.6286 | 812 | -4.19 | <.0001 | -40.7546 | -14.7321 | 0.0001 |
| content | Info | Social | -33.8163 | 5.4366 | 812 | -6.22 | <.0001 | -44.4877 | -23.1449 | <.0001 |
| content | Info | Wellness | -24.6205 | 7.7275 | 812 | -3.19 | 0.0015 | -39.7887 | -9.4523 | 0.0047 |
| content | OR/Surgical | Educational | 23.4281 | 10.0139 | 812 | 2.34 | 0.0195 | 3.7719 | 43.0843 | 0.0480 |
| content | Social | Educational | 21.8112 | 6.0518 | 812 | 3.60 | 0.0003 | 9.9322 | 33.6902 | 0.0012 |