	Content Features
$score_{food/nature/...}$	The probability of the photo having a specific feature (food, overlaid text, landmark, nature, etc.)
is_en	Whether the photo was posted by an English-speaking user or page
$has\_caption$	Whether the photo was posted with a caption
$liwc_{pos/neg/soc}$	Proportion of words in the caption that expressed positive or negative emotion, or sociality, if English
	Root (Original Poster) Features
$views_{0,\,k}$	Number of users who saw the original photo until the kth reshare was posted
$orig\_is\_page$	Whether the original poster is a page
$outdeg(v_0)$	Friend, subscriber or fan count of the original poster
age_0	Age of the original poster, if a user
$gender_0$	Gender of the original poster, if a user
fb_age_0	Time since the original poster registered on Facebook, if a user
$activity_0$	Average number of days the original poster was active in the past month, if a user
	Resharer Features
$views_{1..k-1,\,k}$	Number of users who saw the first $k-1$ reshares until the kth reshare was posted
$pages_k$	Number of pages responsible for the first k reshares, including the root, or $\sum_{i=0}^{k} 1\{v_i \text{ is a page}\}$
$friends_k^{avg/90p}$	Average or 90th percentile friend count of the first k resharers, or $\frac{1}{k}\sum_{i=1}^{k} outdeg_{friends}(v_i) 1\{v_i \text{ is a user}\}$
$fans_k^{avg/90p}$	Average or 90th percentile fan count of the first k resharers, or $\frac{1}{k}\sum_{i=1}^{k} outdeg(v_i) 1\{v_i \text{ is a page}\}$
$subscribers_k^{avg/90p}$	Average or 90th percentile subscriber count of the first k resharers, or $\frac{1}{k}\sum_{i=1}^{k} outdeg_{subscriber}(v_i) 1\{v_i \text{ is a user}\}$
$fb\_ages_k^{avg/90p}$	Average or 90th percentile time since the first k resharers registered on Facebook, or $\frac{1}{k}\sum_{i=1}^{k} fb\_age_i$
$activities_k^{avg/90p}$	Average number of days the first k resharers were active in July, or $\frac{1}{k}\sum_{i=1}^{k} activity_i$
$ages_k^{avg/90p}$	Average age of the first k resharers, or $\frac{1}{k}\sum_{i=1}^{k} age_i$
$female_k$	Number of female users among the first k resharers, or $\sum_{i=1}^{k} 1\{gender_i \text{ is female}\}$
	Structural Features
$outdeg(v_i)$	Connection count (sum of friend, subscriber and fan counts) of the ith resharer (or out-degree of v_i on $G=(V,E)$)
$outdeg(v_i')$	Out-degree of the ith reshare on the induced subgraph $G'=(V',E')$ of the first k resharers and the root
$outdeg(\hat{v}_i)$	Out-degree of the ith reshare on the reshare graph $\hat{G}=(\hat{V},\hat{E})$ of the first k reshares
$orig\_connections_k$	Number of first k resharers who are friends with, or fans of the root, or $\lvert\{v_i \mid (v_0,v_i)\in E,\ 1\le i\le k\}\rvert$
$border\_nodes_k$	Total number of users or pages reachable from the first k resharers and the root, or $\lvert\{v_i \mid (v_i,v_j)\in E,\ 0\le i,j\le k\}\rvert$
$border\_edges_k$	Total number of first-degree connections of the first k resharers and the root, or $\lvert\{(v_i,v_j) \mid (v_i,v_j)\in E,\ 0\le i,j\le k\}\rvert$
$subgraph_k'$	Number of edges on the induced subgraph of the first k resharers and the root, or $\lvert\{(v_i,v_j) \mid (v_i,v_j)\in E',\ 0\le i,j\le k\}\rvert$
$depth_k'$	Change in tree depth of the first k reshares, or $\min_\beta \sum_{i=1}^{k}(depth_i-\beta i)^2$
$depths_k^{avg/90p}$	Average or 90th percentile tree depth of the first k reshares, or $\frac{1}{k}\sum_{i=1}^{k} depth_i$
did_leave	Whether any of the first k reshares are not first-degree connections of the root
	Temporal Features
$time_i$	Time elapsed between the original post and the ith reshare
$time'_{1..k/2}$	Average time between reshares, for the first $k/2$ reshares, or $\frac{1}{k/2-1}\sum_{i=1}^{k/2-1}(time_{i+1}-time_i)$
$time'_{k/2..k}$	Average time between reshares, for the last $k/2$ reshares, or $\frac{1}{k/2-1}\sum_{i=k/2}^{k-1}(time_{i+1}-time_i)$
$time''_{1..k}$	Change in the time between reshares of the first k reshares, or $\min_\beta \sum_{i=1}^{k-1}(time_{i+1}-time_i-\beta i)^2$
$views'_{0,k}$	Number of users who saw the original photo, until the kth reshare was posted, per unit time, or $\frac{views_{0,\,k}}{time_k}$
$views'_{1..k-1,\,k}$	Number of users who saw the first $k-1$ reshares, until the kth reshare was posted, per unit time, or $\frac{views_{1..k-1,k}}{time_k}$

Table 1: List of features used for learning. We compute these features given the cascade until the kth reshare.