**Materials and Methods**

*Data Source and Search Strategy*

Data were extracted from the Tracking Infrastructure for Social Media Analysis (TrISMA) database. TrISMA is a database that collects tweets from public tweeting and social media activity in Australia. The dataset provided by TrISMA contained tweets from 3.7 million Twitter profiles, which were then filtered to include only Australian Twitter accounts (e.g., time zone, reference to Australian city in profile) [22].

To explore, using content analysis, what Australian Twitter users were communicating about sunburn, tweets identified by a set of keywords and hashtags combining “sun”, “burn”, “sunscreen”, “sunburn”, “sunburnfail”, “sunscreenfail”, or “sunsmart”, as well as combinations of these were extracted. False-positive tweets, for example those referring to a music festival called “Sunburn,” were identified and eliminated. Access to selected demographic user information (gender, location) was available if the tweet contained a URL to an image which links to the user’s public profile. These were extracted and summarised using descriptive statistics.

*Content Analysis*

Overall, 2,000 tweets posted between January 2007 and January 2016 were collected in a random order for analysis. Every fifth tweet was analysed until a total of 200 tweets had been selected. Key themes were identified by an initial coder (N.S.) using an inductive thematic approach. The initial coding was independently confirmed by a second coder (C.H.). There were no limits to the number of themes that could be assigned to each tweet.

Of the 200 tweets selected, tweets not in English or those that were retweets not decipherable without the rest of the thread were excluded. Once the themes were identified they were categorised according to whether they had (i) affective/or cognitive components and (ii) positive/or negative emotional valence.

Overall, the initial coding identified 10 distinct categories that adequately covered the variety of tweets. The second coder identified an eleventh category vanity. However, vanity was merged as a subcategory under shame because comments about “having a sunburnt face” mainly pertained to the public shame of it.

Visual content analysis was conducted for images contained in tweets, by manually accessing the public user’s profile and viewing the image. Each image was assigned one theme. The primary analysis was the generation of frequency counts.