

Table S1. Results of Mann-Whitney U tests regarding the influence of different conservation post characteristics on the four success dimensions (n per platform = 300).

Social network	Dependent variable	Independent variable	Median with characteristic	Median without characteristic	p-value	Impact ¹
Facebook	Reactions	Hashtag	0.364	0.275	0.047	↑*
		Link	0.290	0.337	0.370	not significant
		Emoji	0.223	0.424	0.000	↓***
		Image	0.314	0.200	0.019	↑*
		Video	0.194	0.314	0.021	↓*
		Interaction prompt	0.331	0.296	0.770	not significant
	Comments	Hashtag	0.017	0.020	0.385	not significant
		Link	0.018	0.011	0.204	not significant
		Emoji	0.019	0.017	0.636	not significant
		Image	0.022	0.009	0.001	↑**
		Video	0.009	0.022	0.001	↓**
		Interaction prompt	0.024	0.017	0.979	not significant
	Shares	Hashtag	0.077	0.045	0.021	↑*
		Link	0.050	0.047	0.883	not significant
		Emoji	0.045	0.067	0.069	not significant
		Image	0.055	0.039	0.415	not significant
		Video	0.037	0.056	0.367	not significant
		Interaction prompt	0.048	0.050	0.807	not significant
	Overall engagement	Hashtag	0.491	0.349	0.054	not significant
		Link	0.389	0.410	0.705	not significant
		Emoji	0.310	0.491	0.001	↓***
		Image	0.417	0.266	0.022	↑*
		Video	0.264	0.417	0.023	↓*
		Interaction prompt	0.375	0.398	0.768	not significant
Twitter	Reactions	Hashtag	0.032	0.035	0.243	not significant
		Link	0.036	0.010	0.000	↑***
		Emoji	0.029	0.048	0.017	↓*
		Image	0.058	0.008	0.000	↑***
		Video	0.017	0.034	0.653	not significant
		Interaction prompt	0.017	0.035	0.352	not significant
	Comments	Hashtag	0.000	0.001	0.051	not significant
		Link	0.000	0.000	0.386	not significant
		Emoji	0.001	0.000	0.050	↑*
		Image	0.001	0.000	0.001	↑***
		Video	0.000	0.000	0.507	not significant
		Interaction prompt	0.001	0.000	0.080	not significant
	Shares	Hashtag	0.010	0.015	0.299	not significant
		Link	0.012	0.002	0.000	↑***

Overall engagement	Emoji	0.001	0.027	0.036	↓*
	Image	0.023	0.002	0.000	↑***
	Video	0.004	0.012	0.220	not significant
	Interaction prompt	0.004	0.012	0.110	not significant
	Hashtag	0.009	0.020	0.001	↓***
	Link	0.010	0.008	0.251	not significant
	Emoji	0.024	0.006	0.000	↑***
	Image	0.011	0.008	0.040	↑*
	Video	0.013	0.010	0.676	not significant
	Interaction prompt	0.022	0.010	0.248	not significant

¹ ↑ indicates a positive impact, ↓ indicates a negative impact; significance levels: * p < 0.05, ** p < 0.01, *** p < 0.001.

Table S2. Results of Spearman's rank correlation analyses regarding the influence of character count on the four success dimensions (n per platform = 300).

Social network	Dependent variable	Rho	p-value	Effect strength ¹	Impact of character count ²
Facebook	Reactions	0.337	0.000	medium	↑***
	Comments	0.167	0.004	weak	↑**
	Shares	0.248	0.000	weak	↑***
	Overall engagement	0.322	0.000	medium	↑***
Twitter	Reactions	0.399	0.000	medium	↑***
	Comments	-0.033	0.570	–	not significant
	Shares	0.397	0.000	medium	↑***
	Overall engagement	-0.180	0.002	weak	↓**

¹ effect strength according to Cohen 1992 (weak effect – absolute value of Rho \geq 0.10, medium effect – absolute value of Rho \geq 0.30, strong effect – absolute value of Rho \geq 0.50).

² ↑ indicates a positive correlation, ↓ indicates a negative correlation; significance levels: * p < 0.05, ** p < 0.01, *** p < 0.001.