

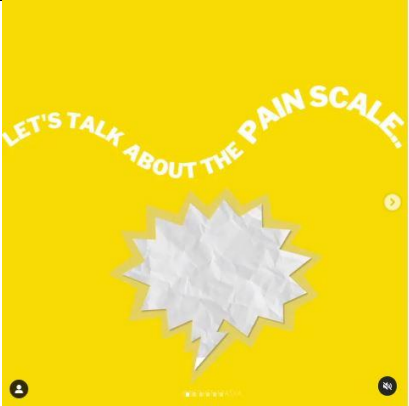

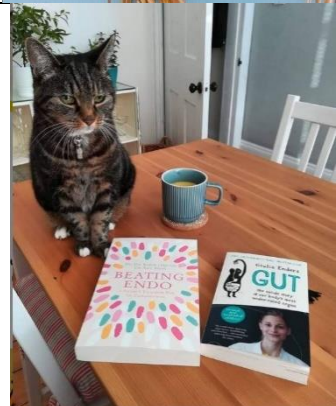




Supplementary Material

Table S1. Examples of Instagram posts.

| Theme | Example image | |
|--------|---------------|--|
| Text | |  An Instagram post with a solid red background. In the top right corner, there is a circular logo with the text "ENDO SILENCE SCOTLAND" and "AWARENESS" below it. In the center, there is a white rounded rectangle that looks like a chat bubble. Inside the bubble, the text reads: "Period Chat! Endometriosis awareness month might be coming to an end but the conversation is far from over!" Below the text, there is a blue "Send" button. |
| People | |  An Instagram post showing a group of about ten young women huddled together in a circle, with their hands stacked in the center. They are all smiling and looking towards the center. The background is slightly blurred, showing what appears to be an outdoor setting. |
| Yellow | |  An Instagram post with a solid yellow background. At the top, the text "LET'S TALK ABOUT THE PAIN SCALE." is written in a white, curved, sans-serif font. In the center, there is a large, white, multi-pointed starburst or explosion shape. At the bottom, there are small icons for a user profile, a location tag, and a share icon. |

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|----------------------|--|--|--|
| Endometriosis ribbon | |  | |
| Books | |  | |
| Stomach | |  | |
| Uterus | |  | |

| | |
|----------------------|--|
| Miscellaneous object |  |
| Animal |  |
| Other |  |
| Cartoon/drawing |  |