Table 4. Effects of message type (paid ad vs. organic messages) on wCTR for the analysis of 1275 antismoking health messages that were posted across 3 social media platforms (Twitter, Facebook, and Instagram) between April 19 and July 12, 2017.

Variable	N	wCTR (N=700)	Comparison	P^a
Ad type	700		Organic vs. Paid	P<.001
Organic	78	0.0384 (0.0006, 0.0762)		
Paid	622	0.1719 (0.1531, 0.1906)		

[a]*P*-values were obtained using multilevel mixed-effects negative binomial regression, followed by calculation of marginal means.