

**Multimedia Appendix 3. Code categories to classify Twitter users.**

Code category	A priori codes/variables and definitions (data dictionary code value)	Emergent codes/variables and definitions (code value)
Individual/Entity	Individual <ul style="list-style-type: none"> <li>• Patient with psoriasis</li> <li>• Healthcare professional</li> <li>• Healthcare activist</li> <li>• Healthcare provider</li> <li>• Healthcare educator/coach</li> <li>• Other – individual</li> </ul> Institution/Group <ul style="list-style-type: none"> <li>• Institutional healthcare provider</li> <li>• Advocacy group</li> <li>• Other – group/organization</li> </ul> <ul style="list-style-type: none"> <li>• Unclear</li> <li>• Data not available</li> </ul>	
Sex	<ul style="list-style-type: none"> <li>• Female</li> <li>• Male</li> <li>• Transgender (Male, Female)</li> <li>• Other (e.g., Queer)</li> <li>• Unclear</li> <li>• Data not available</li> <li>• Not applicable</li> </ul>	
Race	<ul style="list-style-type: none"> <li>• White or Caucasian</li> <li>• Person of color</li> <li>• Unclear</li> <li>• Data not available</li> <li>• Not applicable</li> </ul>	
Ethnicity	<ul style="list-style-type: none"> <li>• Latino/Hispanic</li> <li>• Not Latino/Not Hispanic</li> <li>• Unclear</li> <li>• Data not available</li> <li>• Not applicable</li> </ul>	