Representative hashtag (English translation) | Hashtag group
--- | ---
#QuedateEnCasa (StayAtHome) | #QuedateEnCasa, #YoMeQuedoEnCasa, #fiqueEmCasa, #iorestoacasa
#Covid-19 | #Covid-19, #Covid, #Coronavirus
#vacunaCovid19 (Covid19Vaccine) | #vacunaCovid19, #vacunas, #vacunacion, #vaccinazione, #covid19vaccine, #vaccine, #vaccino, #covidvaccine, #vaccin, #vaccinoAntiCovid, #vaccines, #vaccini
#EsteVirusLoParamosUnidos (WeWillStopThisVirusTogether) | #EsteVirusLoParamosUnidos, #WeStopThisVirusTogether, #EstoLoParamosUnidos, #EsteVirusLoParamosJuntos, #EsteVirusLoParamosEntreTodos, #ContigoMasQueNunca, #EstamosContigo, #loParamosEntreTodos
#AplausoSanitario (ThanksHealthcareWorkers) | #AplausoSanitario, #AplausoColectivo, #grazie, #graciasPorVuestraEnergía, #graciasSanitariosCovid19, #graciasSanitarios, #gracias
#FrenarLaCurva (FlattenTheCurve) | #FrenarLaCurva
#confinamiento (Lockdown) | #confinamiento, #cuarentenacoronavirus, #cuarentena, #cuarentenaporlavida, #confinados
#estadoDeAlarma (StateOfAlarm) | #estadoDeAlarma, #emergetza, #emergency, #emergencia, #emergencyMedicalServices
#facemask | #facemask, #mascarilla, #mascarillas, #masks4all, #masks, #aftermask, #masksforall, #mascherine, #maschere
#teletrabajo (Telecommuting) | #teletrabajo, #teletrabajando, #teletrabajar, #trabajohibrido, #remotework, #newwayofworking, #teleworking, #workathome, #remoteWorking, #homeOffice
#stopCoronavirus | #stopCoronavirus, #stopCorona, #stopCovid19

Table A.2: Groupings of hashtags according to their message
Figure A.1: Number of published hashtags related to COVID-19
Figure A.2: Evolution of the frequency of publication of each group of hashtags in Spain
Figure A.3: Evolution of the frequency of publication of each group of hashtags in Italy.
Figure A.4: Bipartite company-hashtag networks of Spanish companies on both social media platforms

(a) 1st wave

(b) 2nd wave

(c) 3rd wave

(d) 4th wave

(e) 5th wave

(f) 6th wave
Figure A5: Bipartite company-hashtag networks of Italian companies on both social media platforms
Figure A.6: Bipartite company-hashtag network for the whole pandemic period
Figure A.7: Projected company network for the whole pandemic period
Figure A.8: Bipartite company-hashtag networks, Twitter
Figure A.9: Bipartite company-hashtag networks, Instagram