

**On-line Supplement to Manuscript**  
**How did sustainable Spanish and Italian brands communicate COVID-19 on social media?**  
**Spanish Journal of Marketing – ESIC. 2023**

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

Table A.2: Groupings of hashtags according to their message

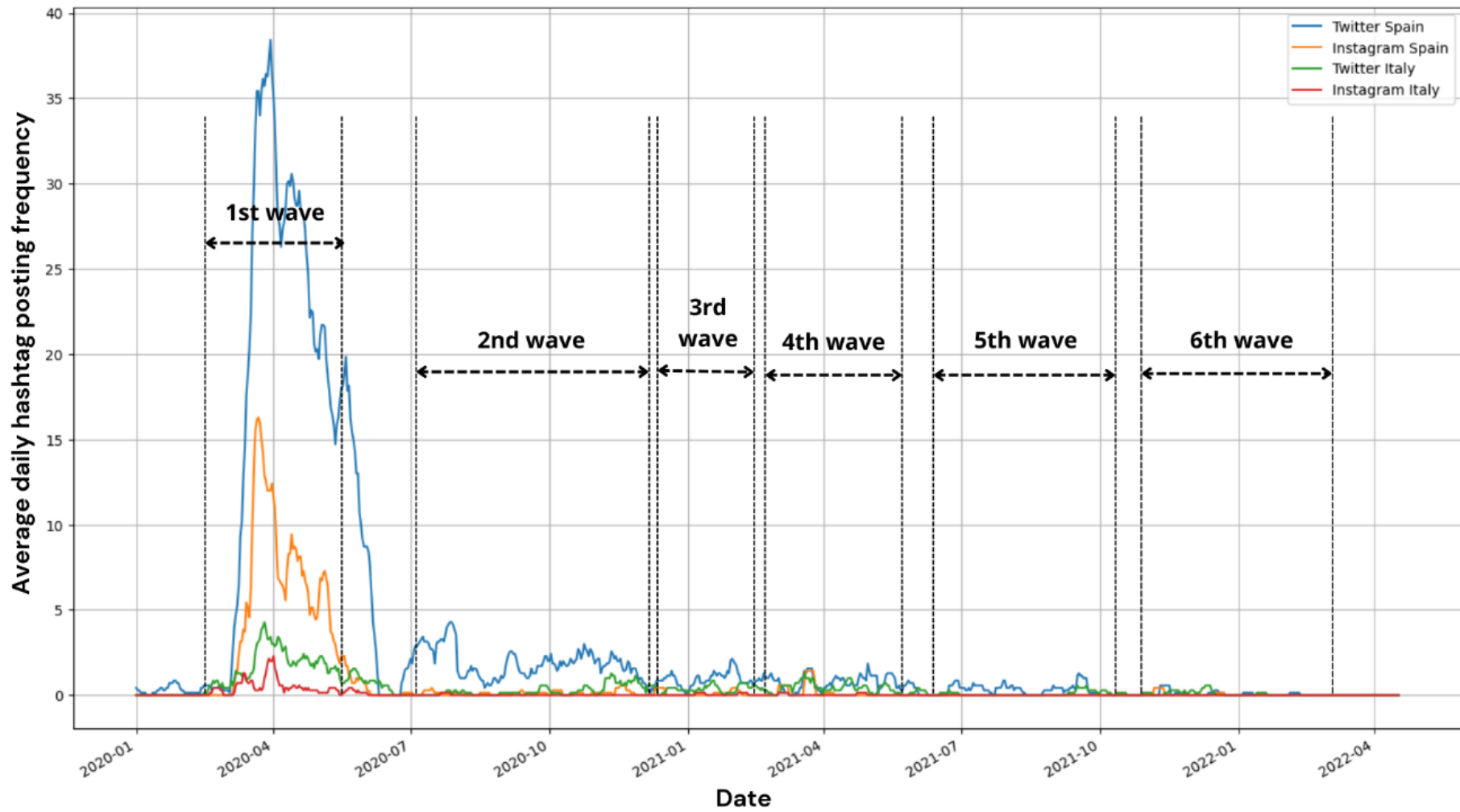


Figure A.1: Number of published hashtags related to COVID-19

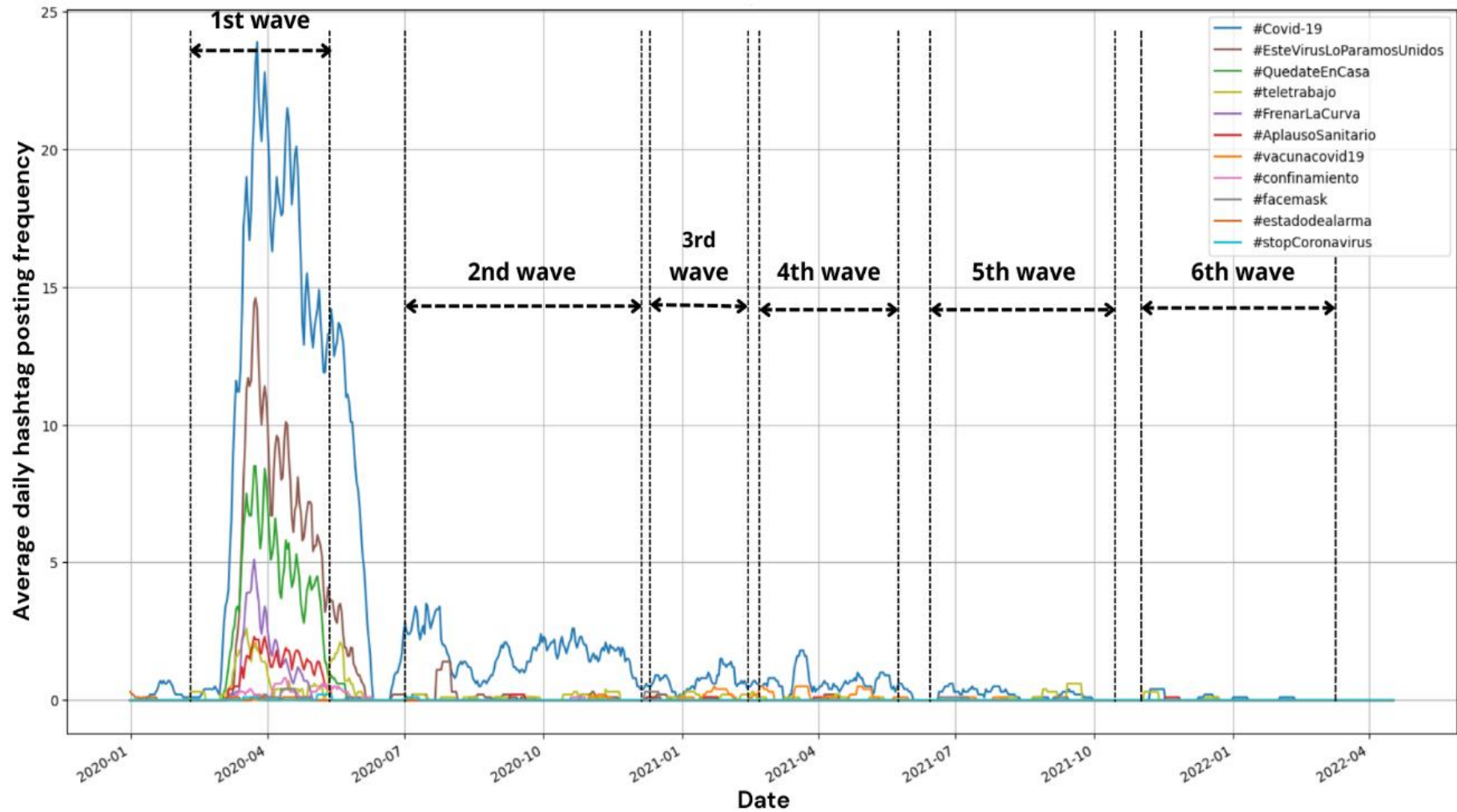


Figure A.2: Evolution of the frequency of publication of each group of hashtags in Spain

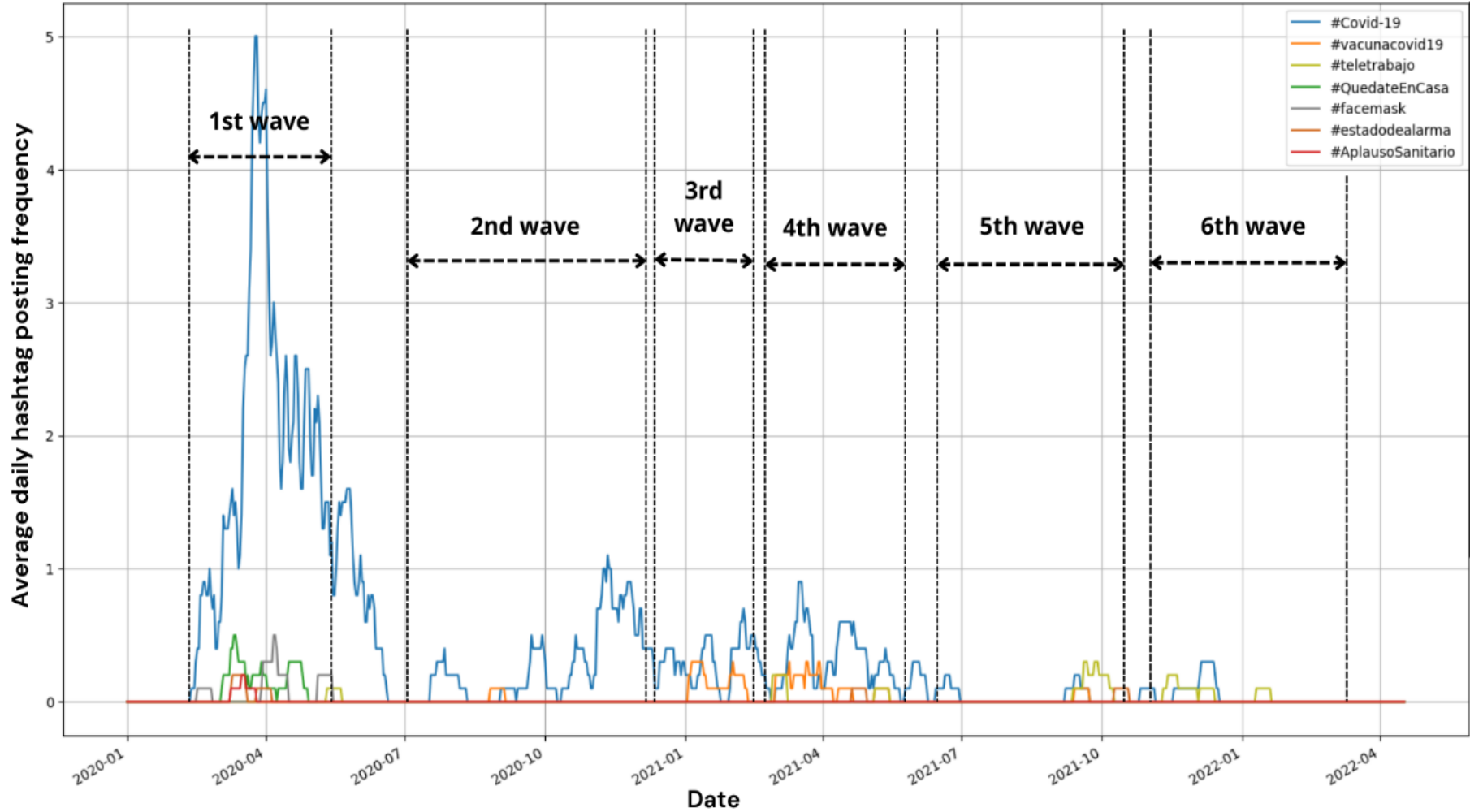
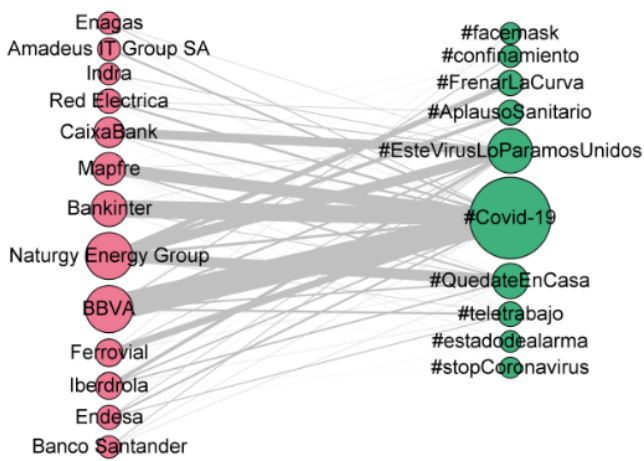
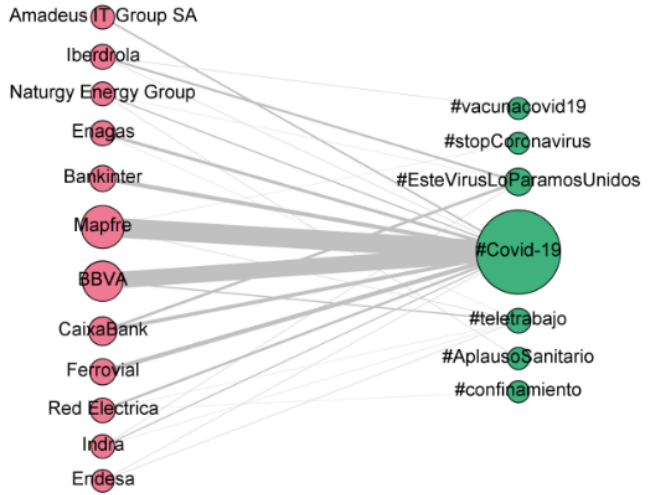


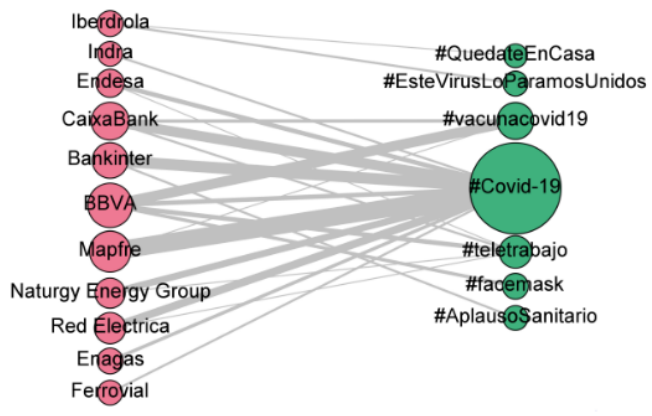
Figure A.3: Evolution of the frequency of publication of each group of hashtags in Italy



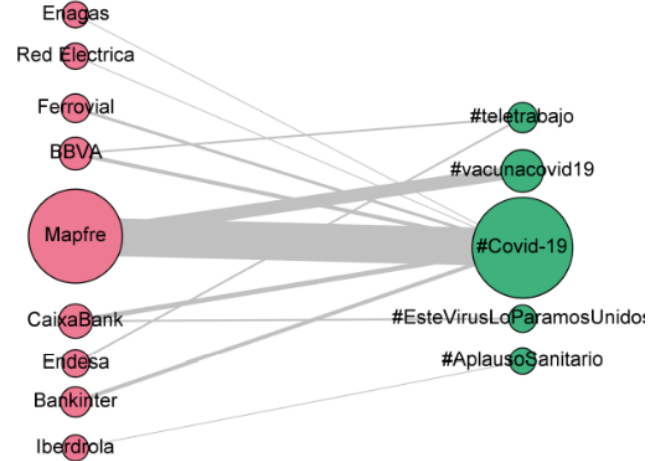
(a) 1st wave



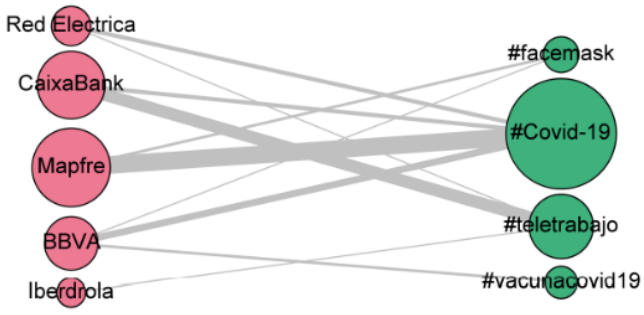
(b) 2nd wave



(c) 3rd wave



(d) 4th wave

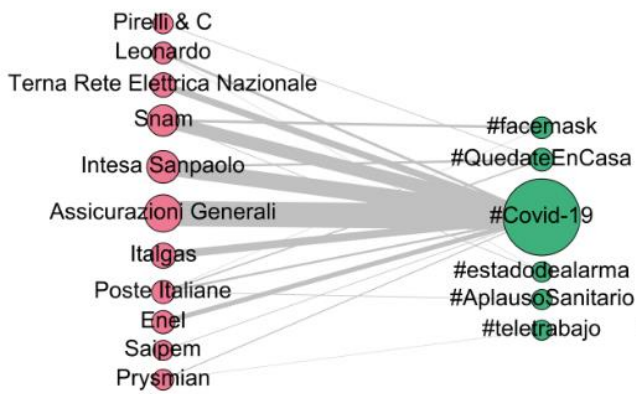


(e) 5th wave

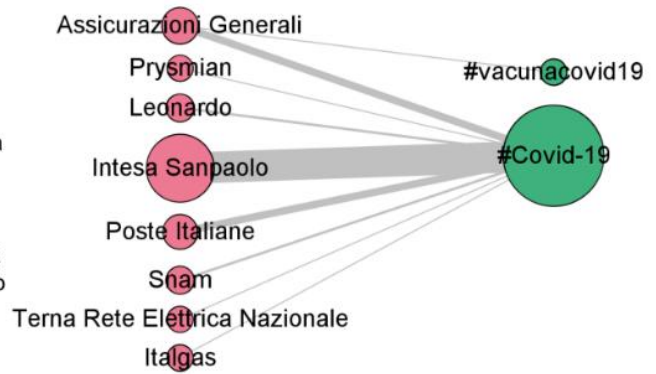


(f) 6th wave

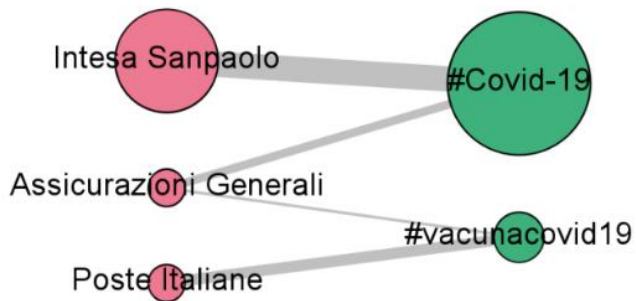
Figure A.4: Bipartite company-hashtag networks of Spanish companies on both social media platforms



(a) 1st wave



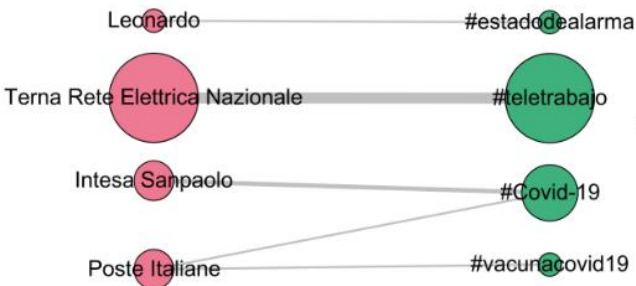
(b) 2nd wave



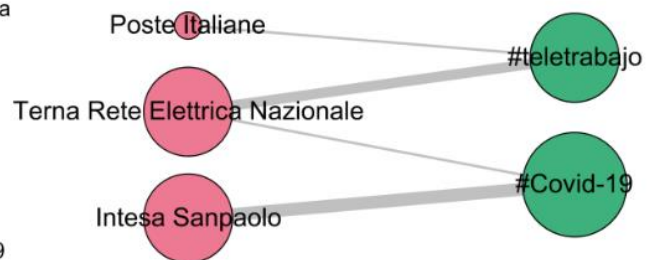
(c) 3rd wave



(d) 4th wave



(e) 5th wave



(f) 6th wave

Figure A5: Bipartite company-hashtag networks of Italian companies on both social media platforms

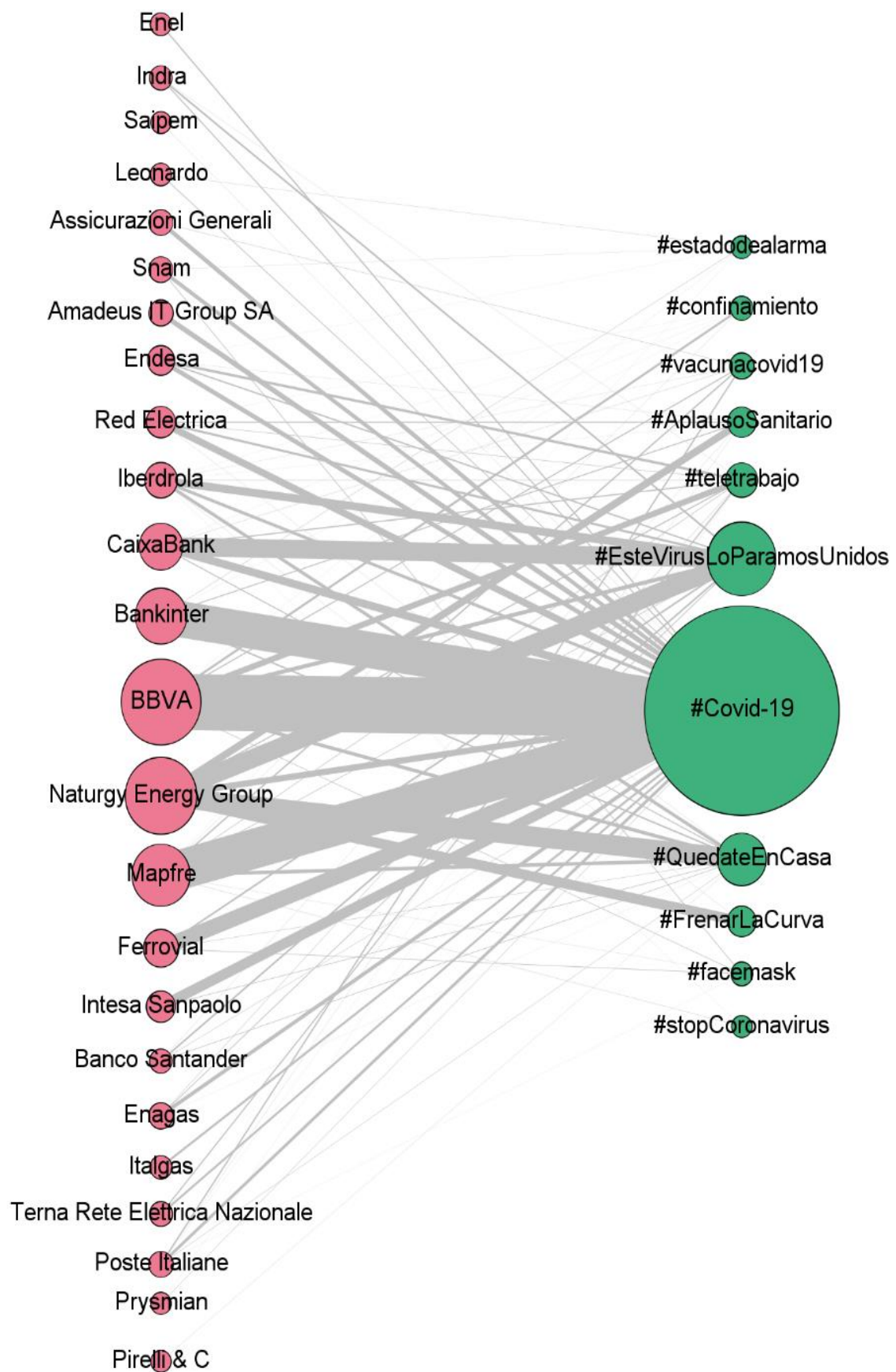


Figure A.6: Bipartite company-hashtag network for the whole pandemic period

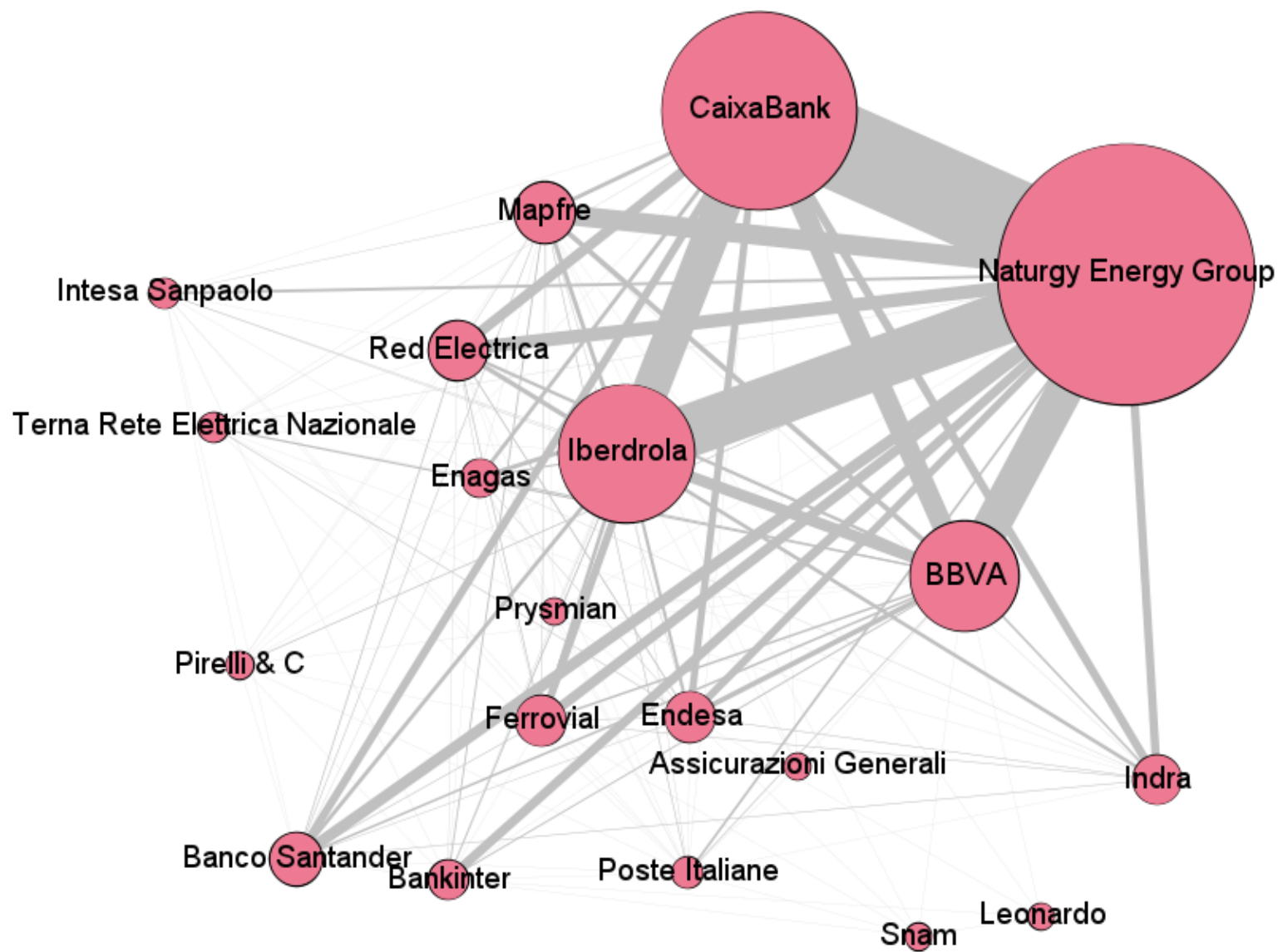


Figure A.7: Projected company network for the whole pandemic period



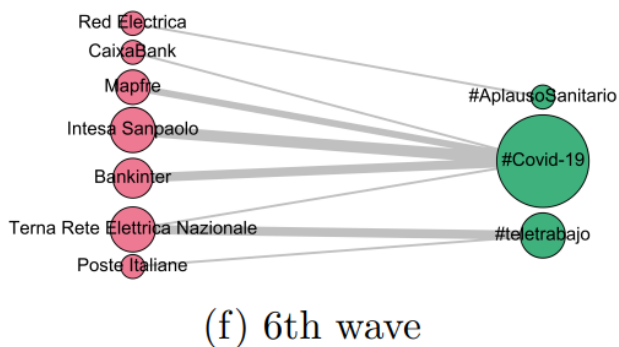
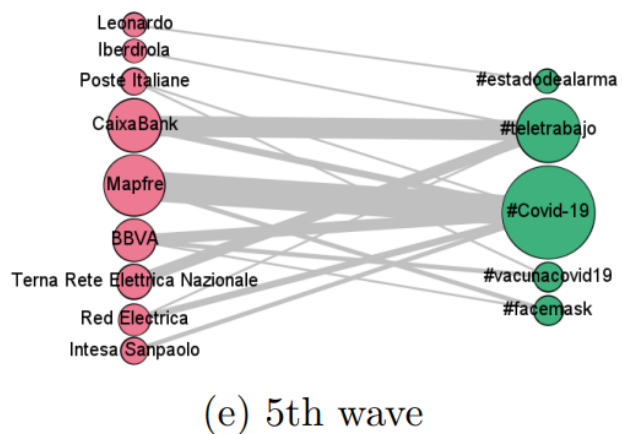
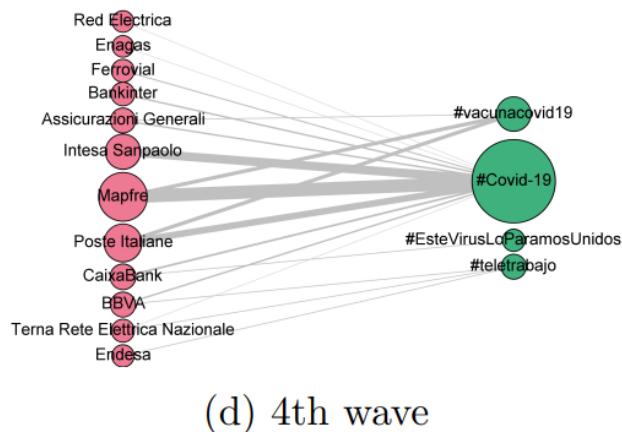
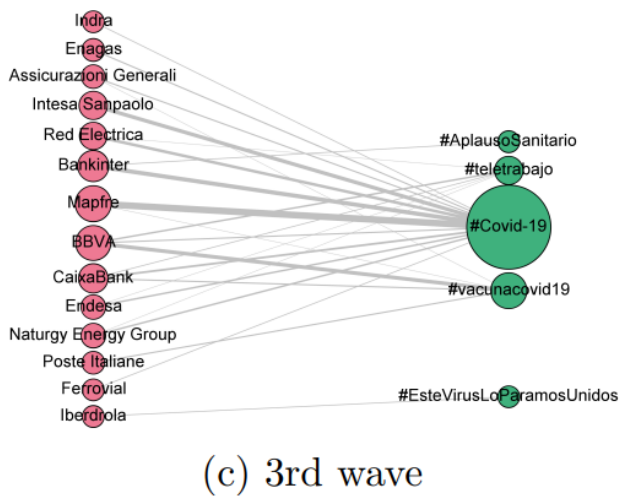
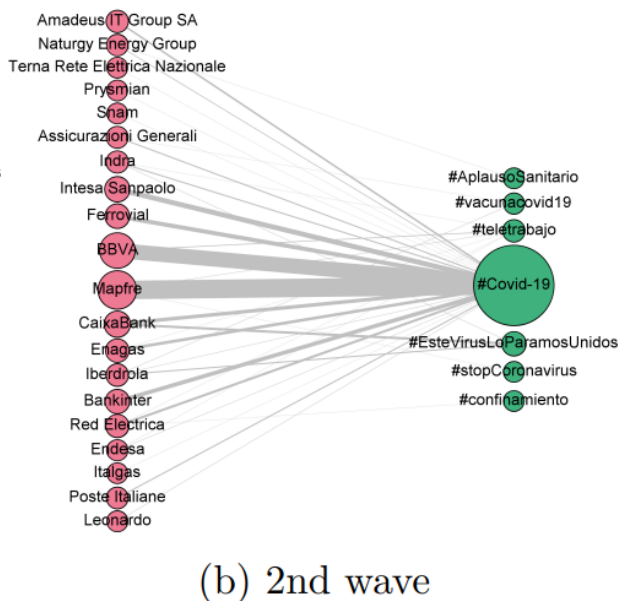
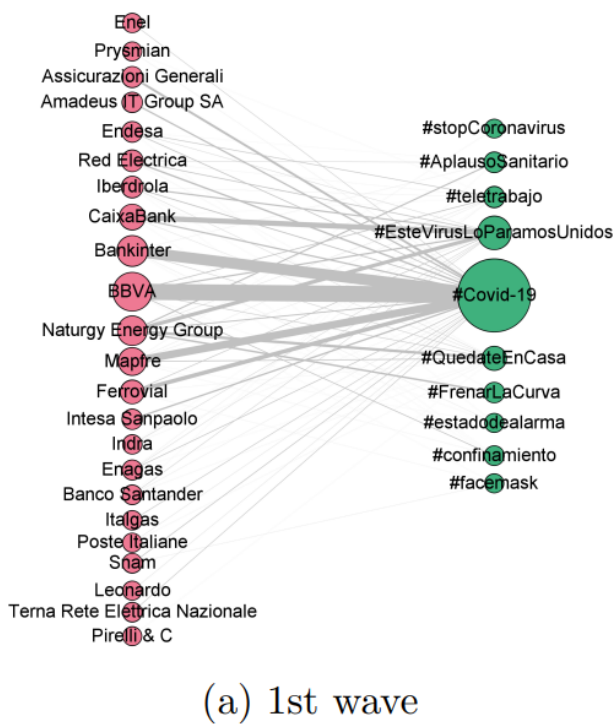
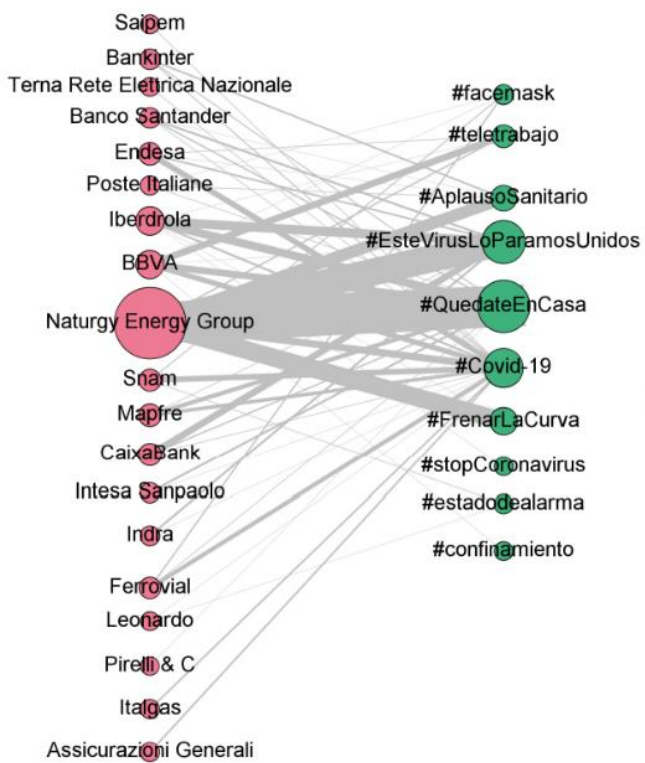
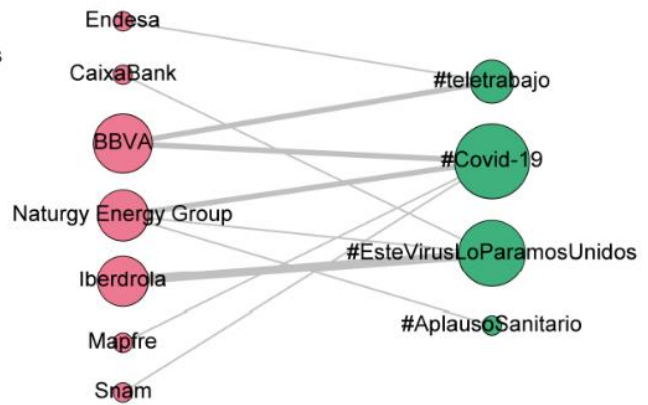


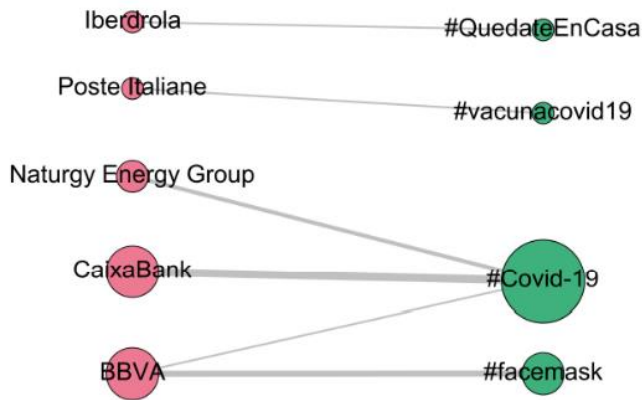
Figure A.8: Bipartite company-hashtag networks, Twitter



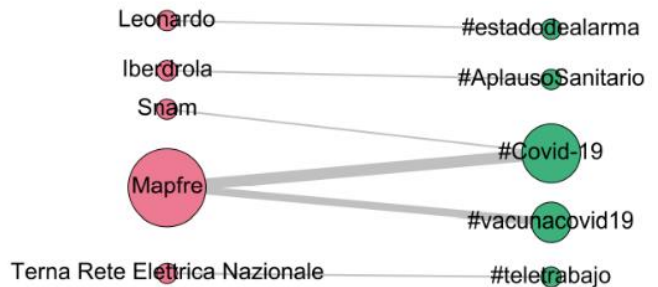
(a) 1st wave



(b) 2nd wave



(c) 3rd wave



(d) 4th wave



(e) 6th wave

Figure A.9: Bipartite company-hashtag networks, Instagram