

Supplemental Table 1. Exclusion Criteria of Full-text Articles for Meta-analysis

Reason Excluded	Author (Year)
No Outcome of Interest (N=38)	
	Alhabash, Saleem, Anna R. McAlister, Elizabeth Taylor Quilliam, Jef I. Richards, and Chen Lou. "Alcohol's Getting a Bit More Social: When Alcohol Marketing Messages on Facebook Increase Young Adults' Intentions to Imbibe." <i>Mass Communication & Society</i> 18, no. 3 (2015): 350–75. doi:10.1080/15205436.2014.945651.
	Cavazos-Rehg, P.A., M.J. Krauss, S.J. Sowles, and L.J. Bierut. "'Hey Everyone, I'm Drunk.' An Evaluation of Drinking-Related Twitter Chatter." <i>Journal of Studies on Alcohol and Drugs</i> 76, no. 4 (2015): 635–43.
	Clayton, Russell B., Randall E. Osborne, Brian K. Miller, and Crystal D. Oberle. "Loneliness, Anxiousness, and Substance Use as Predictors of Facebook Use." <i>Computers in Human Behavior</i> 29, no. 3 (2013): 687–93. doi:10.1016/j.chb.2012.12.002.
*	Hoffman, Eric W., Erica Weintraub Austin, Bruce E. Pinkleton, and Bruce W. Austin. "An Exploration of the Associations of Alcohol-Related Social Media Use and Message Interpretation Outcomes to Problem Drinking Among College Students." <i>Health Communication</i> , July 15, 2016, 1–8. doi:10.1080/10410236.2016.1195677.
	Hormes, J.M., B. Kearns, and C.A. Timko. "Craving Facebook? Behavioral Addiction to Online Social Networking and Its Association with Emotion Regulation Deficits." <i>Addiction</i> 109, no. 12 (2014): 2079–88. doi:10.1111/add.12713.
	Huang, Grace C., Daniel Soto, Kayo Fujimoto, and Thomas W. Valente. "The Interplay of Friendship Networks and Social Networking Sites: Longitudinal Analysis of Selection and Influence Effects on Adolescent Smoking and Alcohol Use." <i>American Journal of Public Health</i> 104, no. 8 (2014): e51–59. doi:10.2105/AJPH.2014.302038.
*	Kaufman, Z. A., E. N. Braunschweig, J. Feeney, S. Dringus, H. Weiss, S. Delany-Moretlwe, and D. A. Ross. "Sexual Risk Behavior, Alcohol Use, and Social Media Use among Secondary School Students in Informal Settlements in Cape Town and Port Elizabeth, South Africa." <i>AIDS and Behavior</i> 18, no. 9 (2014): 1661–74. doi:10.1007/s10461-014-0816-x.
	Moreno, M.A., D.A. Christakis, K.G. Egan, L.N. Brockman, and T. Becker. "Associations between Displayed Alcohol References on Facebook and Problem Drinking among College Students." <i>Archives of Pediatrics and Adolescent Medicine</i> 166, no. 2 (2012): 157–63.
*	Moreno, Megan A., Jonathan D'Angelo, Lauren E. Kacvinsky, Bradley Kerr, Chong Zhang, and

Jens Eickhoff. "Emergence and Predictors of Alcohol Reference Displays on Facebook during the First Year of College." *Computers in Human Behavior* 30 (2014): 87–94.
doi:10.1016/j.chb.2013.07.060.

* Oshri, A., I. Himelboim, J.A. Kwon, T.E. Sutton, and J. MacKillop. "Childhood Physical and Sexual Abuse and Social Network Patterns on Social Media: Associations with Alcohol Use and Problems Among young Adult Women." *Journal of Studies on Alcohol and Drugs* 76, no. 6 (2015): 845–51. doi:10.15288/jsad.2015.76.845.

* Primack, B.A., J.B. Colditz, K.C. Pang, and K.M. Jackson. "Portrayal of Alcohol Intoxication on Youtube." *Alcoholism: Clinical and Experimental Research* 39, no. 3 (2015): 496–503.

Finlay, Andrea K., Nilam Ram, Jennifer L. Maggs, and Linda L. Caldwell. "Leisure Activities, the Social Weekend, and Alcohol Use: Evidence from a Daily Study of First-Year College Students." *Journal of Studies on Alcohol and Drugs* 73, no. 2 (March 2012): 250–59.
doi:10.15288/jsad.2012.73.250.

Fournier, Angela K., Erin Hall, Patricia Ricke, and Brittany Storey. "Alcohol and the Social Network: Online Social Networking Sites and College Students' Perceived Drinking Norms." *Psychology of Popular Media Culture* 2, no. 2 (April 2013): 86–95. doi:10.1037/a0032097.

Tucker, Joan S., Jeremy N. V. Miles, and Elizabeth J. D'Amico. "Cross-Lagged Associations between Substance Use-Related Media Exposure and Alcohol Use during Middle School." *Journal of Adolescent Health* 53, no. 4 (October 2013): 460–64.
doi:10.1016/j.jadohealth.2013.05.005.

Petticrew, Mark, Niamh Fitzgerald, Mary Alison Durand, Cécile Knai, Martin Davoren, and Ivan Perry. "Diageo's 'Stop Out of Control Drinking' Campaign in Ireland: An Analysis." *PloS One* 11, no. 9 (2016): e0160379. doi:10.1371/journal.pone.0160379.

* Ranney, Megan L., Brian Chang, Joshua R. Freeman, Brian Norris, Mark Silverberg, and Esther K. Choo. "Tweet Now, See You In the ED Later? Examining the Association Between Alcohol-Related Tweets and Emergency Care Visits." *Academic Emergency Medicine: Official Journal of the Society for Academic Emergency Medicine* 23, no. 7 (July 2016): 831–34.
doi:10.1111/acem.12983.

Smith, Aaron C. T., Constantino Stavros, Kate Westberg, Brad Wilson, and Colleen Boyle. "Alcohol-Related Player Behavioral Transgressions: Incidences, Fan Media Responses, and a Harm-Reduction Alternative." *International Review for the Sociology of Sport* 49, no. 3–4 (June 2014): 400–416. doi:10.1177/1012690213515663.

Gutierrez, Kevin M., and Theodore V. Cooper. "The Use of Social Networking Sites: A Risk Factor for Using Alcohol, Marijuana, and Synthetic Cannabinoids?" *Drug and Alcohol Dependence* 163

(June 1, 2016): 247–50. doi:10.1016/j.drugalcdep.2016.03.021.

Krauss, Melissa J., Richard A. Grucza, Laura J. Bierut, and Patricia A. Cavazos-Rehg. “Get Drunk. Smoke Weed. Have Fun.’: A Content Analysis of Tweets About Marijuana and Alcohol.” *American Journal of Health Promotion: AJHP*, November 11, 2015. doi:10.4278/ajhp.150205-QUAL-708.

Moreno, Megan A., Leslie R. Briner, Amanda Williams, Libby Brockman, Leslie Walker, and Dimitri A. Christakis. “A Content Analysis of Displayed Alcohol References on a Social Networking Web Site.” *Journal of Adolescent Health* 47, no. 2 (August 2010): 168–75. doi:10.1016/j.jadohealth.2010.01.001.

* Bobkowski, Piotr S., Jane D. Brown, and Deborah R. Neffa. “‘Hit Me up and We Can Get Down’: US Youths’ Risk Behaviors and Sexual Self-Disclosure in MySpace Profiles.” *Journal of Children and Media* 6, no. 1 (February 2012): 119–34. doi:10.1080/17482798.2011.633412.

Wombacher, Kevin, Jenna E. Reno, and Shari R. Veil. “NekNominate: Social Norms, Social Media, and Binge Drinking.” *Health Communication*, June 22, 2016, 1–7. doi:10.1080/10410236.2016.1146567.

Beullens, Kathleen, and Adriaan Schepers. “Display of Alcohol Use on Facebook: A Content Analysis.” *Cyberpsychology, Behavior and Social Networking* 16, no. 7 (July 2013): 497–503. doi:10.1089/cyber.2013.0044.

Tamersoy, Acar, Munmun De Choudhury, and Duen Horng Chau. “Characterizing Smoking and Drinking Abstinence from Social Media.” *HT ...: The Proceedings of the ... ACM Conference on Hypertext and Social Media. ACM Conference on Hypertext and Social Media 2015 (September 2015): 139–48. doi:10.1145/2700171.2791247.*

* Litt, D.M., and M.L. Stock. “Adolescent Alcohol-Related Risk Cognitions: The Roles of Social Norms and Social Networking Sites.” *Psychology of Addictive Behaviors* 25, no. 4 (2011): 708–13. doi:10.1037/a0024226.

Boyle, Sarah C., Andrew M. Earle, Joseph W. LaBrie, and Kayla Ballou. “Facebook Dethroned: Revealing the More Likely Social Media Destinations for College Students’ Depictions of Underage Drinking.” *Addictive Behaviors* 65 (February 2017): 63–67. doi:10.1016/j.addbeh.2016.10.004.

Moreno, M.A., E.D. Cox, H.N. Young, and W. Haaland. “Underage College Students’ Alcohol Displays on Facebook and Real-Time Alcohol Behaviors.” *Journal of Adolescent Health* 56, no. 6 (2015): 646–51.

Pumper, Megan A., and Megan A. Moreno. “Identifying High-Risk Alcohol Users in First-Year College Students: Attitude, Intention, and Facebook.” *Journal of Alcoholism and Drug*

Dependence 1 (July 29, 2013). doi:10.4172/2329-6488.1000128.

Carrotte, Elise R., Paul M. Dietze, Cassandra J. Wright, and Megan S. Lim. "Who 'Likes' Alcohol? Young Australians' Engagement with Alcohol Marketing via Social Media and Related Alcohol Consumption Patterns." *Australian and New Zealand Journal of Public Health* 40, no. 5 (October 2016): 474–79. doi:10.1111/1753-6405.12572.

D'Angelo, Jonathan, Chong Zhang, Jens Eickhoff, and Megan Moreno. "Facebook Influence among Incoming College Freshmen: Sticky Cues and Alcohol." *Bulletin of Science, Technology & Society* 34, no. 1–2 (February 1, 2014): 13–20. doi:10.1177/0270467614538002.

Ishikawa, Yoshiki, Naoki Kondo, Ichiro Kawachi, and Kasisomayajula Viswanath. "Are Socioeconomic Disparities in Health Behavior Mediated by Differential Media Use? Test of the Communication Inequality Theory." *Patient Education and Counseling*, May 28, 2016. doi:10.1016/j.pec.2016.05.018.

Moon, Sung Seek, and Uma Rao. "Social Activity, School-Related Activity, and Anti-Substance Use: Media Messages on Adolescent Tobacco and Alcohol Use." *Journal of Human Behavior in the Social Environment* 21, no. 5 (July 2011): 475–89. doi:10.1080/10911359.2011.566456.

Salimian, Parissa K., Rumi Chunara, and Elissa R. Weitzman. "Averting the Perfect Storm: Addressing Youth Substance Use Risk from Social Media Use." *Pediatric Annals* 43, no. 10 (October 2014): 411. doi:10.3928/00904481-20140924-08.

Thompson, Erika Beseler, Frank Heley, Laura Oster-Aaland, Sherri Nordstrom Stastny, and Elizabeth Crisp Crawford. "The Impact of a Student-Driven Social Marketing Campaign on College Student Alcohol-Related Beliefs and Behaviors." *Social Marketing Quarterly* 19, no. 1 (March 2013): 52–64. doi:10.1177/1524500412472668.

Westgate, E.C., C. Neighbors, H. Heppner, S. Jahn, and K.P. Lindgren. "'I Will Take a Shot for Every 'Like' I Get on This Status': Posting Alcohol-Related Facebook Content Is Linked to Drinking Outcomes." *Journal of Studies on Alcohol and Drugs* 75, no. 3 (2014): 390–98.

Westberg, Kate, Constantino Stavros, Aaron C.T. Smith, Geoff Munro, and Kevin Argus. "An Examination of How Alcohol Brands Use Sport to Engage Consumers on Social Media." *Drug and Alcohol Review*, November 20, 2016. doi:10.1111/dar.12493.

Moreno, M.A., L. Kacvinsky, M. Pumper, L. Wachowski, and J.M. Whitehill. "Associations between Social Media Displays and Event specific Alcohol Consumption by College Students." *Wisconsin Medical Journal* 112, no. 6 (2013): 251–56.

Lefkowitz, E. S., Patrick, M. E., Morgan, N. R., Bezemer, D. H., & Vasilenko, S. A. (2012). State Patty's Day: College student drinking and local crime increased on a student-constructed holiday. *Journal of Adolescent Research*, 27(3), 323-350.

Qualitative Study (N=8)

Bulmer, S.M., B.A. Barton, J. Liefeld, S. Montauti, S. Santos, M. Richard, L. Hnath, K. Pelletier, and J. Lalanne. "Using CBPR Methods in College Health Research: Exploring Excessive Alcohol Consumption." *Journal of Adolescent Research* 31, no. 2 (2016): 232–58. doi:10.1177/0743558415584012.

Hebden, R., A.C. Lyons, I. Goodwin, and T. McCreanor. "‘when You Add Alcohol, It Gets That Much Better’: University Students, Alcohol Consumption, and Online Drinking Cultures." *Journal of Drug Issues* 45, no. 2 (2015): 214–26. doi:10.1177/0022042615575375.

Lyons, A.C., I. Goodwin, T. McCreanor, and C. Griffin. "Social Networking and Young Adults’ Drinking Practices: Innovative Qualitative Methods for Health Behavior Research." *Health Psychology* 34, no. 4 (2015): 293–302.

Mart, S., J. Mergendoller, and M. Simon. "Alcohol Promotion on Facebook." *Journal of Global Drug Policy and Practice* 3, no. 3 (2009).

Niland, P., A.C. Lyons, I. Goodwin, and F. Hutton. "‘See It Doesn’t Look Pretty Does It?’ Young Adults’ Airbrushed Drinking Practices on Facebook." *Psychology and Health* 29, no. 8 (2014): 877–95. doi:10.1080/08870446.2014.893345.

Carah, Nicholas, Carla Meurk, and Wayne Hall. "Profiling Hello Sunday Morning: Who Are the Participants?" *The International Journal on Drug Policy* 26, no. 2 (February 2015): 214–16. doi:10.1016/j.drugpo.2014.07.019.

Hutton, Fiona, Christine Griffin, Antonia Lyons, Patricia Niland, and Tim McCreanor. "‘Tragic Girls’ and ‘crack Whores’: Alcohol, Femininity and Facebook." *Feminism & Psychology* 26, no. 1 (February 2016): 73–93. doi:10.1177/0959353515618224.

Whitehill, Jennifer M., Megan A. Pumper, and Megan A. Moreno. "Emerging Adults’ Use of Alcohol and Social Networking Sites during a Large Street Festival: A Real-Time Interview Study." *Substance Abuse Treatment, Prevention, and Policy* 10 (2015). doi:10.1186/s13011-015-0016-3.

Content Analysis (N=5)

Beullens, K., and L. Vandenbosch. "A Conditional Process Analysis on the Relationship Between the Use of Social Networking Sites, Attitudes, Peer Norms, and Adolescents’ Intentions to Consume Alcohol." *Media Psychology* 19, no. 2 (2016): 310–33. doi:10.1080/15213269.2015.1049275.

Black, Erik W., Kelsey Mezzina, and Lindsay A. Thompson. "Anonymous Social media—Understanding the Content and Context of Yik Yak." *Computers in Human Behavior* 57 (April 2016): 17–22. doi:10.1016/j.chb.2015.11.043.

Moraes, C., N. Michaelidou, and R.W. Meneses. "The Use of Facebook to Promote Drinking

among Young Consumers.” *Journal of Marketing Management* 30, no. 13–14 (2014): 1377–1401. doi:10.1080/0267257X.2014.909512.

Moreno, M.A., K.G. Egan, and M.F. Fleming. “Alcohol Displays on Facebook: Intervention Considerations.” *Pediatric Research* 70, no. 4 (2011): 437.

Parra, P., A.J. Gordo, and S.A. D’Antonio. “Social Research Applied to Social Networks. a Methodological Innovation for the Analysis of Facebook Likes.” *Revista Latina de Comunicacion Social* 69 (2014): 195–212. doi:10.4185/RLCS-2014-1008.

*indicates disagreement between SJL and BLC to be reviewed by DER, 8 of 9 listed as one was included in the meta-analysis