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Content Codebook: Covid-19 Vaccine Communication on Small Liberal Arts Colleges in the Southeast

Category	Code	Operational Definition
Code Information	Covid-19 vaccine related post	If the post includes information regarding the Covid-19 vaccine, INCLUDE.
	Non Covid-19 vaccine related post	If the post does not include information regarding the Covid-19 vaccine, EXCLUDE.
Caption of the post: Includes the text under the post.	Related to the vaccine	Mark YES if the word "vaccine" is written in the caption of the post.
	Related to the symptoms	Mark YES if information relating to Covid-19 "symptoms '' is written in this post. This information must include symptoms such as fever or chills, cough, shortness of breath or difficulty breathing, fatigue, muscle or body aches, headaches, new loss of taste or smell, sore throat, congestion or runny nose, nausea or vomiting, diarrhea.
	Related to an incentive for receiving the Covid-19 vaccines	Mark YES if the post includes an incentive for students who receive the vaccine. This information must include monetary incentives, food incentives, or gift card incentives.
	Link directing to another source	Mark YES if the post includes a link to a third-party source for more information on the vaccine. This must include links to the following

		medical organizations CDC, WHO, FDA, or the college's COVID database.
	Link to get the vaccine	Mark YES if the post includes a link to make an appointment to get the Covid-19 vaccine.
Hashtags: Includes the hashtags in the text of the post.	Covid-19 Vaccine Related Hashtag	Mark YES if the post includes hashtags relating to the Covid-19 vaccine. This must include the words vaccine, vaccination, Pfizer, Moderna, Johnson and Johnson, shot, immune, or immunization.
Mandates	Covid-19 Vaccination Mandate	Mark YES if the post includes a requirement for students to receive the Covid-19 vaccination in order to attend classes on campus.
	Covid-19 Mask Mandate	Mark YES if the post includes a mask requirement for students who are not vaccinated against Covid-19.
Static image: Illustration	Illustrations	Mark YES if the image includes an illustration. This information includes illustrated images, digital graphics, emojis or cartoons.
	Infographics	Mark YES if the image includes an infographics. This must include information on vaccine information, symptoms, incentives, or vaccine mandates.
	Masks	Mark YES if the people in the illustration are wearing a mask.
	Vaccination	Mark YES if the image

		displays a person receiving the Covid-19 vaccine. This must only include students, faculty or staff.
	Medical Staff	Mark YES if the image includes medical staff, this includes a doctor or nurse.
Static image: Real	Real people in a real environment	Mark YES if the image includes real people in a real environment. This must include students, faculty or staff.
	Real people cropped on a fake background	Mark YES if the image includes a real individual digitally cropped on a fake background.
	On-campus	Mark YES if the image is taken in a college campus environment. This must only include a classroom, dining hall, gym, bookstore, dorms, or library.
	Masks	Mark YES if the people in the real world environment are wearing a mask.
	Vaccination	Mark YES if the image displays a person receiving the Covid-19 vaccine. This must include students, faculty or staff.
	Medical Staff	Mark YES if the image includes medical staff, such as a doctor or a nurse.
Video: **Includes moving visual images or sound (music or people speaking).**	Illustrations	Mark YES if the video includes an illustration. This information might include emojis, cartoons, and digital graphics.
	Infographics	Mark YES if the video includes an infographics.

		This information might include emojis, cartoons, and digital graphics. This can include information on vaccine information, symptoms, incentives, or vaccine mandates.
	Real people	Mark YES if the video includes real people in a real environment. This must include students, faculty or staff.
	On-campus	Mark YES if the video is taken in a college campus environment. This must only include a classroom, dining hall, gym, bookstore, dorms, library.
	Masks	Mark YES if the people in the video are wearing a mask.
	Vaccination	Mark YES if the video displays a person receiving the Covid-19 vaccine. This must include students, faculty or staff.
	Medical Staff	Mark YES if the video includes medical staff this includes a doctor or a nurse.
	Voice Over	Mark YES if the video includes a voice over. This can include descriptive information regarding Covid-19 vaccines.
	Narration	Mark YES if the video includes a narration of the events taking place in the video. This can include narration regarding the Covid-19 vaccine information.

	Direct speaker	Mark YES if the video includes a direct speaker. This must include an individual being interviewed or a scripted speech.
Mix of static images (includes real elements or illustrations) and videos (includes moving visual images or sound such as music or people speaking)	Illustrations	Mark YES if the post includes an illustration. This information can include emojis or cartoons.
	Infographics	Mark YES if the post includes an infographics. This information might include emojis or cartoons. This must only include information on vaccine information, symptoms, incentives, or vaccine mandates.
	Real people	Mark YES if the post includes real people in a real environment. This must include students, faculty or staff.
	On-campus	Mark YES if the post is taken in a college campus environment. This must only include a classroom, dining hall, gym, bookstore, dorms, library.
	Masks	Mark YES if the people in the post are wearing a mask.
	Vaccination	Mark YES if the post displays a person receiving the Covid-19 vaccine. This must include students, faculty or staff.
	Medical Staff	Mark YES if the post includes medical staff this includes a doctor or a nurse.

	Voice Over	Mark YES if the post includes a voice over.
	Direct speaker	Mark YES if the post includes a direct speaker. This must include an individual being interviewed or speaking from a scripted speech.

Link to Qualtrics Survey: https://flagler.co1.qualtrics.com/jfe/form/SV_0kvnbCGgBJzk5o2
https://flagler.co1.qualtrics.com/jfe/form/SV_0kvnbCGgBJzk5o2