Supplementary Material- Full search strategy

Database or Website	Search Strategy	Search Filter
Scopus	TITLE-ABS-KEY ("infectious disease*" OR COVID* OR pandemic* OR corona* OR "SARS*" OR "severe acute respiratory syndrome") AND TITLE-ABS-KEY ("social media" OR "Web 2.0" OR "social networking" OR twitter OR Instagram OR TikTok OR Facebook OR Reddit OR YouTube OR Snapchat OR LinkedIn OR Pinterest OR WhatsApp OR "social networking site*" or "online social network*" or "virtual world*" or "online communit*" or "online forum*") AND TITLE-ABS-KEY (equit* OR marginali* OR ((vulnerable OR underresourced OR "under resourced" OR underserved OR "underserved" OR "high risk") W/3 (individual* OR person* OR people OR population* OR group*)) OR BIPOC OR racis* OR indigenous OR Black OR minorit* OR ethnic* OR divers* OR inclusion* OR Accesibil* OR "disabled person*" OR "sexual and gender minorities" OR "health care disparities") AND TITLE-ABS-KEY (campaign OR "risk communication*" OR engagement OR outreach OR advocacy OR prevention OR engagement OR education OR "health promotion" OR awareness OR marketing)'.	Timeline: Articles published from 2019 to 2022 Language: Articles published in English
Lit Covid	TITLE-ABS-KEY ("infectious disease*" OR COVID* OR pandemic* OR corona* OR "SARS*" OR "severe acute respiratory syndrome") AND TITLE-ABS-KEY ("social media" OR "Web 2.0" OR "social networking" OR twitter OR Instagram OR TikTok OR Facebook OR Reddit OR YouTube OR Snapchat OR LinkedIn OR Pinterest OR WhatsApp OR "social networking site*" or "online social network*" or "virtual world*" or "online communit*" or "online forum*") AND TITLE-ABS-KEY (equit* OR marginali* OR ((vulnerable OR underresourced OR "under resourced" OR underserved OR "underserved" OR "high risk") W/3 (individual* OR person* OR people OR population* OR group*)) OR BIPOC OR racis* OR indigenous OR Black OR minorit* OR ethnic* OR divers* OR inclusion* OR Accesibil* OR "disabled person*" OR "sexual and gender minorities" OR "health care disparities") AND TITLE-ABS-KEY (campaign OR "risk communication*" OR engagement OR outreach OR advocacy OR prevention OR engagement OR education OR "health promotion" OR awareness OR marketing)'.	Timeline: Articles published from 2019 to 2022 Language: Articles published in English
CINHAL Complete	1. MH "COVID-19") OR (MH "SARS-CoV-2") OR (MH "COVID-19 Pandemic") OR (MH "COVID-19 Vaccines") OR (MH "Coronavirus Infections") OR (MH "Coronavirus") 2. 5(MH "Communicable Diseases") OR (MH "Infection Control") 3. (MH "Influenza, Pandemic (H1N1) 2009") OR (MH "Disease Outbreaks") 4. ("infectious disease*" or COVID* or pandemic* or corona* or "SARS*" or "severe acute respiratory syndrome").mp 5. S1 OR S2 OR S3 OR 4 6. (MH "Social Media") OR (MH "Facebook") OR (MH "Twitter") 7. (MH "Online Social Networking") 8. (MH "Blogs") 9. ("social media" or "Web 2.0" or "social networking" or twitter or Instagram or TikTok or Facebook or Reddit or YouTube or Snapchat or LinkedIn or Pinterest or Whatsapp or "social networking site*" or "online social network*" or "virtual world*" or "online communit*" or "online forum*").mp. 10. S6 OR S7 OR S8 OR S9	Timeline: Articles published from 2019 to 2022 Language: Articles published in English

	11. (MH "Racial Equality") OR (MH "Gender Equality") OR (MH "Social Justice") 12. (MH "Minority Groups") OR (MH "Immigrants") OR (MH "Ethnic Groups+") OR (MH "Disabled") OR (MH "Sexual and Gender Minorities") OR (MH "Women") 13. (MH "Healthcare Disparities") OR (MH "Health Services Accessibility") 14. (MH "Discrimination+") 15. (MH "Social Inclusion") OR (MH "Vulnerability") OR (MH "Stigma") OR (MH "Prejudice") OR (MH "Ageism") OR (MH "Racism") OR (MH "Gender Equality") OR (MH "Racial Equality") OR (MH "Homophobia") OR (MH "Sexism") 16. (MH "Special Populations") OR (MH "Rural Population") OR (MH "Urban Population") 17. (MH "Medically Underserved") OR (MH "Minority Groups") 18. (MH "Young Adult") 19. equit* OR marginali* OR vulnerable OR underresourced OR "under resourced" OR underserved OR "under served" OR "high risk" 20. ((vulnerable or underresourced or "under resourced" or underserved or "under served" or "high risk") W3 (individual* or person* or people or population* or group*)). 21. S11 OR S12 OR S13 OR S14 OR S15 OR S16 OR S17 OR S18 OR S19 OR S20 22. (MH "Health Promotion") 23. (MH "Social Marketing") 24. (MH "Health Education") 25. campaign OR "risk communication*" OR engagement OR outreach OR advocacy OR prevention OR engagement OR education OR "health promotion" OR awareness OR marketing 26. S22 OR S23 OR S24 OR S25 27. S5 AND S10 AND S21 AND S26	
EMBASE database OVID	1. exp coronavirus disease 2019/ or coronavirus infection/ 2. exp pandemic/ or exp pandemic influenza/ or exp influenza/ 3. infection/ 4. exp severe acute respiratory syndrome/ or coronavirus infection/ or virus pneumonia/ 5. ("infectious disease*" or COVID* or pandemic* or corona* or "SARS*" or "severe acute respiratory syndrome").mp 6. 1 or 2 or 3 or 4 or 5 7. exp social media/ 8. online social network/ or social network analysis/ 9. exp social network/ 10. ("social media" or "Web 2.0" or "social networking" or twitter or Instagram or TikTok or Facebook or Reddit or YouTube or Snapchat or LinkedIn or Pinterest or Whatsapp or "social networking site*" or "online social network*" or "virtual world*" or "online communit*" or "online forum*").mp. 11. 7 or 8 or 9 or 10 12. exp health equity/ or exp gender equity/ 13. gender bias/ or gender identity/ 14. high risk population/ or rural population/ or susceptible population/ or urban population/ or vulnerable population/ 15. exp indigenous people/ 16. minority health/ or minority group/ or "sexual and gender minority"/	Timeline: Articles published from 2019 to 2022 Language: Articles published in English

	17. health disparity/ or LGBTQIA+ people/ or ethnic group/ 18. medically underserved/ 19. exp disabled person/ 20. equit* or marginali* or ((vulnerable or underresourced or "under resourced" or underserved or "under served" or "high risk") adj3 (individual* or person* or people or population* or group*))).mp. 21. 12 or 13 or 14 or 15 or 16 or 17 or 18 or 19 or 20 22. exp health promotion/ or health education/ or public health campaign/ or exp health promotion model/ 23. public health/ 24. (campaign or "risk communication*" or engagement or outreach or advocacy or prevention or engagement or education or "health promotion" or awareness or marketing).mp. 25. 22 or 23 or 24 26. 6 and 11 and 21 and 25	
Medline (OVID)	1. COVID-19/ 2. COVID-19 Vaccines/ or COVID-19 Testing/ 3. ("infectious disease*" or COVID* or pandemic* or corona* or "SARS*" or "severe acute respiratory syndrome").mp. [mp=title, abstract, original title, name of substance word, subject heading word, floating sub-heading word, keyword heading word, organism supplementary concept word, protocol supplementary concept word, rare disease supplementary concept word, unique identifier, synonyms] 4. 1 or 2 or 3 5. blogging/ or social media/ 6. social networking/ or online social networking/ 7. social networking/ or online social networking/ 8. ("social media" or "Web 2.0" or "social networking" or twitter or Instagram or TikTok or Facebook or Reddit or YouTube or Snapchat or LinkedIn or Pinterest or Whatsapp or "social networking site*" or "online social network*" or "virtual world*" or "online communit*" or "online forum*").mp. 9. 5 or 6 or 7 or 8 10. Health Equity/ or Gender Equity/ 11. Healthcare Disparities/ 12. health status disparities/ 13. social discrimination/ or social inclusion/ or social marginalization/ or social stigma/ 14. Vulnerable Populations/ 15. (equit* or marginali* or vulnerable or underresourced or "under resourced" or underserved or "under served" or "high risk").mp. 16. ethnic groups/ or indigenous peoples/ or "sexual and gender minorities"/ or intersex persons/ or transgender persons/ 17. Minority Groups/ 18. exp Disabled Persons/ 19. rural population/ or urban population/ 20. Adolescent/ 21. prejudice/ or homophobia/ or racism/ or sexism/ 22. (equit* or marginali* or BIPOC or racis* or indigenous or Black or minorit* or ethnic* or divers* or inclusion* or Accesibil* or disabled person*).mp. 23. ((vulnerable or underresourced or "under resourced" or underserved or "under served" or "high risk") adj3 (individual* or person* or people or population* or group*)).mp.	Timeline: Articles published from 2019 to 2022 Language: Articles published in English

	24. 10 or 11 or 12 or 13 or 14 or 15 or 16 or 17 or 18 or 19 or 20 or 21 or 22 or 23 25. Health Promotion/ or Health Communication/ or Health Education/ 26. Health Knowledge, Attitudes, Practice/ 27. "Marketing of Health Services"/ 28. Social Marketing/ 29. (prevention or engagement or education or "health promotion" or awareness or marketing).mp. campaign or "risk communication*" or engagement or outreach or advocacy or [mp=title, abstract, original title, name of substance word, subject heading word, floating sub-heading word, keyword heading word, organism supplementary concept word, protocol supplementary concept word, rare disease supplementary concept word, unique identifier, synonyms] 30. 25 or 26 or 27 or 28 or 29 31. 4 and 9 and 24 and 30	
Business Source complete	"infectious disease*" OR COVID* OR pandemic* OR corona* OR "SARS*" OR "severe acute respiratory syndrome" AND "social media" OR "Web 2.0" OR "social networking" OR twitter OR Instagram OR TikTok OR Facebook OR Reddit OR YouTube OR Snapchat OR LinkedIn OR Pinterest OR WhatsApp OR "social networking site*" or "online social network*" or "virtual world*" or "online communit*" or "online forum*" AND equit* OR marginali* OR ((vulnerable OR underresourced OR "under resourced" OR underserved OR "underserved" OR "high risk") W/3 (individual* OR person* OR people OR population* OR group*)) OR BIPOC OR racis* OR indigenous OR Black OR minorit* OR ethnic* OR divers* OR inclusion* OR Accesibil* OR "disabled person*" OR "sexual and gender minorities" OR "health care disparities" AND campaign OR "risk communication*" OR engagement OR outreach OR advocacy OR prevention OR engagement OR education OR "health promotion" OR awareness OR marketing	Timeline: Articles published from 2019 to 2022 Language: Articles published in English
World Health Organization's Global literature on coronavirus disease	"infectious disease*" OR COVID* OR pandemic* OR corona* OR "SARS*" OR "severe acute respiratory syndrome" AND "social media" OR "Web 2.0" OR "social networking" OR twitter OR Instagram OR TikTok OR Facebook OR Reddit OR YouTube OR Snapchat OR LinkedIn OR Pinterest OR WhatsApp OR "social networking site*" or "online social network*" or "virtual world*" or "online communit*" or "online forum*" AND equit* OR marginali* OR ((vulnerable OR underresourced OR "under resourced" OR underserved OR "underserved" OR "high risk") W/3 (individual* OR person* OR people OR population* OR group*)) OR BIPOC OR racis* OR indigenous OR Black OR minorit* OR ethnic* OR divers* OR inclusion* OR Accesibil* OR "disabled person*" OR "sexual and gender minorities" OR "health care disparities" AND campaign OR "risk communication*" OR engagement OR outreach OR advocacy OR prevention OR engagement OR education OR "health promotion" OR awareness OR marketing	Timeline: Articles published from 2019 to 2022 Language: Articles published in English

NCCDH Equity-informed Responses to COVID-19 (	Hand search for resources by topic: • Access to health services • Addressing misinformation • Communicate • Community engagement • Infectious disease • Multilingual information • Pandemic / emergency planning • Pandemic recovery • Socioeconomic status • Stigma, discrimination • Vaccination	Timeline: Articles published from 2019 to 2022 Language: Articles published in English
Public Health +	Hand search of all articles 2019-2022	Timeline: Articles published from 2019 to 2022 Language: Articles published in English
COVID-19 Living Overview of the Evidence (L·OVE)	("infectious disease*" OR COVID* OR pandemic* OR corona* OR "SARS*" OR "severe acute respiratory syndrome") AND ("social media" OR "Web 2.0" OR "social networking" OR twitter OR Instagram OR TikTok OR Facebook OR Reddit OR YouTube OR Snapchat OR LinkedIn OR Pinterest OR WhatsApp OR "social networking site*" or "online social network*" or "virtual world*" or "online communit*" or "online forum*") AND (equit* OR marginali* OR ((vulnerable OR underresourced OR "under resourced" OR underserved OR "underserved" OR "high risk") W/3 (individual* OR person* OR people OR population* OR group*)) OR BIPOC OR racis* OR indigenous OR Black OR minorit* OR ethnic* OR divers* OR inclusion* OR Accesibil* OR "disabled person*" OR "sexual and gender minorities" OR "health care disparities") AND (campaign OR "risk communication*" OR engagement OR outreach OR advocacy OR prevention OR engagement OR education OR "health promotion" OR awareness OR marketing)	Timeline: Articles published from 2019 to 2022 Language: Articles published in English
NCCEH Environmental Health Resources for the COVID-19 Pandemic	Hand search for articles by topic: • Risk Communication • Health Equity	Timeline: Articles published from 2019 to 2022 Language: Articles published in English

NCCIH Updates on COVID-19	Hand search of all articles 2019-2022	Timeline: Articles published from 2019 to 2022 Language: Articles published in English