## ADDITIONAL FILE 2: Social Media Metrics of Canadian PHIEs.

| Health Unit Name                             | Facebook page URL                              | Twitter handle/URL                           | Instagram handle/URL                       | YouTube channel URL                  | Facebook Likes | Facebook Followers | Twitter Followers | Instagram Followers | YouTube Subscribers |
|----------------------------------------------|------------------------------------------------|---------------------------------------------|-------------------------------------------|---------------------------------------|----------------|-------------------|-------------------|---------------------|---------------------|
| Algoma Public Health Unit                    | [https://www.facebook.com/algomahealth](https://www.facebook.com/algomahealth) | [https://twitter.com/AlgomaHealth](https://twitter.com/AlgomaHealth) | -                                         | [https://www.youtube.com/user/AlgomaPublicHealth](https://www.youtube.com/user/AlgomaPublicHealth) | 8,756          | 8,901             | 1,803             | -                   | 606                 |
| Brant County Health Unit                     | [https://www.facebook.com/branthealthunit](https://www.facebook.com/branthealthunit) | [https://twitter.com/BrantHealthUnit](https://twitter.com/BrantHealthUnit) | [https://www.instagram.com/branthealthunit](https://www.instagram.com/branthealthunit) | [https://www.youtube.com/user/branthealthunit](https://www.youtube.com/user/branthealthunit) | 2,437          | 2,700             | 2,492             | 1,070               | 25                  |
| Chatham-Kent Health Unit                     | [https://www.facebook.com/CKPublicHealth](https://www.facebook.com/CKPublicHealth) | [https://twitter.com/ckpublichealth](https://twitter.com/ckpublichealth) | [https://www.instagram.com/ckpublichealth](https://www.instagram.com/ckpublichealth) | [https://www.youtube.com/user/ckphu](https://www.youtube.com/user/ckphu) | 4,211          | 4,592             | 2,065             | 1,419               | 655                 |
| Durham Region Health Department              | [https://www.facebook.com/durhamregionhealth](https://www.facebook.com/durhamregionhealth) | [https://twitter.com/DurhamHealth](https://twitter.com/DurhamHealth) | [https://www.instagram.com/durhamregionhealth](https://www.instagram.com/durhamregionhealth) | [https://www.youtube.com/user/RegionofDurham](https://www.youtube.com/user/RegionofDurham) | 9,626          | 9,798             | 23,000            | 2,924               | 2,360               |
| Eastern Ontario Health Unit                  | [https://www.facebook.com/EOHUhealth](https://www.facebook.com/EOHUhealth) | [https://twitter.com/EOHU_tweet](https://twitter.com/EOHU_tweet) | [https://www.instagram.com/ehucomm](https://www.instagram.com/ehucomm) | [https://www.youtube.com/user/EasternOntarioHealth](https://www.youtube.com/user/EasternOntarioHealth) | 5,016          | 5,644             | 1,717             | 1,018               | 6,590               |
| Grey Bruce Health Unit                        | [https://www.facebook.com/greybrupecpubhealth](https://www.facebook.com/greybrupecpubhealth) | [https://twitter.com/GBPubHealth](https://twitter.com/GBPubHealth) | [https://www.instagram.com/gbpublichealth](https://www.instagram.com/gbpublichealth) | [https://www.youtube.com/user/GreyBruceHealthUnit](https://www.youtube.com/user/GreyBruceHealthUnit) | 4,803          | 5,326             | 2,674             | 1,235               | 2,870               |
| Haldimand-Norfolk Health Unit                | [https://www.facebook.com/hnhealthunit](https://www.facebook.com/hnhealthunit) | [https://twitter.com/HNHealthUnit](https://twitter.com/HNHealthUnit) | [https://www.instagram.com/hnhealthunit](https://www.instagram.com/hnhealthunit) | [https://www.youtube.com/user/hnhealthunitcommunications](https://www.youtube.com/user/hnhealthunitcommunications) | 3,204          | 3,563             | 1,057             | 310                 | 56                  |
| Haliburton, Kawartha, Pine Ridge District Health Unit | [https://www.facebook.com/HKPRDHU](https://www.facebook.com/HKPRDHU) | [https://twitter.com/hkprdhu](https://twitter.com/hkprdhu) | -                                         | [https://www.youtube.com/user/HKPRDU](https://www.youtube.com/user/HKPRDU) | 1,534          | 1,807             | 1,713             | -                   | 614                 |
| Halton Region Health Department               | [https://www.facebook.com/RegionofHalton](https://www.facebook.com/RegionofHalton) | [https://twitter.com/regionofhalton](https://twitter.com/regionofhalton) | [https://www.instagram.com/regionofhalton](https://www.instagram.com/regionofhalton) | [https://www.youtube.com/user/RegionOfHalton](https://www.youtube.com/user/RegionOfHalton) | 5,954          | 6,644             | 16,000            | -                   | 425                 |
| Health Unit                                             | Facebook                              | Twitter                               | Instagram                               | YouTube                               | Total Cases | Deaths | Population |
|--------------------------------------------------------|---------------------------------------|---------------------------------------|-----------------------------------------|----------------------------------------|-------------|--------|------------|
| Hamilton Public Health Servicesa                        | https://www.facebook.com/pages/Hamilton-Public-Health-Svc-305750657676249 | https://twitter.com/cityofhamilton     | https://www.instagram.com/cityofhamilton | https://www.youtube.com/user/InsideCityofHamilton | -           | -      | 78,800     | 24,200     | 3,760       |
| Hastings and Prince Edward Counties Health Unit         | https://www.facebook.com/bepublichealth | https://twitter.com/HPEPublicHealth   | -                                       | https://www.youtube.com/c/hamnedUCikA8Qs3oGTQWJSasOWCW   | 7,708       | 8,066  | 1,549      | -          | 36          |
| Huron Perth County Health Unit                          | https://www.facebook.com/HuronPerthPublicHealth | https://twitter.com/hpublichealth     | https://www.instagram.com/hknhuronperth | https://www.youtube.com/c/harnedUCInzDaVscQQ2Whtw-FVXKkg | 4,380       | 5,073  | 1,907      | 184        | 34          |
| Kingston, Frontenac and Lennox & Addington Health Unit  | https://www.facebook.com/kflaph        | https://twitter.com/kflaph             | https://www.instagram.com/kflaph        | https://www.youtube.com/user/KFLAPublicHealth          | 6,075       | 6,785  | 6,238      | 1,621      | 155         |
| Lambton Health Unit                                     | https://www.facebook.com/lambtonpublichealth | https://twitter.com/lambton_ph      | -                                       | https://www.youtube.com/c/harnedUCMFFyWp6i4-aU3wiYHA | 4,165       | 4,410  | 735        | -          | Not listed  |
| Leeds, Grenville and Lanark District Health Unit        | https://www.facebook.com/LLGHealthUnit | https://twitter.com/LGLHealthUnit     | -                                       | https://www.youtube.com/user/LGLHealthUnit             | 4,679       | 5,107  | 886        | -          | 43          |
| Middlesex-London Health Unit                            | https://www.facebook.com/middlesx.london.health.unit | https://twitter.com/MLHealthUnit     | https://www.instagram.com/mlhealthunit  | https://www.youtube.com/user/mlhealthunit             | 12,064      | 12,780 | 14,100     | 5,428      | 1,820       |
| Niagara Region Public Health Departmentm                | https://www.facebook.com/niagararegion | https://twitter.com/NRPublicHealth   | https://www.instagram.com/nipubhealth   | https://www.youtube.com/user/NiagaraRegionCA          | 22,340      | 24,113 | 22,700     | 4,152      | Not listed  |
| North Bay Parry Sound District Health Unit              | https://www.facebook.com/NorthBayParrySoundDistrictHealthUnit | https://twitter.com/nbpsdhealthunit | -                                       | https://www.youtube.com/user/NBPSHealthUnit          | 4,028       | 4,434  | 1,401      | -          | 50          |
| Northwestern Health Unit                                | https://www.facebook.com/TheNWHU      | https://twitter.com/TheNWHU          | https://www.instagram.com/thenwhu       | https://www.youtube.com/user/TheNWHU                | 5,134       | 5,488  | 808        | 606        | 46          |
| Ottawa Public Health                                    | https://www.facebook.com/ottawahalthealth | https://twitter.com/ottawahalthealth | https://www.instagram.com/ottawahalthealthsante | https://www.youtube.com/user/ottawahalthealthsante | 35,098      | 38,085 | 79,600     | 24,600     | 1,780       |
| Health Unit                                      | Facebook Link                                      | Twitter Link                                      | Instagram Link                        | YouTube Link                                    | Followers | Mentions | Posts | Comments | Shares |
|------------------------------------------------|----------------------------------------------------|---------------------------------------------------|----------------------------------------|-----------------------------------------------|-----------|----------|-------|----------|--------|
| Peel Public Health                             | ![Facebook](https://www.facebook.com/regionofpeel/) | ![Twitter](https://twitter.com/regionofpeel)      | ![Instagram](https://www.instagram.com/peelregion.ca/?hl=en) | ![YouTube](https://www.youtube.com/user/theregionofpeel) | 3,214     | 3,586    | 31,000 | 2,345    | 3,390  |
| Peterborough Public Health                    | ![Facebook](https://www.facebook.com/PBBoHealth/)   | ![Twitter](https://twitter.com/PBBoHealth)        | ![Instagram](https://www.instagram.com/pbbohealth/) | ![YouTube](https://www.youtube.com/user/PCCUHealthUnit) | 2,493     | 2,866    | 3,393  | 1,368    | 23     |
| Porcupine Health Unit                          | ![Facebook](https://www.facebook.com/yourPHU/)      | ![Twitter](https://twitter.com/porcupinehu)       | ![Instagram](https://www.instagram.com/peelregion.ca/?hl=en) | ![YouTube](https://www.youtube.com/user/PorcupineHealth) | 5,528     | 6,070    | 448   | -        | 52     |
| Public Health Sudbury & Districts             | ![Facebook](https://www.facebook.com/PHUSudburyDist) | ![Twitter](https://twitter.com/RGOWPublicHealth)  | ![Instagram](https://www.instagram.com/rowpublichealth/) | ![YouTube](https://www.youtube.com/user/PublicHealthSD) | 7,899     | 8,555    | 3,377  | -        | 179    |
| Region of Waterloo, Public Health             | ![Facebook](https://www.facebook.com/RegionWaterloo) | ![Twitter](https://twitter.com/RCDHealthUnit)     | ![Instagram](https://www.instagram.com/simcoemuskokahealth/) | ![YouTube](https://www.youtube.com/channel/UCWQ1CpM4IbJN5wN782z8MLAaA/featured) | 3,451     | 3,810    | 6,860  | 1,650    | 661    |
| Renfrew County and District Health Unit       | ![Facebook](https://www.facebook.com/RCDHealthUnit/) | ![Twitter](https://twitter.com/SMDhealthunit)     | ![Instagram](https://www.instagram.com/swpublichealth/) | ![YouTube](https://www.youtube.com/user/smdhealthunit/featured) | 3,023     | 3,279    | 622   | -        | 76     |
| Simcoe Muskoka District Health Unit           | ![Facebook](https://www.facebook.com/Simcoe.Muskoka/) | ![Twitter](https://twitter.com/SW_PublicHealth)   | ![Instagram](https://www.instagram.com/swpublichealth/) | ![YouTube](https://www.youtube.com/user/ESTPH1) | 8,818     | 10,043   | 3,347  | 348      | 279    |
| Southwestern Public Health                    | ![Facebook](https://www.facebook.com/swpublichealth/) | ![Twitter](https://twitter.com/SW_publichealthSD) | ![Instagram](https://www.instagram.com/swpublichealth/) | ![YouTube](https://www.youtube.com/channel/UCWQ1CpM4IbJN5wN782z8MLAaA/featured) | 8,129     | 8,637    | 1,976  | 712      | 22     |
| Thunder Bay District Health Unit              | ![Facebook](https://www.facebook.com/TBDSHealthUnit/) | ![Twitter](https://twitter.com/TBDHealthUnit)     | ![Instagram](https://www.instagram.com/tbdshealthunit/) | ![YouTube](https://www.youtube.com/user/TBDHealthUnit) | 11,790    | 13,514   | 3,181  | 3,198    | 138    |
| Timiskaming Health Unit                       | ![Facebook](https://www.facebook.com/TimiskamingHealth-Unit-108069792957419) | ![Twitter](https://twitter.com/TimiskamingHU)     | -                                      | ![YouTube](https://www.youtube.com/c/hameUCwvZnPHKHEBoT5z4FDs_nA) | 3,189     | 3,739    | 176   | -        | 7      |
| Toronto Public Health                         | ![Facebook](https://www.facebook.com/torontopublichealth) | ![Twitter](https://twitter.com/TOPublicHealth)   | ![Instagram](https://www.instagram.com/cityoftoronto) | ![YouTube](https://www.youtube.com/user/thecityoftoronto) | 28,070    | 31,779   | 400,400| 116,000   | 10,600 |
| Health Unit                                                                 | Facebook Link                                                                 | Twitter Link                                                                 | Instagram Link                                                                 | YouTube Link                                                                 | Followers | Emails | Website/Notes |
|---------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-----------|--------|---------------|
| Wellington-Dufferin-Guelph Health Unit                                    | [link](https://www.facebook.com/WDGPublicHealth)                              | [link](https://twitter.com/WDGPublicHealth)                                  | [link](https://www.instagram.com/wdgpublichealth/)                            | [link](https://www.youtube.com/c/WDGPublicHealth)                            | 3,316     | 3,751  | 5,532         | 1,506  | 76          |
| Windsor-Essex County Health Unit                                          | [link](https://www.facebook.com/TheWECHU/)                                  | [link](https://twitter.com/TheWECHU)                                        | [link](https://www.instagram.com/thewechu/?hl=en)                             | [link](https://www.youtube.com/user/wechault)                                 | 14,901    | 18,732 | 3,907         | 615    | Not listed  |
| York Region Public Health Services88                                      | [link](https://www.facebook.com/YorkRegionGovernment)                       | [link](https://twitter.com/YorkRegionGovt)                                   | [link](https://www.instagram.com/yorkregiongovt/)                             | [link](https://www.youtube.com/user/YorkRegionGovt)                          | 21,597    | 23,930 | 22,500        | 9,535  | 1,450       |
| **Provincial/Territorial**                                                |                                                                               |                                                                               |                                                                               |                                                                               |
| Alberta Ministry of Health (Alberta Health)                               |                                                                               |                                                                               |                                                                               |                                                                               | -         | -      | 18,417        | -      | 27,000      |
| Alberta Health Services                                                   | [link](https://www.facebook.com/albertahealthservices/)                      | [link](https://twitter.com/AHS_media)                                        | [link](https://www.instagram.com/albertahealthservices/)                      | [link](https://www.youtube.com/channel/UCnuHHh1V4ih6iD)                        | 59,590    | 63,800 | 34,006        | 28007  | 8900        |
| Deena Hinshaw - The chief medical officer of Alberta                     | [link](https://twitter.com/CMOH_Alberta)                                     |                                                                               |                                                                               |                                                                               | -         | -      | 87,783        | -      | -           |
| British Columbia Ministry of Health                                       |                                                                               |                                                                               |                                                                               |                                                                               | -         | -      | -             | -      | 10000       |
| Provincial Health Services Authority                                      | [link](https://www.facebook.com/ProvincialHealthServices/)                   | [link](https://twitter.com/PHSAofBC)                                         | [link](https://www.instagram.com/ProvincialHealthServices/)                   | [link](https://www.youtube.com/user/ProHealthServAuth)                       | 5,900     | 6,527  | 12,172        | 3767   | Not listed  |
| BC Centre for Disease Control                                             |                                                                               |                                                                               |                                                                               |                                                                               | -         | -      | 28,223        | -      | 336         |
| Manitoba Health, Seniors and Active Living88                              | [link](https://www.facebook.com/ManitobaGovernment/)                        | [link](https://twitter.com/mbgov)                                            | [link](https://www.instagram.com/mbgov)                                      | [link](https://www.youtube.com/user/ManitobaGovernment)                      | 28,464    | 30,544 | 33,037        | -      | 4480        |
| Brent Roussin - The chief medical officer of Manitoba                    | [link](https://twitter.com/roussin_brent)                                   |                                                                               |                                                                               |                                                                               | 5,512     | -      | -             | -      | -           |

Alberta Ministry of Health (Alberta Health) - [link](https://twitter.com/gohealth) [link](https://www.youtube.com/channel/UCnuHHh1V4ih6iD) [link](https://www.instagram.com/cmohealth) [link](https://www.facebook.com/AlbertaHealth) [link](https://www.facebook.com/albertahealthservices) [link](https://twitter.com/AHS_media) [link](https://www.instagram.com/albertahealthservices) [link](https://www.youtube.com/channel/UCnuHHh1V4ih6iD)
| Department/Authority | Website 1 | Website 2 | Website 3 | Followers 1 | Followers 2 | Followers 3 | Followers 4 |
|----------------------|-----------|-----------|-----------|-------------|-------------|-------------|-------------|
| New Brunswick Department of Health | - | https://twitter.com/NBHealth | - | https://www.youtube.com/playlist?list=PLA8D47F3CEFB3D4F6 | - | - | 4,687 | 15,400 |
| Newfoundland and Labrador - Department of Health and community services | - | https://twitter.com/bc-s_govnl?lang=en | - | https://www.youtube.com/c/handle/UCcXvPIKQKlunYOenY4YadQ32Q | - | - | 6,994 | 2070 |
| Janice Fitzgerald - The chief medical officer of Newfoundland and Labrador | https://twitter.com/CMOH_NL | - | - | - | - | 11,115 | 20 |
| Kami Kandola - The chief medical officer of NWT | https://twitter.com/NTWT_CPHO | - | - | - | - | 1,594 | - |
| Northwest Territories Health and Social Services Authority | https://www.facebook.com/NTHSSA/?p=page&fref=ts | https://twitter.com/nthssa | - | https://www.youtube.com/user/HISCommunications | 712 | 756 | 10 | - |
| Nova Scotia Department of Health and Wellness | https://www.facebook.com/NovaScotiaHealthAndWellness | https://twitter.com/nshealth | - | https://www.youtube.com/user/NSDHW | 15,799 | 17,073 | 15,269 | - |
| Robert Strang - The chief medical officer of Nova Scotia | https://twitter.com/StrangRobert | - | - | - | - | 8,004 | - |
| Nova Scotia Health Authority | https://www.facebook.com/NovaScotiaHealthAuthority | https://twitter.com/healthns | https://www.instagram.com/novascotiahealthauthority | https://www.youtube.com/c/handle/UCgLz5y0L2paPZLTpkDLa5Q5Q | 19,264 | 20,613 | 7,088 | 3,643 |
| Nunavut Department of Health and Social Services | https://www.facebook.com/GovofNunavut/ | https://twitter.com/GovofNunavut | - | https://www.youtube.com/user/GovernmentofNunavut | 12,872 | 13,249 | 7,099 | 159 |
| Public Health Ontario | https://www.facebook.com/PublicHealthON | PublicHealthON | - | https://www.youtube.com/c/handle/UCVH07YRHEGDrv92j1TA1SUQ | 5,967 | 6,469 | 43,156 | NA 0 |
| Prince Edward Island Department of Health and Wellness | https://www.facebook.com/govpe | https://twitter.com/PEwellness | - | https://www.youtube.com/user/govpeca/featured | 28,809 | 41,624 | 5165 | 4880 |
| Health PEI | https://twitter.com/Health_PEI?ref_src=twsrc%5Egoogle%7Ctwcamp%5ESetup%7Ctwgr%5EFauthor |
|---|---|
| Institut national de santé publique du Québec | https://www.facebook.com/inspq | https://twitter.com/INSPQ | https://www.instagram.com/inspqquebec/?hl=en | https://www.youtube.com/user/INSPOquebec | 13,522 | 14,948 | 9651 | 631 | 425 |
| Quebec Ministry of Health and Social Services | Ministère de la Santé et des Services sociaux | https://www.facebook.com/SanteServicesSociauxQuebec | https://twitter.com/sante_qc | https://www.instagram.com/sante_qc_lang=en | - | - | - | - | - |
| Horacio Arruda - The chief medical officer of Quebec | https://twitter.com/ArudaHoracio | - | - | - | - | - | - | - | - |
| Saskatchewan Ministry of Health (Saskatchewan Health) | https://www.facebook.com/SaskHealthAuthority | https://twitter.com/saskhealth | - | - | - | - | - | - | - |
| Saskatchewan Health Authority | https://www.facebook.com/SaskHealthAuthority | https://twitter.com/saskhealth | - | - | - | - | - | - | - |
| Yukon Department of Health and Social Services | https://www.facebook.com/yukonhealth | https://twitter.com/bysyukon | https://www.instagram.com/yukonhealth/?hl=en | https://www.youtube.com/channel/UCjXcU6nCnwyLYeupHsSfWw | 3,572 | 3,760 | 1,365 | 274 | 305 |
| Federal | Federal | Federal | Federal | Federal | Federal | Federal | Federal | Federal | Federal |
| Health Canada/PHAC | https://www.facebook.com/HealthyCdnns | https://twitter.com/HealthCanadaCdnns | https://www.instagram.com/HealthyCdnns/GoCanHealth | https://www.youtube.com/user/HealthyCdnns | 163,181 | 337,932 | 322,530 | 39,974 | 6830 |
| Health Canada/PHAC - French | https://www.facebook.com/CANeSante | https://www.instagram.com/CANeSante | https://twitter.com/GoCanSante | https://www.youtube.com/channel/UCYa9IDZCq9-2ykfUaAsRg | 62,450 | 154,503 | 28,606 | 1808 | 1610 |
| Theresa Tam - The Chief Public Health Officer of Canada | https://twitter.com/CHOCanada | - | - | - | - | - | - | - | - |
All social media metrics were updated between May 28 and June 30

All social media accounts hosted by the city of Hamilton

All social media accounts hosted by the city of Niagara

All social media accounts hosted by the Region of Peel

Instagram account private

All social media accounts hosted by the Region of Waterloo

All social media accounts hosted by the regional municipality of York

All social media accounts hosted by the Government of Manitoba

All social media accounts hosted by the Government of Nunavut

The embedded Social media links were for Gov of PEI, not for PHE. It has separate twitter account for health which was not embedded