Table 4. Effects of message type (paid ad vs. organic messages) on wCTR for the analysis of 1275 antismoking health messages that were posted across 3 social media platforms (Twitter, Facebook, and Instagram) between April 19 and July 12, 2017.

| Variable | N   | wCTR (N=700) | Comparison     | P<
|----------|-----|--------------|----------------|---
| Ad type  | 700 | 78           | Organic vs. Paid | P<.001 |
| Organic  | 78  | 0.0384 (0.0006, 0.0762) |                |     |
| Paid     | 622 | 0.1719 (0.1531, 0.1906) |                |     |

P-values were obtained using multilevel mixed-effects negative binomial regression, followed by calculation of marginal means.