

SDC 3: Correlation coefficients for measures of authors' social media use

| | Twitter | Twitter | LinkedIn | Instagram | YouTube | Twitter | LinkedIn | Instagram | YouTube | YouTube |
|------------------------------|----------|----------|----------|-----------|---------|-----------|-----------|-----------|-------------|----------|
| | tweets | likes | posts | posts | videos | followers | followers | followers | subscribers | views |
| | (1,000s) | (1,000s) | | | | (1,000s) | (1,000s) | (1,000s) | | (1,000s) |
| Twitter likes (1,000s) | 0.99* | | | | | | | | | |
| LinkedIn posts | 0.79* | 0.80* | | | | | | | | |
| Instagram posts | 0.91* | 0.91* | 0.73* | | | | | | | |
| YouTube videos | -0.01 | -0.02 | 0.01 | 0.16 | | | | | | |
| Twitter followers (1,000s) | 0.92* | 0.93* | 0.75* | 0.90* | 0.01 | | | | | |
| LinkedIn followers (1,000s) | 0.90* | 0.90* | 0.78* | 0.86* | 0.07 | 0.86* | | | | |
| Instagram followers (1,000s) | 0.49* | 0.49* | 0.38* | 0.64* | 0.11 | 0.76* | 0.48* | | | |
| YouTube subscribers | -0.01 | -0.02 | -0.03 | 0.21* | 0.90* | 0.07 | 0.06 | 0.31* | | |
| YouTube views (1,000s) | 0.01 | -0.01 | -0.02 | 0.37* | 0.35* | 0.01 | 0.10 | 0.29* | 0.47* | |
| Facebook page likes | -0.01 | -0.02 | -0.03 | 0.24* | 0.16 | 0.28* | 0.04 | 0.79* | 0.39* | 0.46* |

* $p < 0.05$