**Supplementary File 2:** Web links to HIV-related and health-related information

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| --- | --- | --- | --- | --- |
| **Message Number** | **HIV or**  **Lifestyle** | **Web Link** | **Total number of clicks** | **% of delivered messages that generated impressions** |
| 2 | L | <https://www.bhf.org.uk/informationsupport/risk-factors> | 53 | 20.2 |
| 3 | H | <https://www.nhs.uk/conditions/hiv-and-aids/> | 39 | 15.2 |
| 4 | L | <https://www.nhs.uk/conditions/stress-anxiety-depression/mood-self-assessment/> | 37 | 14.6 |
| 5 | H | <https://www.nhs.uk/service-search/other-services/Free%20condoms/LocationSearch/732> | 45 | 17.9 |
| 6 | L | <https://www.nhs.uk/conditions/nhs-health-check/check-your-heart-age-tool/> | 44 | 17.7 |
| 8 | L | <https://www.nhs.uk/live-well/healthy-weight/start-the-nhs-weight-loss-plan/> | 31 | 12.6 |
| 10 | L | <https://www.nhs.uk/oneyou/how-are-you-quiz/> | 39 | 15.9 |
| 11 | H | <http://sh24.org.uk> | 59 | 24.1 |
| 12 | L | <https://www.diabetes.org.uk/preventing-type-2-diabetes> | 43 | 17.6 |
| 14 | L | <https://www.nhs.uk/smokefree> | 25 | 10.2 |
| 15 | H | <https://www.nhs.uk/conditions/hiv-and-aids/symptoms/> | 41 | 16.9 |
| 16 | L | <https://www.nhs.uk/oneyou/every-mind-matters/your-mind-plan-quiz/> | 29 | 11.9 |
| 17 | H | <https://www.nhs.uk/conditions/hiv-and-aids/treatment/> | 26 | 10.7 |
| 18 | L | <https://www.nhs.uk/oneyou/apps/> | 39 | 16.3 |
| 19 | H | <https://www.nhs.uk/conditions/hiv-and-aids/living-with/> | 21 | 8.8 |
| 20 | L | <https://www.nhs.uk/oneyou/for-your-body/move-more/> | 23 | 9.7 |
| 21 | H | <https://www.nhs.uk/using-the-nhs/nhs-services/sexual-health-services/guide-to-sexual-health-services/> | 24 | 10.8 |
| 22 | L | <https://www.nhs.uk/live-well/exercise/lower-back-pain-exercises/> | 29 | 12.4 |
| 24 | H | <https://www.nhs.uk/live-well/healthy-body/drug-addiction-getting-help/> | 22 | 9.4 |

Note: HIV: HIV prevention or testing-related; Lifestyle: general health and health behaviours. Links targeting a UK audience, valid at time of publication, last accessed [date 22/5/2020]