



Fig. S3. Psychological effects behind social media influence on human behaviour related to conservation. We designed this model based on the Theory of Planned Behaviour (see *Psychology of social media and its influence on conservation* section), whereby real-world behaviours can be attributed to attitudes, subjective norms, and perceived behaviour controls (Ajzen 1991). The three boxes outlined in colour represent human behaviour in the **digital world** (i.e., social media), while boxes outlined in black represent behaviours that (potentially) influence **real-world actions**. Determining the effective frequency (i.e., the number of times a person must be exposed to a message/post before a behavioural response is seen) of posts to raise awareness and engagement to lead people to (consider) behavioural changes will be important for campaign designers to consider. Additionally, for viewers to become engaged or change behaviours in response to a post likely depends on how many others post similar