Online Supplement

Article Title: If I tweet, will you cite? The effect of social media exposure of articles on downloads and citations

Journal Name: International Journal of Public Health

Author Names: Thomy Tonia, Herman Van Oyen, Anke Berger, Christian Schindler, Nino Künzli

Corresponding Author: Thomy Tonia, Institute of Social and Preventive Medicine, University of Bern, Bern, Switzerland. E-mail: thomai.tonia@ispm.unibe.ch

Online Supplement: Results in main and stratified analyses, Randomized Control Trial by exposure status. International Journal of Public Health, articles published between December 2012 and December 2014; downloads and citations for these articles between December 2012-March 2015

Outcome	Social Media exposure group (n=65)			Control group (n=65)			Difference between groups
	Counts	Mean (SD)	Median (Range)	Counts	Mean (SD)	Median (Range)	
Downloads all papers	12,466	191.8 (156.1)	133 (54-910)	13,175	202.7 (181.1)	147 (53-1035)	p= 0.60
Downloads open access papers	1,382	460.67 (317.78)	530 (117-735)	3,630	605.00 (362.97)	634.5 (169-1035)	p=0.44
Downloads non open access papers	11,084	178.77 (136.31)	132 (54-910)	9,545	161.78 (79.80)	145 (53-423)	p=0.95
Citations all papers	55	0.85 (1.54)	0 (0-8)	50	0.77 (1.26)	0 (0-6)	p= 0.88
Citations open access papers	1	0.33 (0.58)	0 (0-1)	4	0.67 (0.82)	0.5 (0-2)	p=0.56
Citations non open access papers	54	0.87 (1.57)	0 (0-8)	46	0.78 (1.30)	0 (0-6)	p=0.98