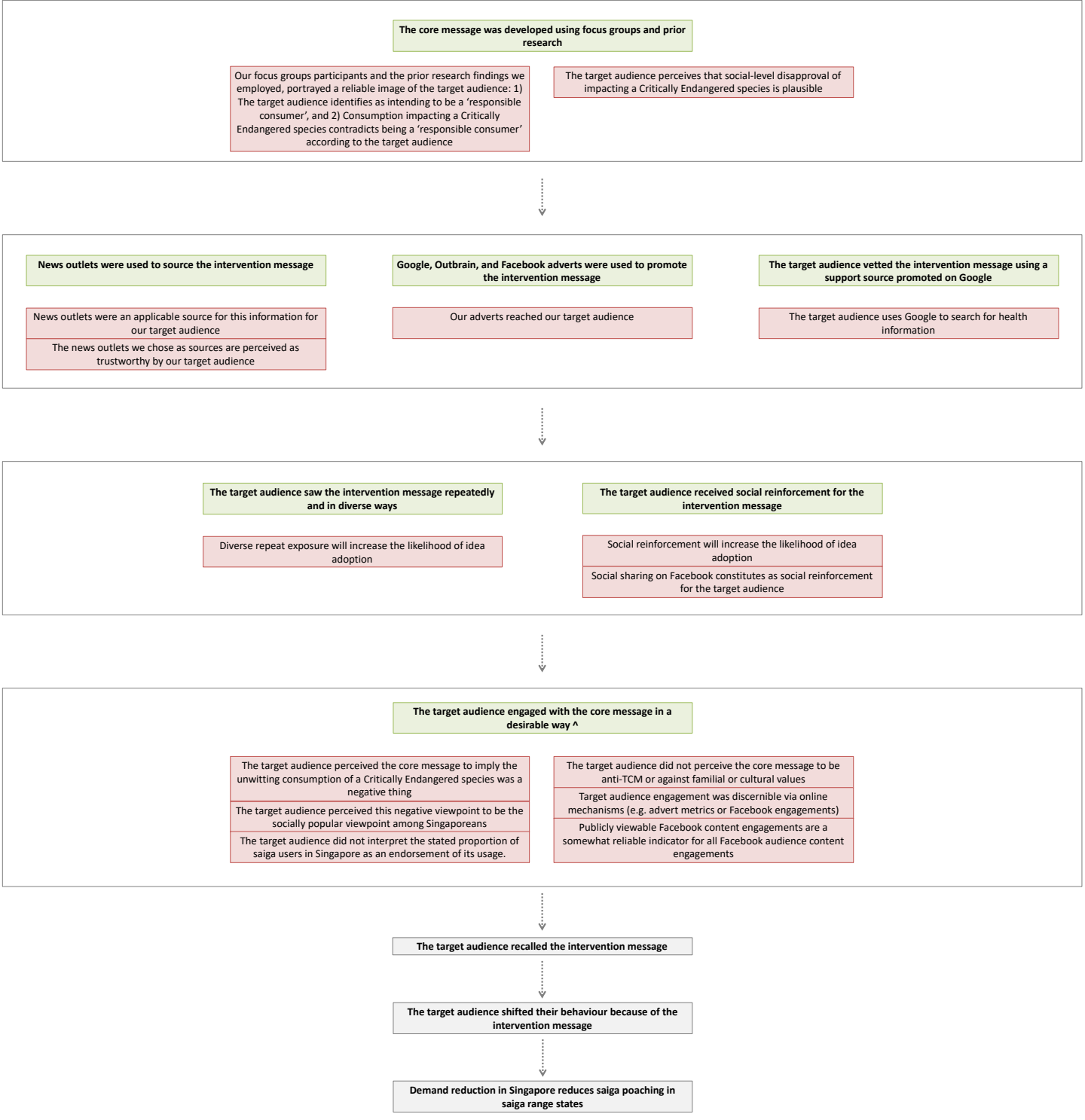


Figure S1: Intervention Implementation Theory of Change. Key facets of the intervention implementation process (green boxes with bolded text), along with the main assumptions they were based upon (red boxes), were determined using our pilot focus groups (File S1) and literature discussed throughout the main manuscript. These assumptions are not exhaustive. The final three grey boxes indicate stages not assessed through this work, but which are important to assess via a follow-up evaluation analysis and future research. ^ Desirable engagement in this context refers to clicking through to an article, sharing, reacting, or creating content Facebook engagements that were identifiably in line with the intervention message or showed a pro-conservation response to the message.