







Figure S1. Peer Crowd-Targeted Campaign Examples

Peer Crowd	Campaign	Example Content
Hip Hop	<i>Hustle & Strive</i> (substance use; Virginia)	 
Alternative	<i>Syke</i> (tobacco use; Virginia)	 

Peer Crowd	Campaign	Example Content
Country	<i>Down & Dirty</i> (tobacco use; multiple states)	 
Mainstream	<i>Y Street, Evolvement</i> (youth engagement programs; multiple states)	 

Peer Crowd	Campaign	Example Content
Popular	<i>Behind The Haze</i> (vaping; multiple states)	 