Appendix 1. McDonald’s Instagram Accounts Codebook

**Descriptive Data**

Question 1: How many followers are in the country?
Question 2: What is the image type for the post?
   1. Image
   1. Video
Question 3: How many likes does the post have?
Question 4: How many comments does the post have?
Question 5: How many views does the post have? [If the post is not a video, leave it blank]

**Marketing Strategy Codebook**

Question 6: Does the post show any visual informational content of food and/or beverage products?
   1. No
   2. Yes
Question 7: Is the post endorsing or using celebrities/influencers/sportspeople?
   1. No
   2. Yes
Question 8: Does the post encourage any healthy habits?
   1. No
   2. Yes
Question 9: Is the post using child-targeted marketing?
   1. No
   2. Yes
Question 10: Does the post offer special price promotions?
   1. No
   2. Yes
Question 11: Does the post promote McDonald’s app, website, or McDelivery?
   1. No
   2. Yes
Question 12: Does the post offer free giveaway and/or voucher?
   1. No
   2. Yes
Question 13: Does the post contain any culturally relevant images, symbols, or references?
   1. No
   2. Yes
Question 14: Does the post encourage engagements?
   1. No
   2. Yes
Question 15: Does the post support any charity or philanthropy reference?
   1. No
   2. Yes
Question 16: Does the post use emotional appeal?
   1. No
   2. Yes
Question 17: Does the post promote a new branch?
   1. No
   2. Yes
Question 18: Does the post use humor?
   1. No
   2. Yes