

Appendix 2

List of key words used common in the different types of posts in the general public category.

Stigmatization	Names of political figures Derogatory Words Forget Offended Nickname A sign of dementia Accuse Denied Clown
Affected person	Visiting a loved one Seeing a loved one My grandma/grandpa/mom/dad Friend Lost Passed away #diversealz (a hashtag started by an advocacy organization for posts about dementia experiences)
Marketing	Song artist/book author names For dementia patients New technology
Mental health advocate	Suffer from dementia Dementia community/ village/ friends Families affected by dementia Donate Improve Involve/participate Inspired Planning Reduce risk/ prevention/ help Tips