

	<i>Message</i>	<i>Post</i>	<i>Privacy</i>	<i>FAge</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>Sept.</i>	<i>October</i>	<i>Novem.</i>	<i>Decem.</i>	<i>Female</i>	<i>Male</i>
<i>Message</i>	1.0000																
<i>Post</i>	0.5451	1.0000															
<i>Privacy</i>	-0.0230	-0.0351	1.0000														
<i>FAge</i>	0.1600	0.1762	0.1705	1.0000													
<i>February</i>	0.0130	0.0135	-0.0551	-0.0456	1.0000												
<i>March</i>	0.0091	0.0100	-0.0622	-0.0317	-0.0767	1.0000											
<i>April</i>	0.0140	0.0033	-0.0553	-0.0118	-0.0682	-0.0769	1.0000										
<i>May</i>	-0.0011	-0.0077	-0.0567	-0.0145	-0.0699	-0.0789	-0.0701	1.0000									
<i>June</i>	-0.0151	-0.0167	-0.0641	0.0021	-0.0791	-0.0892	-0.0793	-0.0813	1.0000								
<i>July</i>	-0.0134	-0.0181	-0.0569	0.0194	-0.0702	-0.0792	-0.0704	-0.0721	-0.0816	1.0000							
<i>August</i>	-0.0001	-0.0186	-0.0608	0.0508	-0.0749	-0.0845	-0.0751	-0.0770	-0.0871	-0.0773	1.0000						
<i>Sept.</i>	0.0068	0.0202	-0.0680	0.0216	-0.0839	-0.0946	-0.0841	-0.0862	-0.0976	-0.0866	-0.0924	1.0000					
<i>October</i>	-0.0052	0.0065	-0.0720	-0.0306	-0.0888	-0.1002	-0.0891	-0.0913	-0.1033	-0.0917	-0.0978	-0.1096	1.0000				
<i>Novem.</i>	-0.0035	-0.0025	-0.0728	0.0255	-0.0897	-0.1012	-0.0899	-0.0922	-0.1043	-0.0926	-0.0988	-0.1106	-0.1172	1.0000			
<i>Decem.</i>	0.0024	0.0062	0.3245	0.0100	-0.0933	-0.1052	-0.0935	-0.0959	-0.1085	-0.0963	-0.1028	-0.1151	-0.1218	-0.1230	1.0000		
<i>Female</i>	0.2484	0.3382	-0.0002	0.3021	0.0007	0.0007	0.0004	-0.0070	-0.0062	-0.0049	-0.0042	0.0207	-0.0023	-0.0007	0.0003	1.0000	
<i>Male</i>	0.1501	0.1609	-0.0050	0.3073	0.0015	0.0019	0.0017	-0.0051	-0.0062	-0.0054	-0.0059	0.0212	-0.0007	-0.0024	-0.0016	-0.3899	1.0000

**Table S1.** Correlation Coefficients Matrix for the Short-Run Dataset

	<i>Message</i>	<i>Post</i>	<i>Privacy</i>	<i>FAge</i>	<i>February</i>	<i>March</i>	<i>April</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>August</i>	<i>Sept.</i>	<i>October</i>	<i>Novem.</i>	<i>Decem.</i>	<i>Female</i>	<i>Male</i>
<i>Message</i>	1.0000																
<i>Post</i>	0.5137	1.0000															
<i>Privacy</i>	-0.0814	-0.1226	1.0000														
<i>FAge</i>	0.0900	0.0841	0.3672	1.0000													
<i>February</i>	0.0005	-0.0004	0.0762	0.0219	1.0000												
<i>March</i>	-0.0122	-0.0083	0.0655	0.0253	-0.1001	1.0000											
<i>April</i>	-0.0045	-0.0136	0.0754	0.0544	-0.0913	-0.1002	1.0000										
<i>May</i>	0.0085	-0.0180	0.0691	0.0448	-0.0924	-0.1015	-0.0925	1.0000									
<i>June</i>	-0.0080	-0.0096	-0.0617	-0.0390	-0.0859	-0.0943	-0.0860	-0.0871	1.0000								
<i>July</i>	-0.0033	-0.0030	-0.0938	-0.0401	-0.0718	-0.0788	-0.0719	-0.0728	-0.0677	1.0000							
<i>August</i>	0.0007	-0.0095	-0.0207	0.0181	-0.0861	-0.0946	-0.0862	-0.0873	-0.0812	-0.0678	1.0000						
<i>Sept.</i>	0.0107	0.0254	-0.0774	-0.0227	-0.0896	-0.0984	-0.0897	-0.0908	-0.0844	-0.0706	-0.0846	1.0000					
<i>October</i>	0.0023	0.0159	-0.0932	-0.0571	-0.0934	-0.1026	-0.0935	-0.0947	-0.0880	-0.0736	-0.0882	-0.0918	1.0000				
<i>Novem.</i>	0.0023	0.0065	-0.0705	-0.0058	-0.0972	-0.1068	-0.0973	-0.0985	-0.0916	-0.0766	-0.0918	-0.0955	-0.0996	1.0000			
<i>Decem.</i>	0.0096	0.0164	0.0071	-0.0328	-0.0969	-0.1064	-0.0970	-0.0982	-0.0913	-0.0763	-0.0915	-0.0952	-0.0993	-0.1033	1.0000		
<i>Female</i>	0.2251	0.3235	-0.0004	0.2467	0.0003	0.0004	0.0002	-0.0040	-0.0041	-0.0034	-0.0027	0.0140	-0.0015	-0.0005	0.0002	1.0000	
<i>Male</i>	0.1519	0.1453	-0.0120	0.2595	-0.0002	0.0002	-0.0001	-0.0039	-0.0036	-0.0029	-0.0037	0.0151	0.0004	-0.0010	-0.0001	-0.3860	1.0000

**Table S2.** Correlation Coefficients Matrix for the Long-Run Dataset