Article title: Social Media as a Tool for Consumer Engagement in Hospital Quality Improvement and Service Design: Barriers and Enablers for Implementation

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Supplementary file 1

Table S1: Analysis Framework

Barriers	Lack of access to and familiarity with social media	• Lack of resources and access • Lack of skills and confidence in using social media • Lack of familiarity with using social media for health or QI purposes
	Lack of organisational processes and support	• Concerns about implementation and evaluation processes • Issues with organisational culture and lack of executive support
	Concerns about how people behave online	• Concerns about managing messages, people and interactions in a public forum • Concerns about privacy and professional behaviour • Unwillingness to share personal information online
	Problems with social media platforms	• Rapid changes in the social media environment • Poor platform usability

Enablers	Making discussions safe	• Making discussions safe
	Facilitating access and use for all stakeholders	• Making use of social media easier for target audiences • Organisational systems, processes, resourcing and partnership • Making access to social media easier for all users • Providing multiple ways to engage
	Providing high quality content and incentives	• Delivering engaging, trustworthy and targeted content • Users gaining benefits from participation
	Building a social media community	• Fostering connections between users in a community • Organisations promoting their use of social media • Targeting people who are most likely to use social media