ANALYTIC VARIABLE CODEBOOK

Variable name	Description	Values / Coding	Measure
age	Age of respondent	Continuous (years)	Scale
education	Highest level of education attained	1 = No formal education2 = Primary3 = Secondary4 = Tertiary+	Ordinal
female	Respondent sex	0 = Male1 = Female	Nominal
location	Intervention location type	1 = Outreach2 = Facility	Nominal
numgirls	Number of girls aged 9–17 in respondent's care	Count	Scale
girlage	Age group of youngest eligible girl	1 = 9–11 years2 = 12–14 years3 = 15–17 years	Ordinal
app	Most frequently used social media app	1 = Facebook2 = Instagram3 = WhatsApp4 = Other	Nominal
app2	Second most frequently used app	1 = Facebook2 = Instagram3 = WhatsApp4 = Other	Nominal
app3	Third most frequently used app	1 = Facebook2 = Instagram3 = WhatsApp4 = Other	Nominal
fbfreq	Frequency of Facebook/Instagram use	1 = Rarely/Never2 = Sometimes3 = Often4 = Daily	Ordinal
HPVinfo	Seen HPV vaccine information on Facebook/Instagram in past 3 months	0 = No1 = Yes	Nominal
hpvax	Girl received HPV vaccination	0 = No1 = Yes	Nominal
mobile	Respondent owns a mobile phone	0 = No1 = Yes	Nominal