

Table 1. Examples of questions that were employed in the interviews.

Area to be explored	Examples of questions
Exploring baseline usage of social media and digital communications tools	<ol style="list-style-type: none"> 1. What types of tools or apps do you use for mobile communications? 2. How often do you use them? 3. What do you use them for (work or personal)? 4. How would you describe your usage of social media platforms (eg Facebook, Instagram)?
Exploring use of digital communication tools during COVID-19 outbreak	<ol style="list-style-type: none"> 1. Tell us about your role in the current outbreak. 2. How would you describe your role when it comes to communications, in this outbreak? 3. How do you use these tools in the outbreak? 4. How have they helped /hindered communication in these times? 5. Can you give us examples of how these tools have helped you or hindered in what you need to do, in this outbreak?
(For leaders who had experienced the SARS outbreak in 2003) Comparing communications in the current outbreak to the SARS outbreak in 2003	<ol style="list-style-type: none"> 1. Tell us about your roles and responsibilities during SARS in 2003. 2. What was your experience of communication then? 3. What are the similarities / differences in the way communication was carried out during these two healthcare crises?
Exploring the infodemic (with some examples of widely-circulated social media posts)	<ol style="list-style-type: none"> 1. How familiar are you with these news items / social media posts / social media movements? 2. What do you think of them?
Reflecting on communications tools being used in crisis	<ol style="list-style-type: none"> 1. How have social media/ digital communications tools changed the way healthcare professionals lead/ manage / communicate during a crisis? 2. What are the lessons you learnt about communication during this crisis?